



## **Responsible Fatherhood Campaign**

### ***Frequently Asked Questions***

#### **What is the campaign?**

According to an Ad Council 2017 survey, 86 percent of dads spend more time with their children today than their own fathers did with them. However, a majority of dads (7 out of 10) also reported that they could use tips on how to be a better parent. Furthermore, children with involved, loving fathers are significantly more likely to do well in school, have healthy self-esteem, exhibit empathy and pro-social behavior, and avoid high-risk behaviors such as drug use, truancy, and criminal activity compared to children who have uninvolved fathers.

To inspire and support men in their commitment to responsible fatherhood, the Ad Council partnered with the National Responsible Fatherhood Clearinghouse (NRFC) to reach out to fathers with a series of Public Service Advertisements (PSAs).

#### **Who is the target audience?**

The Responsible Fatherhood media campaign supports the commitment of the NRFC to inspire men to be responsible fathers. Given the objectives, the target audience since the campaign's inception has been all dads. The general media campaign was created for all dads of all ethnicities and ages.

#### **What are the media components of the campaign?**

The campaign includes the following assets, each available in multiple sizes where applicable:

- Video (:60, :30, :15s)
- Web Banners
- Out of home (bus shelters and billboards)
- Radio
- Print

#### **How do I get copies and access the public service announcements?**

PSAs are available on the PSAs tab of the Responsible Fatherhood toolkit. The toolkit also contains a link to [psacentral.org](https://psacentral.org), a place for all media outlets to access broadcast/print-quality materials.

- Media can register for a free PSA Central account.
- Locate the campaign by selecting "Fatherhood" under the "Campaign" drop down menu.
- Please adhere to talent expiration dates as noted on PSA Central. Ad Council will update dates as needed over time.
- Please note that PSAs on PSA Central cannot be altered in any way, including the addition of logos or local statistics.

## **What are the campaign objectives?**

The Responsible Fatherhood media campaign's main objective is to encourage dads to play an active role in their children's lives. The campaign's goals are to:

- Inspire a new commitment to responsible fatherhood.
- Serve as a resource for fathers by directing them to visit [Fatherhood.gov](http://Fatherhood.gov) for parenting tips, fatherhood programs, and other resources.

## **What is the main message?**

Dad Jokes rule. Take a moment to make a moment and give your kid a laugh. Learn more at [Fatherhood.gov](http://Fatherhood.gov).

## **How and when was the campaign distributed?**

The Ad Council distributed the PSA campaign materials in August 2017.

## **How will the campaign be evaluated?**

Program evaluation is a critical component of every Ad Council campaign. To assess a campaign's effectiveness and impact, the Ad Council adheres to a rigorous framework of evaluation for each campaign. This framework establishes metrics early in the campaign process to measure each campaign's exposure, recognition, engagement and impact among identified target audiences.

Specific methodologies used to measure each of these evaluative components include: donated media support, press coverage, consumer response, consumer tracking studies and national trend studies. These methods continue to evolve based on the new media landscape and consumer behavior. Interactive metrics have become an important element in campaign evaluation including web analytics, website usability testing and social media tracking.

## **How can I get involved with the campaign?**

There are many ways to get involved. The Responsible Fatherhood Toolkit includes helpful information and thought-starters on how to engage your community or organization in the important conversations about responsible fatherhood. Additionally, sharing messages and social media content on your channels is an easy and quick way to lend your support. Sample social media posts and copy can also be found on the campaign toolkit.

If you have more time, you can help promote the campaign with your local media. See the "How to Get PSAs Placed" document for thought-starters.

## **What is the Ad Council?**

The Ad Council is a private, non-profit organization with a rich history of marshaling volunteer talent from the advertising and media industries to deliver critical messages to the American public. Having produced thousands of public service campaigns addressing the most pressing current social issues, the Ad Council has affected, and continues to affect, tremendous positive change by raising awareness, inspiring action and saving lives. To learn more about the Ad

Council and its campaigns visit [adcouncil.org](http://adcouncil.org), like us on [Facebook](#), follow us on [Twitter](#) or view our PSAs on [YouTube](#).

### **Who do I email with questions?**

For questions related to specific media requests, you may contact the Ad Council media team at [www.psacentral.org/contactsus](http://www.psacentral.org/contactsus)

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### **ABOUT ACF**

ACF funded 39 organizations across the United States to provide Responsible Fatherhood activities. [New Pathways for Fathers and Families Demonstration Grants](#) are used to:

- strengthen positive father-child engagement
- improve employment and economic mobility opportunities; and
- improve healthy relationships (including couple and co-parenting) and marriage.

### **ABOUT HHS**

HHS supports responsible fatherhood in diverse ways. Because engaged fathers strengthen families and contribute to healthy outcomes for children, many HHS programs integrate support for fathers. These include Head Start, child support programs, and Temporary Assistance for Needy Families. HHS also supports programs that focus on responsible fatherhood, such as the Promoting Responsible Fatherhood grant program administered by the Office of Family Assistance (OFA).

### **ABOUT NATIONAL RESPONSIBLE FATHERHOOD CLEARINGHOUSE**

The National Responsible Fatherhood Clearinghouse (NRFC) is funded by the Administration for Children and Families' OFA to assist policymakers, practitioners, and fathers to promote and support responsible fatherhood. NRFC provides evidence-informed materials, resources, and tools including timely information on fatherhood issues, and access to print and electronic publications.