



## Say Hello to DAD!

### How fathers-to-be discover parenting

International Mid-term Event of eTEN-Project DAD 046244

5<sup>th</sup> of June in Vienna, Austria

#### About the Event

Webducation invites you to the international conference on “How fathers-to-be discover parenting” and presentation of the DAD project.

Speakers from Austria, the Czech Republic, the Netherlands and Sweden will give an international perspective on topics such as motivating fathers to engage in baby care and the influence and acceptance of paternity leave.

The partners of the eTEN funded EU-Project “DAD - a digital guide for fathers-to-be” - will show the localised versions of DAD-guides in Czech, Dutch, Polish and Romanian.

The event is scheduled right after the first successful evaluation phase of DAD within the EU-Project. The great majority of users in Austria, the Czech Republic, the Netherlands, Poland and Romania experienced DAD as “unique, very useful, of high informational value, easy and joyful to use and of high socio-political impact”.

As DAD touches many different fields, such as parenting, the father’s role in society, parental leave in Europe, baby’s health and baby’s safety we invited international experts from these different areas to present their views and perspectives.

#### About DAD

DAD ([www.project-dad.net](http://www.project-dad.net)) is a free European e-service, dealing with basic baby care and -health issues, customized to men’s needs exclusively. The contents of the guide are of high didactical value and assisted by experts from the medical, pedagogical and gender equality fields.

With the financial contribution of the EC’s eTEN Programme, the scope of the DAD-guide is broadened at European level in terms of researching local markets in the Czech Republic, the Netherlands, Poland and Romania and developing a viable business plan.

DAD is provided via Internet platforms and via CD-ROM. Each of the named countries has set up a local DAD platform on which the guide can be accessed online. Users can exchange their experiences on baby care and associated topics in an open forum. In each country medical experts can be contacted online and anonymous through e-mail or directly reached in the course of Online Consultation hours.

The CD-ROM version is distributed via a network of gynaecologists, paediatricians, healthcare centres, midwives and pharmacies.

#### Free service for all European fathers-to-be

By providing the guide for free, socially or geographically disadvantaged people are not excluded. The two distribution channels, through Internet and via medical networks shall ensure the optimal service coverage.

As our mission is to make the service in the long term available to every father-to-be, we are always looking for partners, who deal with baby’s health, safety, education or who are involved in the production of baby care products or pharmaceutical products.

#### Registration

The event participation is free. Please sign up for the conference by sending an email with your contact details to: [dadevent@webducation.cc](mailto:dadevent@webducation.cc). The seats will be allocated on first come, first served basis.

#### Venue

The conference is held in the premises of the Industriellenvereinigung (Federation of Austrian Industry) in Vienna, Austria.

Industriellenvereinigung  
Schwarzenbergplatz 4, A-1031 Wien

Room Urbansaal and Spiegelsaal

Tel. +43 1 711 35-0,

[www.iv-net.at](http://www.iv-net.at)

The Industriellenvereinigung is located in the centre of Vienna; close the St. Stephen’s Cathedral and State Opera.

*By public transport:* Underground Station: U1, U2 or U4: Karlsplatz or U4 Stadtpark. Tram: 1, 2, D and 71

#### Contact details

If you need any information on the event, please do not hesitate to contact our event secretariat:

Natasa Vizin, Event Secretariat

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**Programme – DAD – Mid-term event, 5<sup>th</sup> of June 2008 in Vienna, Austria**

10.00	<i>Registration and Welcome Coffee</i>	
10.30	Introduction to the DAD Project, Presentation of localised DAD versions.	<i>Johannes Schneider (Austria)</i> Managing Director of Webducation, Co-ordinator of the EU-Project DAD
10.50	Message from the Federal Ministry of Social Affairs and Consumer Protection	
11.00	Protection of baby and child injuries	<i>Representative of the Austrian Road Safety Board/Kuratorium für Verkehrssicherheit (Austria)</i>
11.20	<i>Coffee break</i>	
11.40	Paternity leave for men and the role of fathers in Sweden	<i>Anders Hammarlind, (Sweden) Journalist, writer, 2004 "Vänta Barn", www.pappagrupperna.se</i>
12.10	Men and parental leave in Europe – A national example from CZ	<i>Lukas Sedlacek (Czech Republic) – coordinator of association "Nesehnuti"</i>
12.40	User Comments on DAD	<i>Silvia Miksch and Alexander Schratt. Department of Information and Knowledge Engineering – Danube University Krems – DAD Project Partner (Austria)</i>
13.00	Distributing the DAD guide in Europe through the IDS waiting room information system	<i>Nico Dienaar (Netherlands) Managing Director of IDS (health care information provider), DAD Project Partner</i>
13.20	<i>Conclusions</i>	<i>Johannes Schneider (Austria)</i> Managing Director of Webducation, Co-ordinator of the EU-Project DAD
13.30-15.00	Lunch and Get-together	<i>All participants</i>

The conference is supported by



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