

CHECKLIST FOR MAKING YOUR PUBLIC EDUCATION & OUTREACH PLAN DAD-FRIENDLY



- Mention Dads in event invitations
- Include photos of Dads in outreach materials
- Produce collateral material targeted at Dads, with to-the-point information on resources available to them
- Partner with organizations that involve and reach Dads
- Conduct outreach at Dad-friendly venues, such as sporting events
- Incorporate humor into written materials to appeal to Dads
- Use an appropriate, respectful tone that resonates with Dads
- Be mindful of the various cultural nuances among diversity groups, such as African American Dads and APIA Dads
- Tie into Dad observances and leverage them as news hooks
- Pitch Dad-focused media outlets and opportunities
- Recruit commissioners who are Dads to be “Dad spokespeople”
- Submit Dad-penned op-eds and letters to the editor to local newspapers
- Develop radio PSAs that appeal to Dads
- Communicate with Dads online through social networking sites and blogs
- Conduct informal polls and focus groups of local Dads to determine what resources they could use or would like to see offered
- Host classes and events tailored for Dads
- Develop a network for stay-at-home Dads in the community