

DAD

Digital Aided Guide for Fathers-to-be

Micro census studies in Europe prove that baby and infant care concern a large part of mankind and have far reaching implications on politics and economy, especially 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 for men's needs.

This free and anonymous service is offered as a digital online guide for fathers-to-be. It is based on Macromedia Flash technology and is installed on an open internet platform. The playful content of the guide aims at helping men to acquaint themselves with the key basics for infant health care. The guide shall on one hand raise the man's social awareness and on the other hand provide them with didactically funded and medically substantiated information on child health care. By providing the guide for free, socially or geographically disadvantaged people are not excluded from the service.

Under the lead of the prototype service owner Webducation an EU project under the eTEN European Community programme starts in 2007. The overall aim of this Market Validation is to evaluate the capacities of the service deployment to other European Markets. The service will be sustained with a mixed model: Revenues from business sponsors and public funding in the target countries. So far, the prototype has been running in Austria since 2004 with 150,000 users with strong support from public authorities. To inform as many users as possible an online and offline (CD Roms available at doctors and health institutions) version exist. The market validation will take place in the partner countries Czech Republic, Netherlands, Poland & Romania. A comprehensive evaluation of the service from a user perspective with 500 test users and 250 prospective sponsor companies who will validate the service and the user acceptance will take place over a period of 18 months. The project consortium is constituted by governmental and private organisations, in order to have representatives of the whole value chain on board.

After the successful introduction of the service in the participating countries, the mid-term goal of the Market Validation project is to deploy the service to as many other EU-countries as possible.