

Fatherhood Involvement

Campaign Sponsors:

U.S. Department of Health and Human Services’ Administration for Children and Families, Office of Family Assistance, National Responsible Fatherhood Clearinghouse

Volunteer Advertising Agency:

Campbell Ewald

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’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.

CAMPAIGN DESCRIPTION:

The campaign PSAs encourage dads to recognize the critical role fathers play in their children’s lives. It’s often the simplest moments that children cherish most with their fathers, so we’re encouraging dads to bust a move, shake a leg or cut a rug for the most important audience of all, their kids. Because when dads take time to #DanceLikeADad with their kids, that small moment can make a lasting impact. All PSAs direct audiences to visit www.fatherhood.gov for parenting tips, fatherhood programs, and other resources.

TARGET AUDIENCE:

All adults with a focus on fathers and potential dads.



DID YOU KNOW?

- 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.
- Children who feel close to their fathers are two times more likely to go to college or find a job after high school.
- 63% of fathers say they spend too little time with their kids.