

# Babycouch

01/2017 – 12/2018

## Initiator

Arbeitsgemeinschaft Gesundheitsförderung GmbH

## Objectives and activities

In 2009, the Arbeitsgemeinschaft Gesundheitsförderung GmbH (ARGE) was commissioned by the Niederösterreichische Gebietskrankenkasse (NÖGKK) to carry out the project „Babycouch“. The project was carried out successfully in two terms (2010–2013 and 2014–2016) and the ARGEF was recommissioned for the term 2017–2020. With this project, the NÖGKK aims to support and strengthen local structures in the province of Lower Austria to improve the health situation of families in rural as well as urban regions. For this purpose, the following activities at different levels are carried out:

- **Babycouch get-togethers:** The get-togethers for pregnant and breastfeeding women and families with young children (under 3 years) are managed by experts. In a relaxed atmosphere, the participants share their questions and concerns for example with nutritionists, doctors, midwives, pedagogues, psychologists and get competent, evidence-based and individual answers.
- **Multiplier trainings** for (out-of-hospital) professionals about nutritional and health issues
- **Continuous networking** with important stakeholders from the health and social sector, politics, town and communal administration

## Implementation of the evaluation

queraum is responsible for the process- and results/outcomes-oriented evaluation. In the framework of the summative evaluation, the participants of the “Babycouch“ are asked about their subjective view on the results of the provision and their satisfaction with the meetings. They are interviewed with questionnaires and in telephone interviews. In addition, the evaluation team carries out participatory observations at selected Babycouch get-togethers and finds out about the perspectives and opinions of the Babycouch managers in focus groups. In addition, the network partners are interviewed.

In the process evaluation, queraum supports the project team with the analysis of strengths and weaknesses of the project by means of regular evaluation meetings. At these meetings, results are presented and discussed to draw conclusions together.

## Your contact

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