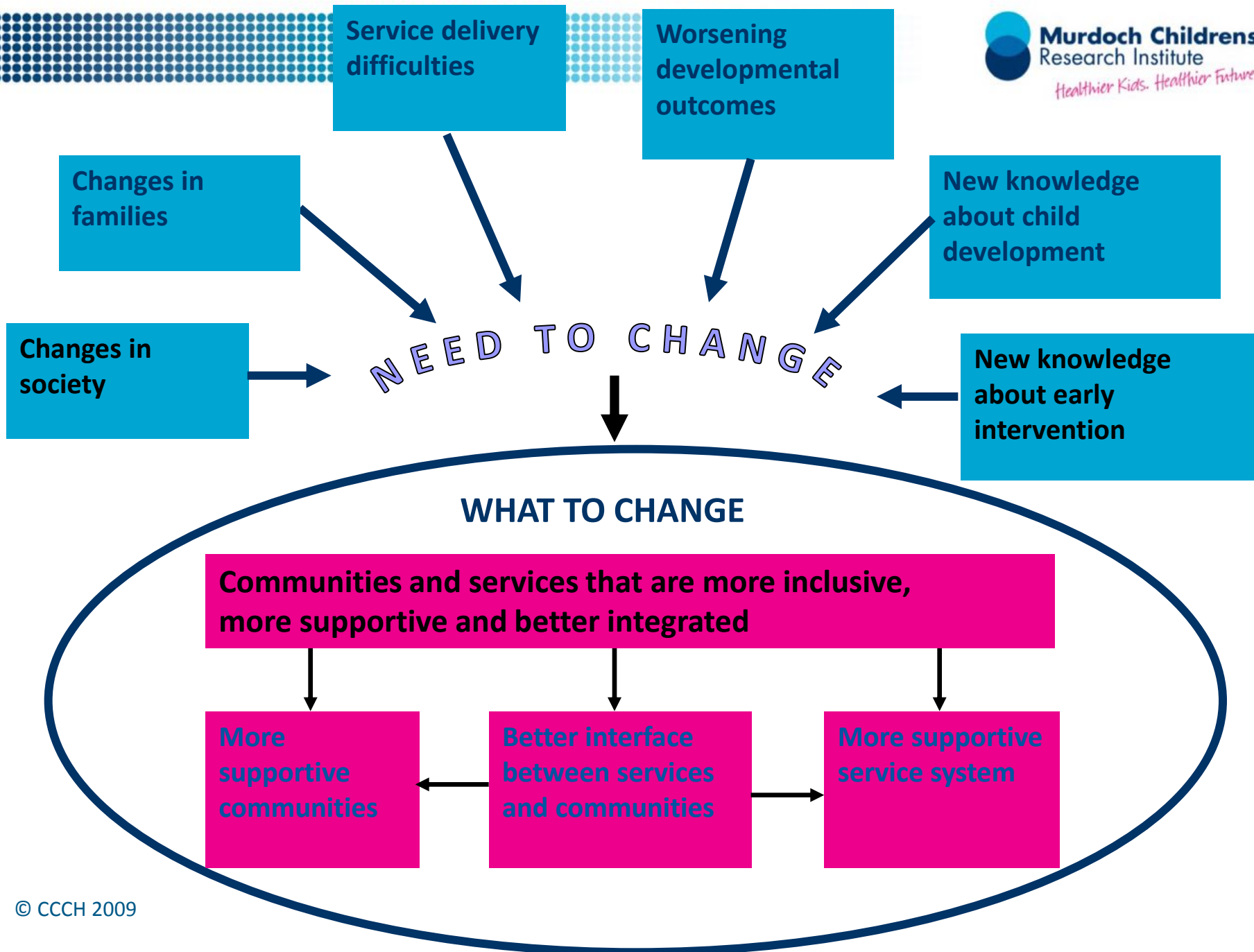


Including Dads: More than just a nice idea



Paint the Town REaD, NSW, March 2015



A time of rapid change

- Last few decades have seen most rapid and dramatic change in the history of the planet.
- THE RESULT - rapid and dramatic impact on the physical well being of the planet and physical and psychosocial well being of societies.

“Social Climate Change” (Moore 2009)

- Impact on children & families
- Services
- Communities

A new lens and new approaches are
needed to respond to this dramatic
change



Mobile phones – A
hot commodity in
the developing world

Charging mobile
phones in remote
communities – A fast
growing business



Questions

What do we know about how men want services delivered?

What is it that we really struggle with in relation to male engagement in services?

What do we know about barriers to engaging men?

Engagement
or
Consultation?

What is genuine engagement?

Do we share a common understanding around engagement? Can parents be engaged as:

- Co-planners
- Co-producers
- Co-deliverers
- Co-investigators
- Co-managers
- Co-discoverers and learners

or is their participation limited to an advisory capacity?

Barriers to Engaging Families

1. Worker behaviour:

- Skills
- Knowledge
- Attitudes

2. Service policies & processes

3. Reluctance to change

The worker

Modelling attributes of partnership:

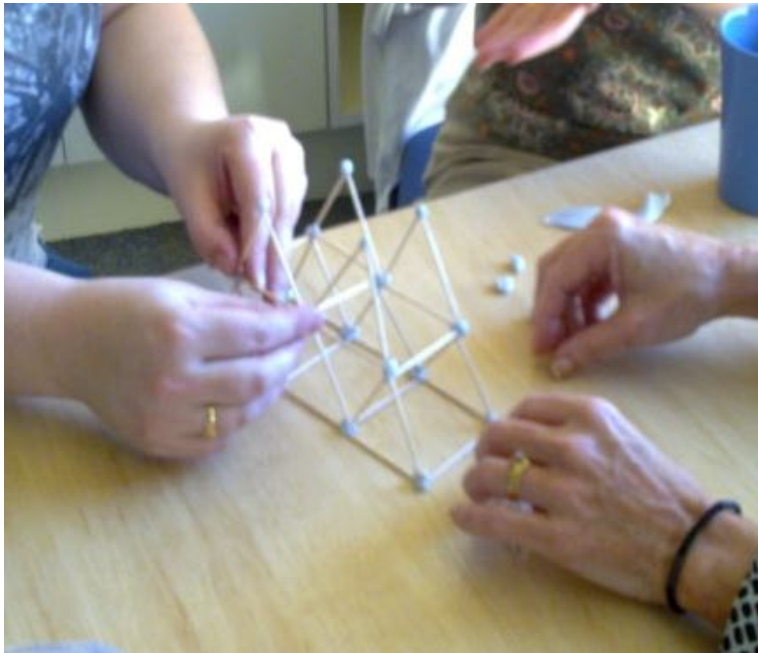
- Empathy
- Genuineness
- Humility
- Quiet enthusiasm
- Reflective

Are men hard to reach?



Or are our services hard to access?

Men are different



What are the characteristics of a father inclusive service / program



Father Inclusive Practice

Not so much about the dad and what he does but more about the service, and what it does.



Service provision checklist

- Do the services we provide keep the ‘whole family’ at the centre?
- Do we employ particular strategies to ensure men readily engage with our programs?
- Are our staff competent in relation to working with men?
- Would the values, beliefs and attitudes of staff strengthen the notion of engaging men in our service?
- Do we know what local men want and need from us? **Have we actually asked them?**

Interested in doing things differently? Ask ourselves...

- What are the strengths and needs of fathers?
- What are our aims in working with them?



Explore

- Everything to do with men / dads and their connection / engagement with my service
- Conducting an audit



Father Inclusive Practice Audit

What can we learn about our service?

What 2 or 3 areas do you think should be given priority?

What could your quick win be?

Marketing my service to dads

- How much do we know about them?
- What are the key characteristics of this group?
- How can this information help me engage this group?

(A detailed description of the target group helps me to empathise with them – to view the world from their perspective)

The top three things the expectant dad wants to discuss

Numbers one to three:

- Postnatal depression
- Supporting my partner
- Balancing work and family

(Good Beginnings Australia)

Logical action planning

OUR GOAL:

We want to increase overall breastfeeding retention

ISSUE:

We know that women are ten times more likely to be breastfeeding six months after the birth if their partner is supportive of her decision to breastfeed.

MARKETING STRATEGY

Who is the target? Given what we know, will we realistically see a positive change if we do not target men?

WHAT DO CHILDREN TELL US ABOUT MEN?

“I love being with my dad when he thinks of fun things to do like playing with us and throwing a ball”



RAISING TODDLERS

(A session for parents with babies & young children)

Parents are invited to attend our next class on parenting babies and young children. This practical class will teach you to cope with the demands of early parenting and help you to know how to respond when it all seems too hard.

WHERE – Canary Vale Maternal & Child Health Centre

(2 Canary Vale Road, Canary Vale)

WHEN - Tuesday 2 April, 9.30am – 12pm

MORE INFO – Contact your session educators, Cath or Liz on 0409 441 581 (9am – 4.30pm only)

RSVP – Friday March 29th

DADS ARE WELCOME TOO



The Message?

Who are we really
marketing our
service to?







Using local resources to show dads the value we place on them



FANTASY SNIFFING LEAGUE

Your man may not look like Orlando, but if you feel like spoiling him (and yourself!), buy him one of these aftershaves. Then just snuggle up, close your eyes and let your imagination run wild...



IF YOUR MAN IS: Sexy and a bit rugged like Colin Farrell
HE'LL LOVE: Kenneth Cole Black \$85



IF YOUR MAN IS: Innocently sexy and fresh like Justin Timberlake
HE'LL LOVE: Tommy Hilfinger Tommy Jeans \$78



IF YOUR MAN IS: Confident and exotic like Olivier Martinez
HE'LL LOVE: Gucci Pour Homme \$128



IF YOUR MAN IS: Quirky and playful like Robbie Williams
HE'LL LOVE: Fouk For Him \$75



IF YOUR MAN IS: Smooth and clean-cut like Orlando Bloom
HE'LL LOVE: Aramis Life \$88



IF YOUR MAN IS: Unhappily and a touch raunchy like Johnny Depp
HE'LL LOVE: Yves Saint Laurent Rive Gauche Pour Homme \$80 NW





**Pope Vortex
Hose with Brass Fittings**

- 12mm x 18m, 9310317015292

\$39⁹⁵

W03/0N737



Mitre 10[®] Hose Reel Stand

- Holds up to 60m of 12mm hose.
- Rust proof steel frame. • 2 x 12mm hose connectors. • Assemble without tools.

8064485626256

\$29⁹⁵

M03/0N702



**So-Green
Soft Spray
Wand**

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**Gardena
Metal Spray Gun**

- Robust metal and plastic design.
- Optimised weight distribution. 408200010104

\$24⁹⁵



**Warrior[®]
Garden Cutting Tools**

- A** Bypass Lopper with Tension Knob.
- B** Wavy Blade Hedgeshear.
- C** Deluxe Bypass Pruner. 8438848014112

\$19⁹⁵

EA W16/0N730-702



Fiskars Powergear Cutting Tools

- A** Powergear Bypass Pruner. • Lightweight. • Stay sharp and rust resistant blades. • Lower handle rolls with your hand as you cut, relieving hand fatigue. **\$39.95**
- B** Fiskars Hedge Shear. **\$49.95**
- C** Powergear Medium Bypass Lopper. **\$59.95**

8411501654256/1967791/2637290

from **\$39⁹⁵**

BYPASS PRUNER W07-016/0N672-676



**Buddy[®]
Tree Pruner
with Extension
Pole & Saw**

8424848013943

\$19⁹⁵

W02/0N703



**Fiskars
Easy Reach
Hand Pruner**

- Lightweight multi-purpose pruning tool.
- Reaches 3.6m.

8411002636293

\$79⁹⁵

M01/0N675



Wheelbarrow with Poly Tray

- 6CF7. • Metal handles. • Rubber grips.
- Standard wheel. • Kit form, requires assembly. 931339907119

\$79⁹⁵

M03/0N698



Kelso Light Builder's Barrow

- Kit form, requires assembly.

9311313232643

\$99

M04/0N690



**Master Builder's
Barrow with Poly Tray**

- Metal handles. • Rubber grips. • Standard wheel. 9311313232611

\$139

W02/0N682



Narra Barra Wheelbarrow

- Poly Tray. • Metal handles. • Rubber grips.

9311313232608

\$169

W01/0N685

Initial contact with dads

- Have we considered the critical early moments of relationship building and the effect that has on later outcomes?
- In initial contact with mums and children, what effort do we make to understand the whole family structure and meet the father?

What is the effect of my first
encounters with dads?

What messages do I send to parents?

What are the characteristics of an engaging person?

- How does an individual acquire these skills / qualities?
- What might need to happen to support this change?

Reflecting on our practice

Can we say to families we work with:

- I'll focus on your strengths (what you do well)
- I believe you can change, if necessary
- I will always be honest with you
- I view myself as no more important than you
- I am *genuinely* interested in you



A shared understanding

- Do we honour the importance of relationship development?
- Do we constantly check we are talking the same language?
- Is everything shared with and driven by the community?
REALLY???
- Do we do everything possible to avoid imposing expert solutions to local issues?
- Do we open the change process up to reflective critique?

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