



# Introducing Ollee

## What is Ollee?

Ollee is a digital friend for children aged 8-11, created by Parent Zone and BBC Children in Need's [A Million & Me initiative](#). It helps children explore feelings around subjects – like school, family, friends and the world – and supports conversations between children and parents through connected accounts.

In the app, children can select an emotion they're feeling – maybe happy, sad, worried or something else – and it will give them ideas about what to do. Even if they're not sure, Ollee will help them figure it out. With prompts such as, "I feel lonely", "no one listens to me" or "I'm growing up", Ollee gives children supportive advice about that subject and how they feel.

Parents and guardians can create an Ollee account for themselves, as well as their child. By linking accounts, children and parents can share Ollee's advice and ideas together, helping to start a conversation about feelings. Parents can also explore the different emotional scenarios their child might be experiencing – with tailored parenting advice.

Featuring engaging wellbeing videos – promoting mindful activities like guided breathing and positive visualisation – Ollee also helps children process powerful emotions.

Try it out now in a web browser or download the app to a device:

Ollee's ready to talk. Try it out now.



[app.ollee.org.uk](http://app.ollee.org.uk)



## How Ollee can help the families you work with

Ollee is designed to be an early-intervention tool that parents and other trusted adults can use with their child to address any developing problems. While it can also be used to support a child who is already receiving professional mental health treatment, its primary purpose is to avoid escalation – to nip potential future issues in the bud.

That's vital, because we know that effective early intervention can make all the difference to children and young people – and we also know that they don't always get the support they need.

Communication is at the heart of how Ollee works. It helps families to have difficult conversations by encouraging children to talk about their feelings. By connecting Ollee accounts, a child and a parent or trusted adult can read and share advice around a range of subjects and emotions together.

Ollee is easy to use and open an account. It can be accessed either in a web browser – or downloaded as an app on most Apple and Android devices. We've also created a video showcasing its main features, which you can share with the families you work with.

Ollee aligns to the government's statutory guidance for all organisations and agencies who work with, or carry out work related to, children in the UK. It sets out that children want (among other things):

- adults to notice when things are troubling them
- to be heard and understood
- to be provided with support in their own right

By making parents and carers aware of the Ollee app, you'll also be giving them a powerful tool they can use to do something they do naturally and as a matter of course: support their child.