



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 screenshot shows the website for the Bulgaria-Serbia IPA Cross-border Programme. At the top, there is a banner image of a smiling man, a woman, and a baby holding a yellow flower. The banner includes the European Union flag on the left, the project title "Bulgaria - Serbia IPA Cross-border Programme" in the center, and the CCI Number 2007CB16IPO006 below it. On the right side of the banner is a map of the border region. Below the banner is a navigation menu with links: Home, Pregnancy, Newborn, Parenting & childcare, Diseases & Medical Help, The Project, and Blog. At the bottom of the page are three logos: the logo of the Centre for Social Works Pirot, the logo of the Foundation for Development of North-Western Bulgaria, and the logo of the Pirot Municipality.



The Programme is co-funded by the European Union.



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