

Responsible Fatherhood



CAMPAIGN OVERVIEW

86 percent of dads spend more time with their children today than their own fathers did with them, according to an Ad Council survey. However, a majority of dads (7 out of 10) also reported that they could use tips on how to be a better parent. To inspire and support men in their commitment to responsible fatherhood, the Ad Council has partnered with the National Responsible Fatherhood Clearinghouse (NRFC) since 2006 to reach out to fathers with a series of Public Service Advertisements (PSAs).

Campaign Objective: 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 for parenting tips, fatherhood programs, and other resources.

Target Audience: All dads of all ethnicities and ages.

Dad Jokes Creative: The campaign PSAs encourage dads to recognize the critical role fathers play in their children's lives through something as simple as a dad joke. The TV spots feature kids re-telling cherished jokes their dads shared with them, highlighting that even the smallest moments fathers spend with their children can make the biggest difference in their children's lives. All PSAs direct audiences to visit www.fatherhood.gov for parenting tips, fatherhood programs, and other resources.

Call To Action: Take time to be a dad today.



DID YOU KNOW?

- Children with involved, loving fathers:
 - Are significantly more likely to do well in school
 - Exhibit empathy and pro-social behavior
 - Have healthy self-esteem
- Avoid high-risk behaviors such as drug use, truancy, and criminal activity compared to children who have uninvolved fathers

