



Fatherhood Involvement Campaign

Frequently Asked Questions

What is the campaign?

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.¹ Children who feel close to their fathers exhibit better cognitive and social functioning, including increased self-control, self-esteem and empathy.² Overall, having an involved father significantly contributes to happier and healthier children; and this is true whether the father lives with his child or not.³

The campaign tagline “Dance Like a Dad” is part of an ongoing effort to encourage dads to play an active role in their children’s lives. Fathers and children are featured in the TV spots dancing with and alongside each other to communicate that the smallest moments spent with their children can make the biggest difference.

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 multi-platform advertising campaign.

Who is the target audience?

The Fatherhood Involvement media campaign supports the commitment of the NRFC to inspire men to be responsible fathers. Given the objectives, the target audience consists of all dads. Though the general media campaign was created for all dads, additional subsets of dads have been given extra consideration (in terms of media strategy and inclusion in focus groups), including:

- Hispanic and African-American Dads
- Military Dads
- Non-Custodial Dads
- Low Income Dads
- Rural Dads
- Young Dads

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)
- Digital (banners and social media assets)
- Out of Home (bus shelters and billboards)
- Radio

¹ PEW Research Center (2015). Among working parents, fathers more conflicted about time spent with kids. Available at: https://www.pewresearch.org/fact-tank/2015/04/01/working-mom-guilt-many-dads-feel-it-too/ft_15-04-01_workingdadsconflicted/

² The Fathering Research Project. Available at: <https://thefatheringproject.org/research/fathering-research/>

³ Rosenberg, J. & Wilcox, W. B. (2006). The importance of fathers in the healthy development of children. Available at: <https://www.childwelfare.gov/pubpdfs/fatherhood.pdf>

- Print

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

PSAs are available on the PSAs tab of the Fatherhood Involvement toolkit. The toolkit also contains a link to 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 Involvement” 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 Fatherhood Involvement 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.
- Encourage dads to share a moment with our children through dance and spread the “Dance Like a Dad” message across social media.
- Serve as a resource for fathers by directing them to visit [Fatherhood.gov](https://fatherhood.gov) for parenting tips, fatherhood programs, and other resources.

What is the main message?

Make a Moment. Dance Like a Dad. Take a moment to make a moment and give your kid a laugh. Learn more at [Fatherhood.gov](https://fatherhood.gov).

How and when was the campaign distributed?

The Ad Council distributed the PSA campaign materials with the “Dance Like a Dad” creative starting in June 2019.

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 Fatherhood Involvement Toolkit includes helpful information and thought-starters on how to engage your community or organization in the important conversations about fatherhood involvement. Additionally, sharing messages and social media content on your channels is an easy and quick way to lend your support.

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.

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

ABOUT THE AD COUNCIL

The Ad Council brings together the most creative minds in advertising and media to address the most worthy causes. Its innovative, pro bono social good campaigns raise awareness. They inspire action. They save lives. To learn more, visit AdCouncil.org follow the Ad Council’s communities on [Facebook](#), [Instagram](#) and [Twitter](#), and view the creative on [YouTube](#).

ABOUT THE NATIONAL RESPONSIBLE FATHERHOOD CLEARINGHOUSE (NRFC)

The National Responsible Fatherhood Clearinghouse (NRFC) is funded by the U.S. Department of Health and Human Services’ (HHS’) Administration for Children and Families’ (ACF’s) Office of Family Assistance (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.

ABOUT THE ADMINISTRATION FOR CHILDREN AND FAMILIES (ACF)

ACF supports programs that focus on responsible fatherhood, such as the Responsible Fatherhood grant program administered by the Office of Family Assistance (OFA). OFA currently funds 40 organizations across the United States to provide Responsible Fatherhood activities. [New Pathways for Fathers and Families](#) and [Responsible Fatherhood Opportunities for Reentry and Mobility](#) (ReFORM) 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.

These programs are part of ACF’s community-based efforts to promote strong, healthy family formation and maintenance, responsible fatherhood and parenting, and reentry opportunities for fathers returning from incarceration.

ABOUT THE U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES (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).