

Public Health Agency of Canada's NPF on Fathering



“My Daddy Matters Because..”

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Best Start Annual Conference 2005

From Challenges to Opportunities

AGENDA

- Review of Societal trends in last 50 years
- Men's Health Needs
- Father Involvement Research
- Assessment of Organization: Father Friendliness
- MDMB: TOOLS that Organizations can use



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Role Models of Yesteryear



- The Cleaver Family
- The ideal family of the 1960's
- Working Dad, stay at home Mom
- Two clean cut yet rambunctious boys

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Role Models of Today



- The Osbourne Family
- The newest TV family
- Working Dad and working Mom
- Two stylin' kids with their own issues

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Assumptions and Values of Yesteryear

- Dad works outside the home
- Mom stays at home
- Mom is the primary nurturer, caregiver
- A family is a husband and wife
- Work outside the home is more valued than work in the home: i.e. raising children

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Assumptions and Values of Yesteryear

- Dad has a public role, mother does not
- Dad's makes most financial decisions
- Dad is 'master of the house' even though he spends the least time in the home

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The Way it is Today!

- **Changes in the Economy: 70% of Canadian families have 2 parents working outside the home**
- **Of single parent families in Canada and Ontario: ~20% headed by father (Census 2004)**
- **Ottawa/Hull and Toronto: ~18% headed by father**
- **Divorce rates are around 25%**
- **Definition of the family is changing**

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The Way it is Today!

- Increase in the number of Family Structures
- Multiculturalism
- Parental Leave: Institutional Acknowledgement
- The task of educating the children is increasingly shared by both parents
- Father Involvement: New Japanese City bylaw

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EFFECTS ON SERVICES

- Increase in the number of fathers seeking:
 - Activities: father only, father/child
 - Services: i.e. daycare for fathers in need, support as primary caregiver, etc.
 - Resources: books, workbooks, parenting information just for dads
 - Programs: Educational, Support, Counseling

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EFFECTS ON SERVICES

- There has been an increase in requests the number of ASRP's for single parent families
- Increase in the number of stay at home Dads, more focused service delivery
- Divorce/Separation increase the needs of the lone parent to fulfill both parental roles



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EFFECTS ON SERVICES

- Parental Leave for fathers has tripled in last couple of years
- Multicultural: Parental Role linked to cultural definition
- Both parents make equal contributions
- New Bylaw in Japan: Mandatory

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Men's Health Needs Assessment

S.W.C.H.C

- **Men generally do not seek health and/or social support until they are in crisis.**
- **Men tend to have limited support networks**
- **Negative social images**
- **CHC,CRC are often seen by men as places for women and mothers**
- **No specific programs or services for men**

McCrae Consulting Associates, January 2000



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Men's Health Needs Assessment Recommendations

- Staff begin to examine their attitudes and values about gender issues in a supportive fashion
- Start to develop simple supports for men both in our clinical and social service practices.
- Link with other networks and agencies to build networks of support for men.



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Getting Fathers Involved: Challenges

- Men have less experience; women get a head start for parenting
- Less social pressure to be involved;
- Fathers often viewed as less competent;



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Getting Fathers Involved: Challenges

- Family arrangements and socioeconomic realities can be serious barriers.
- Program Challenges: Recruitment, participant reluctance, hours of operation, program environment, etc.



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Mothers as Gatekeepers

Many women are ambivalent about greater father involvement for many reasons;

- Concerns of fathers competence as a caregiver
- Feared loss of control of their domain
- Unwillingness to compromise their standards



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The Research

Father Involvement and Child Outcomes

Dr Kerry Daly/Dr. Sarah Allen University of Guelph:

- **Good for children**
 - **Cognitive:**
 - School performance
 - Problem solving abilities
 - **Emotional:**
 - Locus of control, less impulsive
 - Manage emotions appropriately
 - Self acceptance



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The Research

Father Involvement and Child Outcomes

- **Good for children**
 - **Social:**
 - **Positive peer relations**
 - **Less aggression, more tolerance**
 - **Empathetic concern**



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What we Know About Father Involvement:

- **Good for dads**
 - More parental confidence, perceived importance of parenting
 - Better health
 - Linked to productivity and community participation

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What we Know About Father Involvement

- **Good for marital stability**
 - Higher satisfaction for marriage
 - Happier in relationships
 - More connected to family



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Decrease in Negative Child Development Outcomes

Father Involvement protects children from;

- Delinquent and criminal behaviours
- Disruptive behaviours
- Depression
- Adolescents who strongly identify with their fathers were less likely to have been in jail and less likely to have become unwed parents.



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Small Group Exercise:

Based on Workbook: Getting Men Involved: Strategies for Early Childhood Programs: Levine, Murphy, and Wilson, 1993.

- Please fill out the following Questionnaire based upon how your organization meets the Identified Needs in the various Themes
- Please be Prepared to Discuss



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National Project on Fathering My Daddy Matters Because...

Approach-Intersectoral:

- Individual Father
- Family
- Community/ Service Provider
- Societal

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Background

- **Advisory Committee Composition:**
Representation from all 7 Regions of Canada:
Alberta, B.C., Ontario, Québec, Atlantic Canada,
Northern Canada, and Manitoba
- **The title of the project: “My Daddy Matters Because..” reflects the role of the father from a child’s perspective: Child’s Lenses**



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Project Vision

Fathers matter very much to their children, and the contribution that they make is an essential part of a child's healthy development. Children need their fathers, and fathers need their children.



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Direction and Objectives

The project intends to consolidate, translate, and transfer the information contained in the previous National Project (*“On Fathers’ Ground”*) by:

- Identifying Effective Practice
- Developing a Social Marketing Campaign
- Community Mobilization



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Identifying Effective Best Practices

- Research national best practices and Produce 'User Index'
- Produce a research report: Future Directions
- Create a "How To" Toolbox: Assist Community Action Programs for Children/Canada Prenatal Nutrition Programs CAPC/CPNP sites to promote fathering: at all levels
- Project Web site: www.mydad.ca

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Social Marketing Campaign

- **Identification of the current parenting paradigm**
- **Raise awareness**
- **Challenge myths**
- **Empower and enable**
- **Support the delivery of fathering programs at the local level**



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Creative Approach – Value Added

- **Campaign crosses over all literacy levels**
- **Campaign is inclusive of diversity**
- **Campaign shows fathers in a range of ages**
- **Sports, recreation, creativity, and reading are featured (TV) allowing more opt-in**



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Creative Approach – Value Added

- **Campaign supports “active Dads” notion**
- **Campaign uses humour (proven technique)**
- **Campaign has obvious call to action “Get up off the couch / integrate children into your activities / rethink how you spend leisure time, et al**



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Creative Approach – Value Added

- Bright, colourful graphics
- Branded with “My Daddy Matters...” logo
- Use of “mon père” in French campaign supports existing programming
- (Radio) conveys sense that Dads are proud to be making commitments to their children
- Campaign is flexible and will work in/on a variety of specialized media (sports stations / news stations)



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Social Marketing Campaign

- **Feedback and Comments**

Public Service Announcements

- **TV**
- **Radio**
- **Print**



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Public Service Announcements

- 4 T.V. Ads produced all national stations across Canada:
Hockey,
Dance, Robot,
Monster.



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Public Service Announcements



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Radio PSA's: 3 Total

Staff PSA

Spy

Sayings



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Advertising Campaign: Television

- Television spots completed and distributed to 240 stations across Canada
- Currently negotiating meetings with TSN, RDS, CTV SportsNet for mid- to late February
- “Shepherding” process underway by HyperActive
- TV spots will be centrepiece of national launch



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Advertising Campaign: Radio

- Radio PSA's completed and distributed to 350 stations across Canada
- “Shepherding” process underway by HyperActive and includes information re: interviews and story ideas
- Radio spots will be featured at national launch event



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Print Ads/Posters



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Advertising Campaign: Print

- Three print ads chosen
- Ads carry CAPC/CPNP logo and web address
- Black & white and colour versions
- Distribution to major national magazines
- Secondary distribution: Union newsletters, NHL arena programs, corporate newsletters
- Print ads downloadable from mydad.ca



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Toolkit and Index

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Toolkit and Index

- Combined separate surveys into one online database
- Cover design reflects balance of program “look”
- Updated data with new records and changes
- Produced indexes and sub-indexes within the document
- Produced both printed and online versions
- Created public-use online database



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Toolkit and Index

- Toolkit copy edited, adaptation nearing completion
- Cover design reflects balance of program “look”
- Attractive packaging gives “shelf appeal”
- Room for T-shirts, other items
- Creation of Recognition Certificate, other incentives for broadcasters
- Complementary artwork for Index cover



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Community Mobilization

- Based upon survey results identify suitable CAPC/CPNP sites for promoting fathering
- 14 Pilot sites will be chosen: 7 Regions
- Act as 'champions' for fathering: Single or in Partnership with other organizations, etc.
- Provide feedback for Toolbox development



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Community Mobilization

- Pilot sites will receive final versions of Toolbox
- Pilot sites: Act as the ‘collectors’ of requests for ‘fathering training’
- Information then provided to Health Canada



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Additional Social Marketing Tools

- **Booklets: Involved Fathers: A guide for today's dad; Full-time Dad, Part-time Dads: A guide for recently divorced, separated dads**
- **5-set Poster series: Involved Fathers...**



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Final Thoughts

- **As a result of social and economic changes, the role of the father has undergone a dramatic shift within the last 50 years**
- **This change is seldom reflected in Communities, Service Delivery, Society, Media.**
- **Intersectoral: Aimed at various Levels: Individual to Societal level**
- **The project's success based upon consolidated approach: Best Practices, Social Marketing, and Community Mobilization**



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