



Promising Practice, Resources, and Lessons Learned from Federal Fatherhood and Healthy Marriage Programs

April 25, 2013

ACF Region VI

Grantee and Community Roundtable

San Antonio, Texas



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Goals of Presentation

1. Provide overview of the National Responsible Fatherhood Clearinghouse (NRFC)
2. Preview a new NRFC Resource to be released this summer: The Responsible Fatherhood Toolkit
3. Facilitate a conversation and share Promising Practices & Lessons Learned from Federally funded Fatherhood and Healthy Marriage Programs.



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National Responsible Fatherhood Clearinghouse Overview

- The National Responsible Fatherhood Clearinghouse is an Office of Family Assistance (OFA) funded national resource for fathers, practitioners, programs/Federal grantees, states, and the public at-large who are serving or interested in supporting strong fathers and families.
- NRFC Director: Kenneth Braswell, Sr.
e-mail: kenneth.braswell@gmail.com
- NRFC Manager: Patrick J. Patterson
e-mail: patrick.patterson@icfi.com



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National Responsible Fatherhood Clearinghouse Overview

- Our goals are to provide, facilitate, and disseminate current research, proven and innovative strategies that will encourage and strengthen fathers and families, and providers of services via the following priorities:
 - Robust NRFC Website & Library - www.Fatherhood.gov
 - Annual Media Campaign that will promote Responsible Fatherhood field and efforts of local programs (*Fatherhood Buzz*)





Fatherhood Buzz

- In an effort to market and engage fathers more directly, the NRFC launched Buzz in 8 cities:
 - NYC
 - DC
 - Philadelphia
 - Los Angeles
 - Atlanta
 - Milwaukee
 - Chicago
 - Albany



This grassroots marketing effort provided responsible fatherhood information to fathers via one of the oldest and most trusted resources to engage men: Barbershops!



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New NRFC PSA with TODAY Show Host Matt Lauer



[Watch!](#)



PSA's Coming Soon!



TAKE TIME TO BE A DAD TODAY



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Toll-free: 877-4DAD411 (877-432-3411) | Fax: 703-934-3740 | info@fatherhood.gov | www.fatherhood.gov



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Government Organization

The mission of the NRFC is to use relevant research and data to engage the public and in particular fathers and agencies that serve fathers in evidence based principles related to Responsible Fatherhood.

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2012

2011

Created

Chat (8)

Highlights

Fatherhoodgov about an hour ago

What advice do you have for new dads?

*Being a new dad can be overwhelming.

1 Friend Likes Fatherhoodgov





National Responsible Fatherhood Clearinghouse Overview

NRFC Priorities Continued:

- Social Media Engagement- *to connect with and provide resource information to Dads and practitioners.*
- Development and dissemination of written products - *to advance and support fatherhood program service delivery nationally.*
- Outreach and expert presentations at conferences and events



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National Responsible Fatherhood Clearinghouse Overview

NRFC Priorities Continued:

- National Call Center for Dads and Practitioners (**1-877-4DAD411**) to connect Dads with trained case managers who provide support and information on topics such as:
 - Shared Parenting
 - Understanding Custody, Child Support, and the Court System
 - Visitation
 - Problems sharing the kids
 - Reconnecting callers to local programs and resources
- President's Fatherhood and Mentoring Initiative (PFMI)
- Virtual Trainings (ex. Webinar's)



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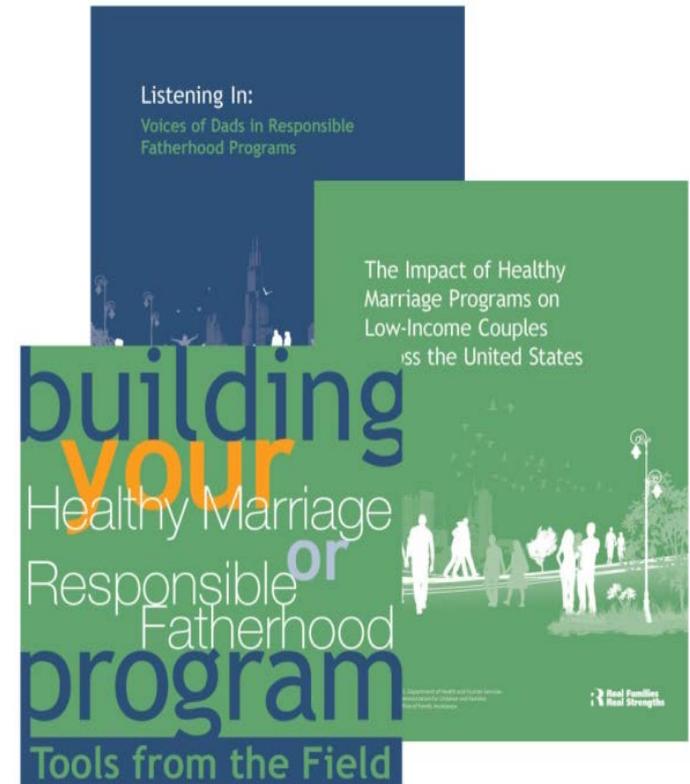


Overview of Responsible Fatherhood Toolkit

Purpose: To provide *NEW* and *VETERAN* fatherhood practitioners with tools and resources grounded in best practices and the experience of public and private sector fatherhood experts/leaders.

1st Edition has 5 modules:

- 1) Engaging Participants
- 2) Engaging Program Staff and Volunteers
- 3) Engaging Community Partners
- 4) Engaging Funders
- 5) Program Operations



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Fatherhood Toolkit Development Process

18 months of information gathering and individual interviews with Nationally recognized leaders in the fatherhood field:

- **Stephen Hall**, Indiana Department of Corrections
- **WC Hoecke**, Family Connections of South Carolina
- **Joe Jones and James Worthy**, Center for Urban Fathers (CFUF)
- **Patricia Littlejohn**, South Carolina Center for Fathers and Families
- **Barry McIntosh**, Young Fathers of Santa Fe



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Interviewees cont.

- Fernando Mederos, Massachusetts Department of Children and Families
- Dr. David Pate and Jacquelyn Boggess, Center for Fathers, Families and Public Policy (CFFPP)
- Al Pooley, Native American Fathers and Families Association
- Dr. Rozario Slack, Rozario Slack Enterprises
- Bobby Verdugo, Consultant
- Pamela Wilson, Consultant and Curriculum Developer
- Gardner Wiseheart, Healthy Start San Angelo



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Engaging Participants

Recruitment:

- Flyers and Brochures
- Tip Sheets on Media
- Tip Sheets on marketing to and engaging specific populations



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Engaging Participants

Retention:

- Intake and Tracking Forms
- Program Materials
- Policy Documents
- Operational Guidance





Engaging Program Staff and Community Volunteers

- Job Descriptions
- Recruitment Tools
- Interview Tools
- Orientation Materials
- Professional Review and Evaluation
- Professional Development



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Engaging Community Partners

- Community Mapping
- Introductory Letters
- Newsletters and Presentations
- Memoranda of Understanding (MOUs)
- Contracts
- Communication Protocols



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Engaging Funders

- Logic Models
- Agency Profile and Mission Statement
- Budget Materials
- Narratives of Success
- Evaluations and Surveys
- Data Collection Instruments



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Program Operations

- Organizational Decision Making
- Project Abstracts
- Work Plans
- Reports
- Resources on Domestic Violence



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Other features of the *Fatherhood Toolkit*

- Tips and suggestions for effectively communicating with dads
- Interactive/downloadable activities you can use with fathers in one-on-one or groups
- Tools from model programs/expert practitioners to use and share with fathers in your program
- Links to other resources



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Other features of the *Fatherhood Toolkit*

- Recruitment Strategies
- Tips for working one-on-one with Dads
- Tips for working with Dads in Groups
- Managing and Supporting Frontline Staff
- Tips, Resources and Activities for Work with Specific Populations
- Addressing Domestic Violence in Responsible Fatherhood Programs



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POP QUIZ

- Boys need their fathers more than girls.
- When a couple splits up, it is best if the children live with the mother.
- Men who have a history of DV should not participate in traditional fatherhood programs.
- If a father has no money, it's best that he stays out of the child's life.
- It is OK if a couple lives together before they get married.
- Fathers want to be involved in the lives of their children.



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Pop Quiz Answer Key

The way you feel about men and couples in relationship has a lot to do with the way you provide services to them.



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Key Foundational Questions for Effectively Serving Fathers and Couples

- Why are you (or your agency) seeking to serve fathers?
- Who is on your team?
- Who is your target population?
- What are the needs of your target population?
- What is your program seeking to change?
- Who are your partners?
- Who is your program seeking to serve?
- How is your program seeking to provide services?
- Where is your program seeking to provide services?





11 Promising Practices & Lessons Learned for Fatherhood & Healthy Marriage Programs

1. Must have a Champion that leads and listens to the staff.
2. Must assess staff motivation and interest.
3. On-going input from fathers/couples during planning, implementation, and evaluation of the program service delivery.
4. Hire and train the right people (*not the best people*).



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11 Promising Practices & Lessons Learned for Fatherhood & Healthy Marriage Programs

5. Data tracking and management support sustainability.
6. Incentivize and incorporate relevant program targets/goals in staff job descriptions and with partners. (where possible)
7. Outreach = Effective Recruitment! Must employ a variety of entry points for participants.





11 Promising Practices & Lessons Learned for Fatherhood & Healthy Marriage Programs

8. Ensure that the program staff and materials are speaking the language that your participants speak and understand.



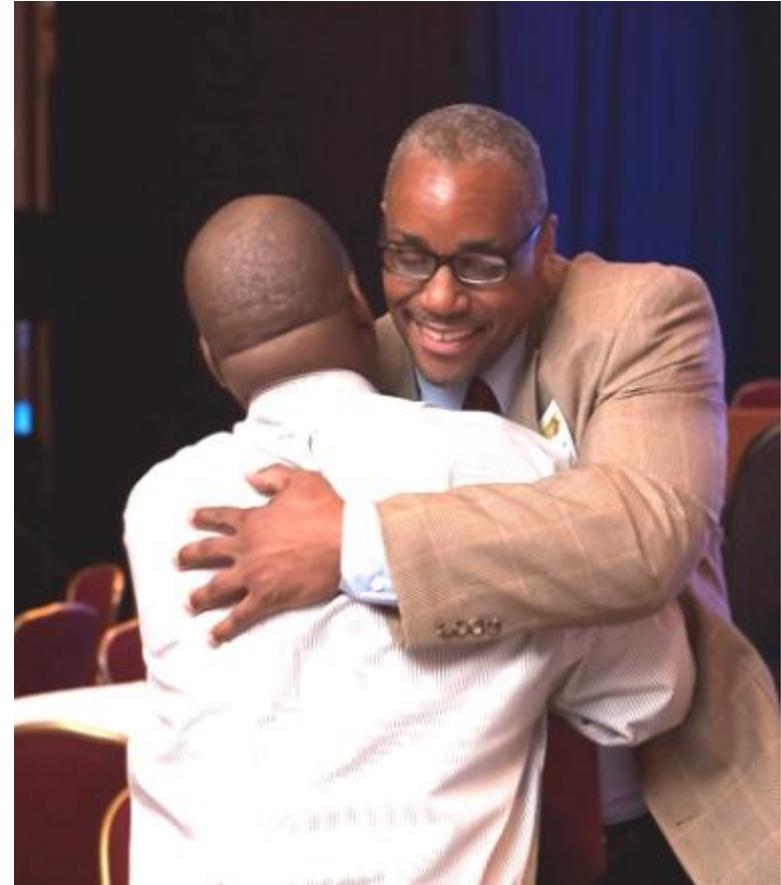
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11 Promising Practices & Lessons Learned for Fatherhood & Healthy Marriage Programs

9. Program and approach must be Culturally appropriate.
10. Program Supports must meet identified needs of participants.
11. Where possible, utilize a healthy mix of Traditional and Social Media to communicate with & engage participants.



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Final Points

- The earlier you engage fathers and couples, the better the chances to retain their involvement.
- The ultimate beneficiary of responsible fatherhood and healthy marriage programs are **THE CHILDREN**.
- Women and female human service professionals are **CRITICAL** to the success of engaging fathers and couples.
- Fathers need the same resources and support as mothers to be effective parents.
- Working partnerships with Domestic Violence agencies are key to holistic service delivery.



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