

Goals of the project

In the 18 month duration of the project, the main objectives are to:

- 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 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 not only impacts on the personal lives of first time parents, but also has wider political and economic implications. In recent years both fertility rates and female employment rates have decreased. The resulting demographic consequences have led to economic and legal burdens for employers and governments.

This combined with the rising awareness of the importance of the father's role in an infant's life has led to changes in legislation which encourage a more equal share of parental leave between men and women. It has been these factors which have led to the development of the DAD Project, an essential guide on baby care, health and safety, customised specifically for fathers-to-be.

The DAD Project is funded by the eTEN programme and was first introduced in Austria in 2004 on 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 focused on baby 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 of their social status or origin. It concentrates on one of the most vulnerable groups – babies – and highlights the importance of infant health care. Each user receives information on child safety and the proper use of baby care products, highlighting important aspects of product safety and injury prevention policies.

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

Technology

The guide is based on Adobe Flash® technology and can be viewed with Adobe Flash® Player, available to most common browsers. The playful content of the guide motivates men to become more active parents and during the course of the project an online platform is made available and user groups are set up. The integration of Web 2.0 features are envisaged for the future.



Content

The DAD modules have been designed to be instructive and fun and deal 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?
