

Fatherhood Involvement



CAMPAIGN SPONSORS: U.S. Department of Health and Human Services' Administration for Children and Families, National Responsible Fatherhood Clearinghouse

VOLUNTEER AD AGENCY: Campbell Ewald

CAMPAIGN BACKGROUND

About 1 out of every 2 working dads (48%) say they spend too little time with their kids and want to do a better job at parenting. To inspire and support men in their commitment to responsible fatherhood, the Ad Council has partnered with the National Responsible Fatherhood Clearinghouse (NRFC) on the Fatherhood Involvement campaign.

CAMPAIGN OBJECTIVES

Encourage dads to play an active role in their children's lives. The campaign aims 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.

CAMPAIGN DESCRIPTION:

The campaign encourages dads to recognize the critical role fathers play in their children's lives. PSAs showcase the everyday struggles and victories of dads and encourage fathers to show their "#Dadication" by being there for their kids, even in moments when parenting isn't easy. Stories of fictional and real-life dads illustrate the hard work of fathers to give them the confidence to keep going in their efforts to be a good dad. All PSAs direct audiences to visit www.fatherhood.gov for parenting tips, fatherhood programs, and other resources.

TARGET AUDIENCE

All dads of children 0-18, including non-custodial fathers.



DID YOU KNOW?

- 63% of fathers say they spend too little time with their kids.
- Fathers play a critical role in their children's lives. Having an involved father significantly contributes to happier and healthier children, and this is true whether a father lives with his child or not.