

Goals of the project

In the 18 months duration of the project, the main objectives are:

- Develop an English Master Version of DAD and national versions in CZ, NL, PL and RO
- Validate the service's deployment capacities in different local markets
- Build up a network of national experts and online help-desks for the users
- Provide interested sponsors with a platform to present their products
- Motivate men to actively participate in baby-health care
- Provide incentives for the reconsideration of parental leave legislations in Europe

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DAD

A digital guide for fathers-to-be

Motivating men to actively participate in baby care

www.project-dad.net



Background

Baby and infant care do not only concern a large part of mankind in private spheres but also have far reaching implications on politics and economy. This seems especially obvious when taking into account the decreasing fertility rate and the resulting demographical consequences. The low female employment rates and economical and legal burdens to a more equal share of parental leave, as well as a societal neglect of the father's role in the education of small children, built the initiatives for developing a baby-care guide customized to men's needs.

The DAD Project is a Market Validation project, funded by the eTEN Programme and provides fathers-to-be with a guide on baby care basics, considering the baby's well-being, health and child safety issues.

The Austrian Prototype of the service was introduced to the market in 2004 on the 'International Women's day'. Since then 150.000 users have profited from the service.

For whom?

- Fathers-to-be, Fathers
- Mothers-to-be, Mothers
- Private companies in the field of baby care products
- Organisations dealing with baby's- safety and -health
- Governments

A Common Interest

The DAD Project serves the European inclusion goal as it provides a free e-Service to all men, independent from their social status or origin. It concentrates on one of the most vulnerable groups – babies – and highlights the importance of the health care of the infants. The user gets information on how to deal with child safety aspects and is informed on the risks associated to the wrong use of baby care products. In this sense, the project also addresses important product safety and injury prevention policy aspects.

Furthermore, the project responds to the major requirements of the European Gender and Equality policies by motivating a more equal share of parental roles.

Technology

The guide is based on Flash technology and can be viewed with Flash player, available in most browsers. The playful content of the guide shall facilitate the reception of the content and motivate men to become active themselves. In the course of the project an online platform for the user groups will be set up. The integration of Web 2.0 features is envisaged.



Content

The modules of DAD are of high didactical quality and deal in a playful way with the following issues of baby care:

-  1. How do I properly carry my child?
-  2. What must I take care of when changing a nappy?
-  3. How do I prepare a feeding bottle?
-  4. What do I do when flatulence occurs?
-  5. How do I properly dress my child?
-  6. What do I have to take care of with respect to transport?
-  7. How do I properly bathe my child?
-  8. What is the best way for my child to fall asleep?
-  9. When does my child have to see a doctor?