



## “DAD” – Digital-Aided Guide for Fathers-to-be

**The digital-aided guide for fathers-to-be is a free online service which deals in a playful way with the basics of baby care, health and safety. It is exclusively developed for men’s needs and aims at motivating fathers-to-be to actively participate in infant care.**

Micro census studies in Europe prove that 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 resulting demographic consequences. Low female employment rates, the economic and legal burdens involved in evolving more equal parental leave, as well as societal neglect of the father's role in the education of small children led to initiatives for development of a baby-care guide customized to men’s needs.

The DAD Project provides fathers-to-be with a guide on baby-care basics, including the consideration of a baby’s well-being, health and child safety issues. The guide is based on Flash technology and can be viewed with a Flash player, available in most common browsers. The playful content of the guide should facilitate its reception and motivate men to become active.



The main objectives of the DAD Project are:

- Develop localised versions of the prototype
- Validate the service’s deployment capacities in different local markets
- Build up a network of national experts and online helpdesks for users
- Motivate men to actively participate in baby health care
- Provide incentives for the reconsideration of parental leave legislation in Europe

The service is meant to raise men’s social awareness as well as provide them with didactically and medically sound information on child health care. By providing the guide free, socially or geographically disadvantaged people are not excluded from the service. Additional to the guide, an online platform offering expert consultation will be established in the participating countries.

The DAD Consortium consists of the following organisations:

- Webducation Software Planungs- und EntwicklungsgmbH (Austria)
- Wyższa Szkoła Humanistyczno-Ekonomiczna w Łodzi (Poland)
- Donau Universitaet Krems (Austria)
- Euroface Consulting s.r.o (Czech Republic)
- Societatea Romana Pentru Educatie Permanenta (Romania)
- IDS Media Development Holdings B.V. (Netherlands)

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