

Fatherhood Involvement



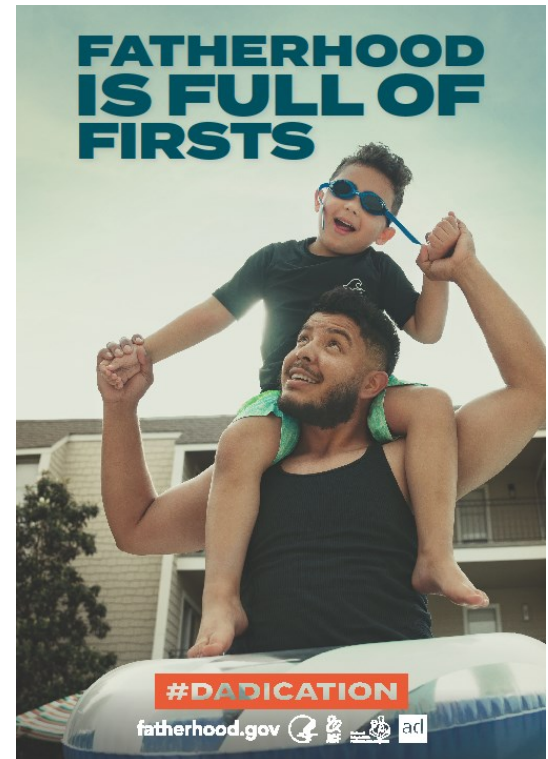
CAMPAIGN SPONSORS: U.S. Department of Health and Human Services' Administration for Children and Families, National Responsible Fatherhood Clearinghouse

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 #Dadication campaign encourages fathers to recognize the critical role they play in their children's lives. PSAs showcase the diverse experiences of real-life dads who share a commitment to being there for their kids through parenting highlights and challenges. By acknowledging the hard work they put forth in the face of hardships, the campaign seeks to provide all fathers with reassurance and confidence to keep going in their efforts to be present for their children. All PSAs direct audiences to visit 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.

#Dadication PSA Creative Formats: TV/OLV/Social Video, Longform Video, Radio, Digital Banners, Print, OOH