



Bulgaria-Serbia IPA Cross-Border Programme
CCI Number 2007CB16IPO006

Project number: 2007CB16IPO006-2011-2-241
Project name: ESTABLISHMENT OF THE CENTER FOR EDUCATION AND ASSISTANCE TO PREGNANT WOMEN AND MOTHERS

Project partners:

- **Lead partner:** Centre for social works Pirot, Serbia
- **Project partner 2:** Foundation For Development of North-Western Bulgaria, Bulgaria

Budget: 87 460,11 €
Project duration: 12 months

Project description:

The project envisioned and achieved the following results:

- Conducted research on the problems and needs of young mothers and women from the region and prepared a Study on EU best practices in the field of health education and birth support and stimulation;
- Established a Call centre in Pirot which operated for 8 months. Six doctors were engaged to advise women by phone;
- Organized a "Health and pregnancy" workshop in Pirot. Participants shared their experience on the topics related to pregnancy and child care. Various stakeholders including young mothers, pregnant women, representatives of NGOs, representatives of health and social institutions took part in the workshop;
- Created a web site which provides young mothers and pregnant women with valuable information about social activities in the health, pregnancy and child care field: www.detemoe.com
- Implementation of a comprehensive promotional and visibility campaign including press conferences, distribution of promotional materials, publication of press releases, a radio jingle and a documentary video clip.

The project was successfully completed in December 2014.



The Programme is co-funded by the
European Union.



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