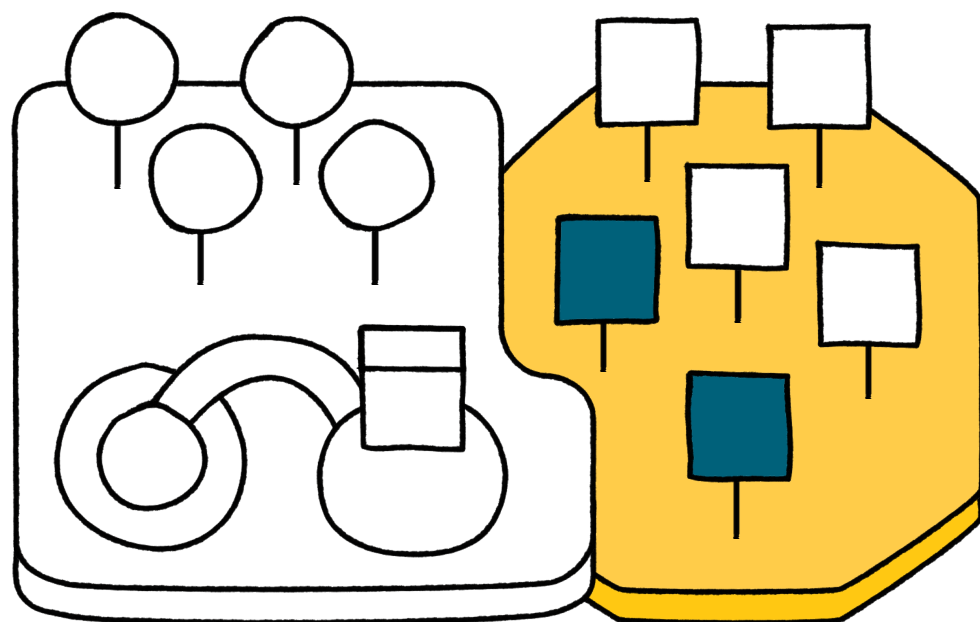


12 Frauenfeld Baby reception



Time frame
Since 2014

Stakeholders
Political executive
Prevention and health promotion
Civil society

Institutional framework

Structure-related quality criteria
Collaboration
Participation and identification

The starting point

The city of Frauenfeld has been inviting all parents living in the city to bring their first-borns to a reception in the town hall on a Saturday morning in November since 2014. The invitation extends to all babies born between 1 October and 30 September. The event lasts one and a half hours; the official part is purposely kept to a minimum so that parents are free to leave the event early. After a musical introduction by a children's choir or music group from Frauenfeld, the city council officially greets the young families. Then, the parents can browse the information market, drink coffee together and have professional family photos taken free of charge. There is a crawling area and feeding area for the babies and, of course, changing tables. Every baby receives a small gift from the city council.

Frauenfeld's baby reception is the city's way of taking seriously its responsibility to support young families in a needs-appropriate and active way. At the same time, it is also presenting itself to the public as a family-friendly city that is vigilant about good intergenerational relations.

Aims

The city of Frauenfeld officially welcomes its newest residents and shows its gratitude to the parents for the challenging task they have taken on with the birth of their child. The baby reception is also an important information point for young families. Around 20 Frauenfeld-based day care organisations, associations and institutions present their services for small children at the booths.

Target group

First-born babies from Frauenfeld born in the last year and their parents.

Costs

- Costs for coffee and snacks.
- Costs for professional photographer.
- Costs for small gifts (e.g. printed drinks bottles, swimming vouchers, book tokens) for the babies and the children who have provided music at the event, and their director.
- The main cost of the event is human resources – using the town hall infrastructure means material costs are kept low.

Project progression

The idea for the baby reception comes from Frauenfeld's partner city, Kufstein in Tirol. They have also been successfully holding this event for some years now. As the issue of "child-friendly cities" is the responsibility of the Office for Society and Integration, it took over the planning and organisation right from the start. The event's schedule has proven successful, so it has been kept as it is with only a few small adjustments.

The invitation is purposely addressed to each baby. The parents have to get in touch in writing or by telephone for organisational reasons. An article is also published in the local free newspaper a few days before the event.

Success factors

- On average, 40–50 babies take part every year along with their parents. This corresponds to 25–30% of the target group.
- The length of the event cannot overtax the babies, yet parents should have enough time to gather information about the services and to socialise with other parents. Official speeches are therefore limited to an absolute minimum (3 minutes).

Challenges

With around 20 exhibiting organisations and 50 families, the rooms in the town hall are reaching their capacity. Great importance is attached to the symbolism of this venue, however.

Conclusion

The city of Frauenfeld regularly receives enthusiastic feedback from parents about the baby reception. The event evidently meets a need. The city council's appreciation and the celebratory, yet simple framework are both very well received. For the participating organisations, the event is a good platform for advertising their services to their target groups and to maintain direct contact with the parents. There are also plenty of discussions between the organisations themselves.

Contact details

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