

Guide on community-based
promotion of responsible
fatherhood

MAKING RESPONSIBLE FATHERHOOD POPULAR AND FUN



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RESPONSIBLE FATHERHOOD – BENEFITS FOR THE DADS, CHILDREN AND FAMILIES



What is the difference between the terms ‘fatherhood’ and ‘responsible fatherhood’? Why is the topic of responsible fatherhood coming to the hotspot and being discussed more and more often? Is there something wrong with Ukrainian dads?

While fatherhood is simply a blood relationship between a father and his child, responsible fatherhood means much more – it is care, meaningful leisure together, and ensuring comprehensive development of the child. This is about the involvement of fathers, this is about greater participation of fathers in the upbringing and care of children.

The easiest way to realize the difference is to ask yourself: How good a dad am I? Am I the kind of a dad I would like for my child?

Recent research on fatherhood in Ukraine¹ shows that Ukrainian fathers still have a long way to go to become more involved:

65% dads think that just making money is enough to be a good dad;

men spend an average of **22** hours a week with their own children, while women, **49** hours;

62% men admit that it is the wife who usually provides daily care for the child;

78% say that in their families, it is the wife who stays at home with the child when s/he is sick;

63% believe that changing diapers is a woman’s job.

AND, AS A RESULT:

71% fathers believe that they spent too little time with children because of their work.

And then **80%** older men regret that they did not spend enough time with their children². This is something that older men regret the most about their life.

According to *Promundo and MenCare* – organizations that study the problems facing men in the world – over the past 20 years (1999 to 2018), the share of time men in 35 OECD³ countries spend raising children has increased by an average of 28%⁴. This trend, though not so noticeable, is spreading in other countries of the world and is gradually coming to Ukraine.

The topic of responsible fatherhood is becoming a priority for many countries and international organizations. In particular, it contributes to the achievement of the UN Sustainable Development Goals and Agenda 2030. It is also one of the priorities of the State Targeted Programme for Ensuring Equal Rights and Opportunities for Women and Men until 2021.

In Ukraine, as in many other countries, the stereotype about the ‘breadwinner’s’ role of men in the family used to be very widespread. And this role seemed to let men abstain from performing parental responsibilities, because the men seemed to only be responsible for earning money.

Now, the situation is different: many professions that were previously considered ‘male’ have become automated, less harmful, less resource-intensive, less time-consuming. Therefore, the fathers have more time they can spend with their children. In the same way, women were empowered to fulfill themselves in various new spheres, to invest their time and efforts into new activities. In the 21st century, society is becoming a little fairer, and men are increasingly involved in house chores, raising children and other domestic responsibilities. It yields greater results for children – results that cannot always be achieved by hiring outside professionals (nannies, tutors).

Researchers around the world have been conducting longitudinal observations of children whose fathers were involved, and those who were not. They established that fathers' involvement in the child-rearing contributes to social and emotional development of children throughout adulthood and brings positive results for the fathers and families in general.

WHAT ARE THE BENEFITS OF FATHERS' INVOLVEMENT FOR CHILDREN:

- If we the fathers spend more time with our children, the children are less likely to have problems with cognition and development.
- If we actively raise children, they show better results in cognitive and language skills tests and IQ.
- No matter what education background we have ourselves, if we are involved in raising children, we are prouder of their academic achievements. And our children are more likely to get higher education.
- When we are actively involved in raising children, our sons have fewer behavioral problems and our daughters have better mental health.
- When we actively raise children, they are more successful in their careers.
- When we show children by example how to treat a wife (their mother) with respect, we teach children love and healthy relationships in the families they will create when they grow up.
- If we show children how to live in the family, do daily chores (cleaning, cooking, washing dishes, shopping, home repairs, etc.), they will learn to help us with these chores, and then when they start living separately from us, will be able to take better care of their own lives.

Our commitment and involvement in the upbringing of children contributes to better development of positive traits such as self-esteem, self-control, self-confidence, ability to empathize, psychological well-being, and life skills in children. So, our children are better prepared to adult life.

Responsible fatherhood includes four most important aspects that lay the groundwork of a healthy father-child relationship:

1. **Involvement** – direct contact and involvement of a father in interaction with a child.
2. **Availability** – a father should be able to be around regularly: physically or at least by phone (if, for example, he works in another city).
3. **Quality of time spent together** – enjoy every moment that the father and child spend together, fill this time with meaning and benefits.
4. **Responsibility** – a father should plan his day/week so as to keep his promises to spend time with a child.

BENEFITS THAT THE INVOLVED FATHERS RECEIVE FOR THEMSELVES:

- We enjoy full relationship with our children.
- We are better able to cope with everyday stressful situations.
- We have higher self-confidence and self-esteem.
- We have better physical and mental health, we live longer.
- We are more productive at workplace.
- We get partners in housekeeping.
- We gain multitasking skills – the ability to simultaneously do several things well.
- Our relationships with our wives are improving, including the intimate relationships.
- We are generally happier.

In addition, greater fathers' involvement in child-rearing brings benefits to their families and to the society as a whole. First, healthier relationships between fathers and children (and relationships in families in general) are gradually becoming the social norm – accordingly, modern children see it as a positive example to follow. And second, it allows women to devote a little more time to productive employment (professional activities, business) that accelerates the economic development of communities and the whole country.

If you the dads help your boys grow up having a caring, involved, devoted dad in front of them, we can hope that our sons will not only grow up to be more self-confident persons, but also know what a dad should be like when they have their own families.

Today, in 2019, being a father is more than a degree of kinship, more than just a biological father. Dad is a friend, a mentor, a role model, and someone to follow. Sometimes stern, sometimes mischievous, cheerful and fair. We hope that you are just such a dad, or want to become one. And we invite you to such an exciting and grateful world of responsible parenthood.

HOW TO MAKE RESPONSIBLE FATHERHOOD A REGULAR PRACTICE?

**IDEAS FOR THE DEVELOPMENT OF
RESPONSIBLE FATHERHOOD THAT CAN BE
IMPLEMENTED AT THE COMMUNITY LEVEL**



Responsible fatherhood is not yet a natural condition for Ukrainian society.

Therefore, intensive measures are needed to disseminate and consolidate it as a behavior and a practice. Public authorities, NGOs and international organizations do plan and take such measures. At the same time, it is necessary to institutionalize such practices so that they become regular, systematic, self-replicating and independent of external support.

This Guide provides specific and evidence-based recipes for creating and supporting sustainable community-based initiatives on the promotion of responsible fatherhood.

So far, the topic of responsible fatherhood is mostly promoted through annual festivals and holidays. This is OK, but such events must be permanent. Regular activities should be conducted for dads where they can:

- share experiences, receive psychological and other non-financial support to be good dads;
- develop their fathering skills together with professionals or other dads;
- learn to enjoy fatherhood, including routine childcare and parenting tasks;
- spend time with their children.

Examples are weekly classes for dads or future dads, weekly meetings of dads and children for joint exercising, hiking, fishing, support groups. See below for a detailed description of such ideas.

IMPORTANT TO NOTE:

1) values – what do dads rely on when making decisions (consciously or unconsciously), what they will not give up when making decisions, what things are more important to them than all the others?

2) traditions and habits – is there a socially recognized habit among fathers to openly display love and care for children? Is there a habit to negotiate the division of family responsibilities within a couple/family? Is there a habit to talk about fathering with friends/colleagues?

So far, men mostly say that their main role in the family is to earn money. It means that:

1) men try to spend their time either earning money or recovering in the period between earning money. Accordingly, they pretend to have less time for regular parenting routines;

2) men are virtually not ready to spend money on activities related to fatherhood. It limits their ability to self-organize as dads.

Key messages: what should we tell the dads?

The ideal situation is not nominal 50/50 distribution of domestic responsibilities in itself, but the ability and commitment of both partners to come to an agreement on the division of family responsibilities (including child rearing and household chores) that is equally convenient for both of them, given their preferences, other responsibilities, time resources, etc.).

It can be one of the topics of meetings, information campaigns and other methods to promote responsible fatherhood.

WHY IS IT SO IMPORTANT TO FOCUS ON THE REGULARITY OF SUCH EVENTS?

Regular, repetitive meetings of fathers and children are key. It should be a systemic initiative which fathers can participate in with a certain frequency rather than a one-time event.

ADVANTAGES OF SUCH REGULARITY ARE:

- dads develop the habit to participate in regular activities;
- predictability (dads know what they can expect; how an initiative can meet their needs, etc.);
- as a rule, regular initiatives that last for several years or more become sustainable, in particular financially, and do not depend on the donor support or personal motivation of a person who initiated this initiative (given that they are often initiated by the fathers themselves, the fathers may lose interest when their child grows up, and for them personally, this initiative will no longer be relevant).

IN ADDITION TO HABIT DEVELOPMENT, KEY FACTORS THAT CAN MOTIVATE DADS TO PARTICIPATE IN SUCH INITIATIVES ARE:

- a possibility of communication with other people;
- receiving advice and psychological support;
- skills development;
- an opportunity to look at the father's routine from a different angle;
- an opportunity to have fun;
- spending time with children.

GREATER INVOLVEMENT IN RAISING CHILDREN MEANS A CHANGE IN LIFESTYLE. USUALLY IT IS UNCOMFORTABLE, AND EVEN AWARENESS OF THE BENEFITS OF THIS DOES NOT ALWAYS SAVE ("THE BENEFITS WILL COME LATER, BUT MY EFFORT IS NEEDED NOW"). THEREFORE, RESPONSIBLE FATHERHOOD SHOULD BE PROMOTED AS GENTLY AS POSSIBLE, EVEN IN THE WAY THAT THE FATHERS DON'T NOTICE IT AT FIRST, BY HIGHLIGHTING THE THINGS THAT ARE IMPORTANT TO THE FATHERS:

- a possibility to address certain problems that are important to dads;
- an opportunity to express love and give their children a better future;
- an opportunity to feel the joy of fatherhood, including in daily/household father's duties;
- an opportunity to spend time with friends;
- an opportunity to try something new, including in the format of entertainment.

We analyzed international and Ukrainian experience and selected ideas that are the most hands-on and interesting for Ukrainian realities.

For each idea, a brief description of the following is offered:

1. What is it? How does it work?
2. How to organize it?
3. What is needed for it?
4. How to involve dads with children?
5. Additional ideas
6. Context
7. Examples

We offer you these ideas for practical implementation. Choose one or more ideas, combine them, adapt to local conditions in your community, develop them or add your own.

Notes on the results of piloting the Guide:

Almost all of the proposed ideas are aimed at children's groups and involve group activities. At the same time, certain children have no fathers who raise them. It is important to engage such children as well: first, it is necessary to ensure that activities for children and their fathers do not create psychological problems for children who grow without fathers; second, a model of a healthy relationship between fathers and children should be shown to such children as well.

According to the analysis of international experience (Israel, USA, Sweden, etc.), we offer two ways to involve such children:

- 1) Invite other men involved in the upbringing of such children – grandparents, older brothers, uncles, etc.;
- 2) Offer dads of other children who already take part in events to be engaged in our regular actions also with those children who have no fathers who raise them.

We suggest you read all the ideas and their options and consider two questions:

- 1) Which of these ideas are most striking to you personally?
- 2) Which is the most feasible to implement in your community?

The examples and cases given in the Guide should not limit your imagination. You can combine different ideas, use only certain aspects of ideas, add your own approaches. It is important to think about what motivates you the most, and what resources you have or can attract to implement the idea.



IDEA 1. WORKSHOP FOR DADS AND CHILDREN IN SCHOOL HANDICRAFT CLASS

WHAT IS IT? HOW DOES IT WORK?

Each school has a handicrafts classroom – a class where children learn handicraft or manual learning (arts and crafts). It is occupied during the classes, but usually no one uses it after classes. Dads with children who live near this school can come there at a certain time to spend a few hours together to socialize and work:

- make something for the house (if you do not have the necessary maintenance tools at home);
- make something together for the community (including for the school) – for example, equipment for a sportsground or playground, so that everyone can use it;
- teach their sons and daughters to use maintenance tools safely;
- teach their sons and daughters to make small repairs at home, as well as take care of household chores;
- communicate with other dads, including to share the experience of fatherhood;
- learn to use maintenance tools (from each other or from a teacher).

The result of this project is an active community of dads with children who regularly come to the workshop, spend time with their children, teach and study, and tell their friends about the workshop and the dad's involvement in raising children.

To note: for young girls, craftwork can be as entertaining and useful as for boys. Encourage dads to come with both sons and daughters.

HOW TO ORGANIZE IT?

First, you need an interest group. It could be a few initiative dads or your community organization.

- STEP 1.** The interest group negotiates with the school administration that dads will regularly come to the class with their children – for example, in the evening on weekdays or on weekends.
- STEP 2.** The interest group negotiates with the school administration on who will be responsible for the class and its equipment.
- STEP 3.** The interest group conducts awareness raising and promotional activities to attract dads to the first meeting.
- STEP 4.** During the first meeting, it should be figured out whether one or more dads have good skills and can and want to teach others, or the interest group should look for a teacher (for example, a handicraft teacher who works in this school).
- STEP 5.** At the first meeting, participants agree how often they are willing to come to the workshop with the children and what exactly to do (make something for themselves, for the community, or just communicate), and exchange contacts.
- STEP 6.** Posters and other information materials about responsible fatherhood should be placed in the class.
- STEP 7.** Option 1: The interest group makes a schedule of meetings: when exactly to come, what we will do, what to take with us.
Option 2: If it is easy to get to the class and no ‘senior’ person is needed, dads with children can negotiate with each other and come to the workshop on their own in small groups.
- STEP 8.** Dads with children regularly come to the workshop, do something useful, communicate, spend quality time with children, share the experience of fatherhood. It is important that the interest group in each session unobtrusively reminds dads of the importance of being a responsible dad and encourages them to discuss these topics. It is also important that dads clean up the classroom with children after each lesson. It teaches children (and dads, let’s be honest 😊) to take care of their household, maintain cleanliness at home.
- STEP 9.** Dads tell their friends about the workshop and invite them to come with their children. Dads also tell friends how important and useful it is to be an involved dad.
- STEP 10.** Dads and children work together to make furniture or inventory for their families, schools and communities.

WHAT IS NEEDED FOR IT?

- 1) Organizational skills. In particular, the interest group should convince the school administration that this is a good idea and agree on who is responsible for the workshop while the fathers and children work there.
- 2) Maintenance tools, workbenches, equipment. All of it should be available in the workshop, but if some important maintenance tool is missing, you can negotiate with the school administration to buy it from the school budget, a grant for the NGO, or the fathers can raise money. You can also share the costs between the parties.
- 3) Materials for crafts – wood, cardboard, fabric, paint, clay, metal, etc. Some of these materials can be provided by the school, while the fathers can bring extra materials. It can be a secondary raw material (“bring an old chair from home and renovate it”). Some of the materials can be purchased by the interest group or the NGO from its grant. It all depends on what the participants want to do.
- 4) Means for cleaning the workshop after classes – rags, broom, trash can, etc.
- 5) Information materials and skills to engage dads with children (see below). It is also advisable to invite a local TV channel or other media outlet to talk about such a workshop when it starts operating.

HOW TO INVOLVE DADS WITH CHILDREN?

The target audience can be divided into 3 target groups that need separate communication and different content of messages:

1. 7-14-years old children – boys and girls – as the main group. While the event is for the dads, in terms of communication, children can be an easier entry point for disseminating information.
2. Dads of children aged 7-14 years.
3. Mothers or other family members, teachers

It is critical that children and dads learn about the workshop and want to come there as a place where they can make something useful for themselves or for the community, learn and teach their sons and daughters to work with maintenance tools, spend time with friends and – most importantly – have fun with other people like them.

KEY MESSAGES

1. Here you can teach your children new skills and have fun.
2. We will help you teach your child to work with maintenance tools.
3. We are dads just like you – come to us to communicate and have fun.

There is also a separate message for other target groups – mothers, other family members, teachers): “A workshop for dads with children has opened in our school. Tell it to those who want to be a responsible dad.”

COMMUNICATION CHANNELS

1. Ads on social networks (Facebook, Instagram).
2. Posters in schools, bars, hairdressers, maintenance tool shops.
3. Posters during mass events in the city – fairs, city festivities, etc.
4. It is advisable to invite a local TV channel or other media to tell about such a workshop when it starts working.
5. Teacher-parent conferences at school.

ADDITIONAL IDEAS

If dads with children create a lot of good products, you can periodically organize a fair of products (for example, during the city festivities or other mass events).

First, it is additional advertising and an opportunity to attract more dads and children to the workshop.

Second, the money raised can be used for various purposes – purchase of new maintenance tools or materials for the workshop, charity, and so on.

CONTEXT

When organizing any project, it is important to consider local context:

- 1) Which school in your community has the handicraft class that is best suited for such a workshop?
- 2) In which of the schools is it the easiest come to an agreement with a school administration?
- 3) Are there companies or organizations in your community that are willing to help you – for example, a company that can provide you with maintenance tools or materials for the workshop? Is there a media outlet which will produce a story about your workshop?

The workshop does not necessarily have to be at school. This can be a vocational school, training and production workshop of the enterprise or any other space where fathers and children can gather and do crafts – depending on where you can arrange it.

EXAMPLES

Father's Workshop organized by the International Center for Fatherhood at the National Father's Day open air festival. Children with dads can learn to use maintenance tools, do crafts, have time together.



Photo credit: Freepik.com



IDEA 2. JOINT CLUBS FOR DADS AND CHILDREN

WHAT IS IT? HOW DOES IT WORK?

Most schools, clubs or community centers have clubs for children – drama, arts, music, embroidery, robotics and more. These are only children who attend them. Dads who have certain hobby often practice it separately from the children. It's time to fix it!

Teachers of these clubs can invite their students to come with dads. If dads enjoy their children's hobbies, they can start attending these clubs regularly.

If dads come to clubs with their children, they can:

- better understand their children and let them understand themselves better;
- master new skills (embroidery, drawing, modeling, dance, drama, business skills development, software development, etc.);
- communicate with other dads, including discussing dad's advice and experience;
- be proud of their children's achievements;
- start a new hobby or do something they already love;
- have fun.

The result of this project is that dads develop their talents, better understand their children's talents and see that they have a lot in common, many topics to communicate with their children.

To note: clubs and hobbies should not be divided into "girl's" and "boy's." Give both girls and boys the opportunity to do what they love. If necessary, explain to dads (they may not be aware of this due to stereotypes) that girls and boys can be interested and talented in anything.

HOW TO ORGANIZE IT?

First, you need an interest group. It could be a few initiative dads or your community organization. Dads come to their children's clubs.

STEP 1. The interest group negotiates with the teachers of the clubs that dads can come there with children. It is necessary to explain the benefits of this for children and dads.

STEP 2. The interest group prepares information and promotional materials for inviting dads and communicates them through children, as well as places them in schools, arts stores and other places frequented by dads who may theoretically be interested in coming to clubs.

STEP 3. If dads like the first class they attend, it is necessary to consolidate their intention to visit the club regularly. It may be necessary to change the time so that it is convenient for all the participants.

STEP 4. Posters and other information materials about responsible fatherhood should be placed in the clubs.

STEP 5. Dads and children come up with a joint project (a big artwork, a drama play, etc.), which they can prepare together at the clubs in several weeks or months. It increases motivation and team spirit.

STEP 6. Dads with children regularly come to the club, do their project, develop creative skills, communicate, spend quality time with children, share the experience of fatherhood. It is important that the interest group in each session unobtrusively reminds dads of the importance of being an involved dad and encourages them to discuss these topics. It is also important that dads clean up the room with the children after each class. It teaches children (and dads, let's be honest 😊) to take care of their household, maintain cleanliness at home.

STEP 7. Dads tell their friends about the club and invite them to come with their children. Dads also tell their friends about how important and useful it is to be an involved dad.

WHAT IS NEEDED FOR IT?

1) Organizational skills. In particular, the interest group should convince the teachers of the clubs that this is a good idea and negotiate on how to organize everything. It may be necessary to agree with the parents of other children that they do not mind adults taking part in the activity.

2) Materials for creativity: for children, such materials can be provided from the budget of a school or a club. But if adults start going to clubs, additional materials are needed. Some of these materials can be provided by a school or a club, while the fathers can bring extra materials. It can be a secondary raw material ("bring old paper from home and make an artwork from it"). Some of the materials can be purchased by the interest group or the NGO from its grant.

3) Means for cleaning the room after classes – rags, broom, trash can, etc.

4) Information materials and skills to engage dads with children (see below). It is also advisable to invite a local TV channel or other media outlet to talk about such a club when it starts operating.

HOW TO INVOLVE DADS WITH CHILDREN?

The target audience is dads and children aged 7-14. They need to learn about clubs and want to come there as a place where they can express their talents, pursue their hobbies, spend time with their friends and – most importantly – have fun communicating with each other.

It is desirable to disseminate key messages that are clear-cut on where and why people are invited. We also recommend giving separate messages to different target groups.

KEY MESSAGES FOR DADS:

1. Here you can practice your hobby and have fun.
2. Come and see how talented your child is.
3. We are dads just like you – come to us to communicate and have fun.

KEY MESSAGES FOR CHILDREN:

1. Come to the club with your dad and spend time together!

KEY MESSAGES FOR OTHERS (MOMS, FAMILY MEMBERS, TEACHERS):

1. In our school/club, dads can come to practice their hobbies with children. Tell about it to those who may be interested!

COMMUNICATION CHANNELS

1. Ads on social networks (Facebook, Instagram).
2. Posters in schools, bars, hairdressers, arts stores.
3. Posters during mass events in the city – fairs, city festivities, etc.
4. It is advisable to invite a local TV channel or other media to tell about such a workshop when it starts working.
5. Teacher-parent conferences at school.

ADDITIONAL IDEAS

Another option is a special organization of clubs for dads and children. This option may work better if dads are aware of the need to spend more time with children (as we remember, most dads still have difficulties with it, so this option is not universally recommended).

If dads with children create a lot of good things, you can periodically organize a fair and sell them (for example, during the city festivities or other mass event).

First, it is additional advertising and an opportunity to attract more dads and children to clubs.

Second, the money raised can be used for various purposes – purchase of new materials for clubs, charity, and so on.

In addition to organizing a club, you can set up a social enterprise where fathers and children will do socially useful things and learn business skills.

If the clubs use recycled materials (old clothes, paper, cardboard, etc. that dads and children bring from home), you can ask dads and children to clean the house in advance and look for such materials. This will have a triple benefit: 1) there are materials for creativity, 2) the house is clean, and 3) a mom who is satisfied.

Another option is a music club, where dads do not have to learn to play musical instruments. For example, they can tell children what music they like, what emotions the music is about. And children will try to play such music.

CONTEXT

When organizing any project, it is important to consider local context:

- 1) Which clubs are the easiest to agree with teachers?
- 2) Is it possible to create a new club especially for dads and children? Is there a room for it?
- 3) Are there companies or organizations in your community that are willing to help you: for example, a company that can provide premises or materials for a club? Is there a media outlet that will make a story about your club?

EXAMPLES

Parents and Carers in Performing Arts prepares and demonstrates performances involving parents and children, both as directors and actors. The play staged by dads and children is a very powerful way of creating together, strengthening the bond between dads and children. Just imagine how it can surprise moms and the whole community. And the very dads and children!

Photo credit: Freepik.com





IDEA 3. DADDY COMES TO SCHOOL

WHAT IS IT? HOW DOES IT WORK?

This idea can be arranged in several ways:

- 1) Dad bring children to school/kindergarten.** One day a week or a month is a day when the children are brought by the father
- 2) Dad talks about his work/hobby.** Willing dads take turns to come on a certain day (every week or month – for example, during career guidance classes or other class meetings) and talk about their work and why they like it.
- 3) Dad conducts a lesson for his child’s class.** Similarly, dads take turns on a certain day to come to a lesson on a subject that they know well.
- 4) Breakfast with dad.** If the school or kindergarten provides breakfast for children, you can regularly invite dads to such breakfasts (see the mechanics below).

You can choose one of the options or combine all the four.

What are the benefits for the school/kindergarten, dads and children?

- It enables dads to learn more about their children, to tell about themselves and what is important to them, to spend more time with children;
- It gives children a feeling of pride for their dads and the opportunity to learn more about them;
- Schools and kindergartens have the opportunity to diversify the instruction process, to involve fathers in the education and upbringing of children, in general, to make school more interesting for children;
- After all, it’s entertaining and fun for everyone.

HOW TO ORGANIZE IT?

First, you need an interest group. It could be a few initiative dads or your community organization.

- STEP 1.** The interest group negotiates with the school administration on one or more ways to invite dads to school.
- STEP 2.** The interest group and the school jointly select the days of such events (for example, every Thursday dads bring children, every third Wednesday of the month dads take turns to come to talk about their work, every second Tuesday dads take turns come to conduct a lesson, every fourth Friday of the month dads come for breakfast).
- STEP 3.** The interest group and the school jointly conduct awareness raising and promotional activities to attract dads.
- STEP 4.** The interest group and the school ask dads who want to talk about their work/hobby or conduct a lesson, and make a schedule for a few months ahead.
- STEP 5.** Posters and other information about responsible fatherhood should be placed in the school premises where these events take place.
- STEP 6.** Dads regularly bring their children to school, have breakfast with the children, conduct lessons and talk about their work or hobbies. They communicate, spend quality time with children, share experience of fatherhood. It is important that the interest group unobtrusively reminds dads of the importance of being an involved dad every time (especially during the breakfasts) and encourages them to discuss these topics.
- STEP 7.** The most active dads receive small prizes and bonuses.
- STEP 8.** Dads tell their friends about this experience and also invite them to bring their children to school.

WHAT IS NEEDED FOR IT?

- 1) Organizational skills. In particular, the interest group should agree with the school administration on the organization of such events.
- 2) Food for breakfast. You can negotiate with the school administration to buy additional food from the school budget, a grant for the NGO, or dads can raise money. You can also share the costs between the parties.
- 3) Small prizes for the most active dads. You can buy them from a grant for NGOs.
- 4) Information materials and skills to engage dads with children (see below). It is also advisable to invite a local TV channel or other media outlet to talk about such practices when dads start coming to school.

HOW TO INVOLVE DADS WITH CHILDREN?

Target audiences are dads and children aged 2-14. It is necessary that the dads know, want and find the opportunity to bring children to school/kindergarten on a regular basis, and that some of them come and talk about their work or conduct lessons. Children can become mediators in encouraging dads to do so.

Keep in mind what exactly can be interesting for children of all ages: indeed, children aged 2-5 are unlikely to be interested in their dad's work, but they can take part in joint breakfast cooking or joint games or simple competitions with dad at school/kindergarten.

KEY MESSAGES

1. Give your child an opportunity to be proud of you – come to his/her class and talk about your work.
2. Give your child an opportunity to be proud of you – come to her/his class and conduct a lesson on a topic you know well.
3. Spend fun and useful time with your child – have breakfast together at school.

COMMUNICATION CHANNELS

1. Ads on social networks (Facebook, Instagram).
2. Posters in schools, kindergartens.
3. Personal communication with teachers and administration.
4. It is advisable to invite a local TV channel or other media outlet to talk about such practices when dads start coming to school.
5. Teacher-parent conferences at school.

ADDITIONAL IDEAS

Shared breakfasts do not necessarily have to be arranged at school. An interest group or an NGO can arrange such breakfasts with local restaurant/cafe. In this case, there will still be an opportunity to involve dads and children in cooking of breakfast, which they will then eat together. You can ask dads to cook at home what they learned to cook during this event. During this event, you can organize culinary competitions among dads or hold culinary workshops for them.

During breakfast, you can also talk about the role of fathers in raising children, promote sharing experiences, teaching children table manners, and so on.

CONTEXT

When organizing any project, it is important to consider local context:

- 1) In which of the schools of your community, school administration is the most likely to agree on launching such a practice?

2) Are there companies or organizations in your community that are willing to help you – for example, a cafe or restaurant where you can have breakfast? Is there a media outlet that will make a story about this practice?

EXAMPLES

In the U.S., there is a special day when dads are invited to bring their children to school. In 2020, it was September 17 dedicated to Father's Day. A special website has been created which provides arguments for dads, tells family stories and offers information materials for schools. But kids want their dad's attention more than once a year, don't they?

Photo credit: Freepik.com





IDEA 4. REGULAR JOINT EXERCISING OR SPORTS

WHAT IS IT? HOW DOES IT WORK?

Every school has a gym. It is occupied during classes, but usually no one uses it after classes.

Dads with children who live near this school can come there at a certain time to play sports or exercise with their children.

In the warm season, such activities can take place outdoors, on the sportsground or sports field.

During joint sports or exercising, dads with children:

- make their bodies and health stronger, get used to a healthy lifestyle;
- learn new sports;
- dads learn more about children and children learn more about dads;
- through regular physical training, dads help children to improve self-discipline;
- dads communicate with other dads, share the experience of fatherhood;

- form teams to participate in competitions;
- expand and strengthen their social networks;
- just have fun.

The result of this project is an active community of dads with children who regularly play sports, show children the importance of regular exercise, spend time with their children, teach and study, and tell their friends about sports and dad's participation in raising children.

To note: young girls and boys can be interested in any sport – soccer, tennis, barbells, etc. It is necessary to support such desires, and not force them to practice those kinds of sports which our grandparents considered 'female' and 'male.' Dads should be encouraged to come with both sons and daughters.

HOW TO ORGANIZE IT?

First, you need an interest group. It could be a few initiative dads or your community organization.

- STEP 1.** The interest group negotiates with the school administration that dads will regularly come to the school gym with their children – for example, in the evening on weekdays or on weekends.
- STEP 2.** The interest group negotiates with the school administration on who will be responsible for the gym and sports equipment.
- STEP 3.** The interest group conducts awareness raising and promotional activities to involve dads and children to the first meeting.
- STEP 4.** During the first meeting, it is necessary to determine whether any dads know well a particular sport and can and want to coach others, or the interest group should look for a coach (for example, engage a physical education teacher at this school).
- STEP 5.** At the first meeting, participants determine how often they are willing to come to the gym with the children and what to do (practice separately, play a game together, practice in small groups, etc., or just communicate), and exchange contacts.
- STEP 6.** In gyms and locker rooms, the interest group should place posters and other information materials about responsible fatherhood, such as how fathers can help their children start loving sports and why it is important.
- STEP 7.** Option 1: The interest group makes a schedule of meetings: when we come, what we do.
Option 2: If it is easy to get to the gym and you do not need someone who will look after the dads in the gym, dads with children can agree with each other and come to exercise on their own in small groups.

STEP 8. Dads with children regularly come to the gym, exercise, spend quality time with children, share their experience. It is important that the interest group in each session unobtrusively reminds dads of the importance of being an involved dad and encourages them to discuss these topics. It is desirable that the interest group provide water/refreshments for fathers and children or remind them to bring it. It is also important that after each meeting, the dads clean up the gym/sportsground they used with the children. It teaches children (and dads, let's be honest 😊) to take care of household, maintain cleanliness at home.

STEP 9. Dads tell their friends about the gym and invite them to come with their children. Dads also tell their friends about how important and useful it is to be an involved dad.

STEP 10. Dads and children form teams and participate in sports tournaments and events, including festivals, holidays, etc.

WHAT IS NEEDED FOR THIS?

- 1) Organizational skills. In particular, the interest group should convince the school administration that this is a good idea and agree on who is responsible for the gym while dads and children meet there.
- 2) Sports equipment (balls, nets, skipping ropes, bars, etc.). It should be available in the gym, but if some critical equipment is missing, you can negotiate with the school administration to buy it from the school budget, a grant for the NGO, or dads can raise money. You can also share the costs between the parties.
- 3) Means for cleaning the room after classes – rags, broom, trash can, etc.
- 4) Information materials and skills to engage dads with children (see below). It is also advisable to invite a local TV channel or other media outlet to talk about such classes when they start.

HOW TO INVOLVE DADS WITH CHILDREN?

Target audiences are dads and children aged 2-14. We need them to learn about the gym so that they want to come there as a place where they can play sports, strengthen their body and health, learn and teach their children different sports, spend time with their friends and – most importantly – have fun with each other.

Children can become mediators in encouraging dads to do so. It should be taken into account which sports or physical activity will be interesting for children of different ages.

KEY MESSAGES

1. Here you help your children start loving sports and have fun.
2. Here you can strengthen the body and health – both your own and your child's.

3. Regular exercise improves your children's self-discipline.
4. We will help you teach your child different sports.
5. Playing sports together strengthens the bond between dads and children.
6. We are dads just like you – come to us to communicate and have fun.

COMMUNICATION CHANNELS

1. Ads on social networks (Facebook, Instagram).
2. Posters in schools, kindergartens, bars, men's hairdressers, sports clubs.
3. Posters during mass events in the city – fairs, city festivities, etc.
4. It is advisable to invite a local TV channel or other media to tell about such a workshop when it starts working.
5. Teacher-parent conferences at school.

ADDITIONAL IDEAS

Dads with children who go to the gym regularly can also take part in sporting events during holidays, city days and more. There they will advertise their gym, promote the ideas of a healthy lifestyle and responsible fatherhood.

Another option is to organize sports classes not at school, but in a sports club. This way, it is not only about attracting dads with children, but also about negotiating a possibility of exercising for free. Regular sports can be combined with tournaments (which should also be regular and/or thematic). These can be tournaments organized by the dads themselves, or competitions organized by someone else, and the participants of the gym community delegate their team there.

CONTEXT

When organizing any project, it is important to consider local context:

- 1) In which of the schools of your community, a gym or sportsground is suited for such meetings the best?
- 2) In which of the schools, is it easiest to negotiate with school administration?
- 3) Are there businesses or organizations in your locality that are ready to help you – for example, provide sports equipment? Is there a media outlet that will make a story about your gym?

The gym does not have to be in secondary school. It can be a vocational school, a large enterprise or any other space where dads and children can come together and play sports.

EXAMPLES

1. A similar project – Daddy’s Gym (PapaZal) – has been operating in Gomel (Belarus) for several years. Interestingly, women are not allowed to attend these classes. This is explained by the fact that children begin to behave differently when their mothers come. Several schools in Gomel are taking part in the project. Classes are free for dads and children.

The principal of one of the schools easily agreed to let dads go to the gym – he himself goes to these classes with his child. Dads not only play sports, but also practice braiding, share experiences of raising children, and help children adapt to kindergarten or school – teach them to play in a team, win or lose with dignity, share toys and more. Mostly, dads go to the gym with children aged 1-5 years.



Photo credit: Freepik.com

This team communicates with dads in plain language and talks about things that are interesting to dads themselves.

You can contact them to find out more. They are also ready to tell you how to open a PapaZal in your community: <http://papazal.by/services>. They promise to help with advice and information materials.

2. Father's Club (Kyiv, Ukraine) has been organizing one-day Daddy Football tournaments for dads and children for several years. They play in mixed teams. Moms come to cheer. During tournaments, what matters the most is sports, team spirit, communication between dads and children.

The key rule is that goals scored by dads do not count. The organizers explain it as follows: "You don't have succeed at any cost, but to create conditions for your child to play out his or her talent. That's what fatherhood is all about."



Photo credit: <http://bit.ly/2ryUOew>

3. Daddy, Dancing and Baby flash mob organized by the United Nations Population Fund (UNFPA) on Father's Day in June 2017. Dads and young children get together and repeat simple dance moves with the coach. Dads can hold children in a backpack on their chest or by the arm next to them. Looks extremely touching!



Photo credit: UNFPA Ukraine



IDEA 5. JOINT ADVENTURES OF DADS AND CHILDREN

WHAT IS IT? HOW DOES IT WORK?

Many men love outdoor activities. Children love them, too. Why do not combine their hobbies?

These can be joint hikes (on foot, by boat, on bicycles), quests, camps (tourist, thematic, archeological, sports orienteering), sports events or fishing.

During active recreation, dads try to show out their best side. Active leisure is definitely more than just drinking beer and roasting meat.

If a father knows how to pitch a tent, fish, row a boat, he has something to be proud of and something to teach his children. But if he can't, he has something to learn, maybe even from his children.

Dads and children who engage in outdoor activities together can:

- better understand each other;
- learn new skills related to active recreation (for example, light a fire with one match);
- communicate with other dads, including on fatherhood advice and experience;
- feel proud of themselves and their children;
- build up their skills or learn to organize comfortable environment around them;
- start a new hobby or do something they already love;
- have fun.

The result of this project is a community of dads and children who are engaged in outdoor activities together, better understand each other, learn more and are proud of each other's skills, spend more time together and communicate on the topics of responsible fatherhood.

To note: active recreation should not be divided into 'boyish' and 'girly.'. Girls love to light a

fire, fish, row a boat, ride a bike no less than boys. Give both girls and boys the opportunity to do what they love. If necessary, explain to dads (they may not be aware of this due to stereotypes) that girls and boys can do any recreation activity they want.

HOW TO ORGANIZE IT?

First, you need an interest group. It could be a few initiative dads or your community organization.

STEP 1. The interest group makes a list of ideas for hiking, sports, camps, fishing, etc.

STEP 2. The interest group prepares awareness raising and promotional materials for inviting dads and children and places them in schools, kindergartens, shops for active recreation and fishing, as well as in social networks.

STEP 3. Option 1. The interest group schedules such camps, competitions, hikes, etc. and invites dads with children to each event separately.

Option 2. The interest group forms a community of dads with children (online or offline), and the community jointly decides what hikes, competitions, camps it wants to organize.

STEP 4. The interest group or the dads themselves regularly organize and participate in various forms of active recreation. The wishes and physical abilities of the children should be taken into account. It is better to ride fewer kilometers on a bicycle, but be sure that the children enjoy it, than to set records while the children will be exhausted.

STEP 5. During the camps, hikes, competitions, fishing, the interest group should unobtrusively remind dads of the importance of fatherhood. To do this, you can ask dads to teach children the skills associated with active recreation (or, conversely, to learn from them). Parents and children should also pay attention to maintaining cleanliness around themselves during active recreation. For example, after a tent camp, dads and children can clean up the area together. It teaches children (and dads, let's be honest 😊) to take care of their households, maintain cleanliness at home.

STEP 6. Dads tell their friends about the hikes, camps, sports competitions, etc. and invite them to participate with their children. Dads also tell their friends about how important and useful it is to be an involved dad.

WHAT IS NEEDED FOR THIS?

1) Organizational skills. In particular, the interest group should regularly organize camps, sports competitions, etc. To do this, it may be necessary to negotiate with the authorities or business

on the provision of transport for the transportation of participants, food. If it's fishing, you need to think about safe access to water, instruction of participants, and so on.

2) Necessary equipment – bicycles, boats, tents, fishing equipment, sports equipment, etc. If it's a sporting event, you may also need prizes for the winners. Such equipment can be purchased with a grant from an NGO, obtained from the authorities or private businesses, or you can ask dads to bring something from home.

3) Information materials and skills to engage dads with children (see below). It is also advisable to invite a local TV channel or other media to tell about such camps, hikes, competitions.

HOW TO INVOLVE DADS WITH CHILDREN?

Target audiences are dads and children aged 4-14. They need to learn about camps, hikes, competitions and want to take part in them, because they love (or want to try) active recreation, want to help their children love it too, want to spend time with children friends and – most importantly – have fun.

KEY MESSAGES

1. Here you can actively relax with friends and children and have fun.
2. Here you can help your children start loving active leisure and teach them necessary skills.
3. We are dads just like you – come to us to communicate and have fun.

COMMUNICATION CHANNELS

1. Ads on social networks (Facebook, Instagram).
2. Posters in schools, kindergartens, men's hairdressers, shops for active recreation.
3. Posters during mass events in the city – fairs, city festivities, etc.
4. It is advisable to invite a local TV channel or other media to tell about such a workshop when it starts working.
5. Teacher-parent conferences at school.

ADDITIONAL IDEAS

It is a good idea to combine active rest with volunteer clean up: cleaning the territory, collecting garbage in park, on the river bank, etc. It also strengthens the bond between a father and a child because they feel they are doing the same thing and have the opportunity to be proud of each other. In addition, it creates a sense of responsibility of parents and children for their community, for their family. Finally, this is another opportunity to communicate.

CONTEXT

When organizing any project, it is important to consider local context:

- 1) What parks, sportsgrounds, recreational areas in or around your community are best suited

for organizing a camp? A hike? Sports competitions? Fishing? Note that dads will take young children. How interesting and safe the planned activities are for young children? If the children are still very young and not interested in active recreation/fishing, you can invite animators.

2) Do you need to coordinate these measures with the authorities?

3) Are there companies or organizations in your community that are ready to help you: for example, a company that can provide equipment? Is there a media outlet that will make a story about your event?

4) Experience also proves that it is recommended to involve psychologists in events with a large number of participants. If they see that fathers are abusing children (for example, raising their voices, criticizing children too much), they intervene and correct the situation. In fact, modern men have not been specifically taught to behave with children, so sometimes you need this kind of 'insurance' so that children feel only positive emotions from spending time with dads.

EXAMPLES

A great example of such events are regular family fishing festivals that are often held in Donetsk region by the Ukrainian Fisher's Club-UaFishingClub.

When fishing together, dads and children learn from each other, rejoice in each other's success, communicate and get closer. Another advantage of such activities is that you do not need to request anything from dad, except to take your old fishing rod and come to rest. But as he comes to fishing with his children, he's slowly becoming a better father, even if he doesn't notice it.

There are many fishing clubs in Ukraine, and many of their members have children. Even if the fisher's club in your community does not hold events for dads with children, the experience of UaFishingClub shows that if you offer to organize a family fishing festival in your community, the local fisher's club will probably support you. And UaFishingClub can help with valuable advice.



Photo credit: UNFPA Ukraine



IDEA 6. TRAINING COURSES FOR DADS AND FUTURE DADS

WHAT IS IT? HOW DOES IT WORK?

This is difficult yet necessary idea. The difficulty is that dads need to be motivated not just to have fun, relax, chat with friends, but to consciously invest their time and effort in becoming better dads.

Let's be honest: in the 2000s, there were several dad schools in Ukraine where dads willingly came to develop their dad skills. But the fact that they all stopped working proves that it is difficult for dads to find and maintain such motivation.

However, this is still a necessary idea. The entry points for such dads can be the following topics, which, according to research, men are concerned with the most:

- 1) how to support their partners during and immediately after childbirth;
- 2) what to do in the first days/weeks after the birth of a child;
- 3) what 'masculine' things children need to be taught (while maintaining balance to make this masculinity positive and constructive);
- 4) what rights do fathers have, including the right to childcare leave, sick leave case of child's illness, etc.

When it comes to dads-to-be, it's getting easier. Several antenatal clinics and maternity hospitals offer training courses for parents-to-be, and future dads are often invited there as well. They conduct several classes for them directly about childbirth and the first weeks of child's life.

- Since such courses are usually held not so much for men as for couples, it contributes to the development of a sense of partnership / team spirit between future father and mother.
- They start developing the habit of involved fatherhood in dads, making them feel that fatherhood is now becoming a part of their lives.
- Typically, such courses include 3-6 meetings in the evening or other convenient time for fathers on various topics.

- Classes include practical skills: how to physically and psychologically support the mother during pregnancy and childbirth, how to perform necessary routine with the child, etc.

For men who have already become fathers, special arguments should be developed to make them come to the training courses. Such courses will help them:

- Better understand their emotions related to fatherhood, better control negative emotions;
- Apply the most effective methods of raising children;
- Learn more about how basic services for children such as kindergartens, schools, clinics operate, including about health care reform and education reform, and what they mean for their children;
- It is better to learn to share household chores and responsibilities for caring for children with a wife/partner;
- Strengthen communication with children, know more about how they live, what they dream about;
- Be able to better support children in solving their problems, including problems with education, communication with peers, bullying, smoking, alcohol and drug use, etc.;
- Have more opportunities to make their children's lives better;
- Improve family relationships.

HOW TO ORGANIZE IT?

First, you need an interest group. It could be a few initiative dads or your community organization.

TRAINING COURSES FOR FUTURE DADS

- STEP 1.** The interest group finds out whether such courses are already offered in the community. If so, proceed to Step 5. Such courses may already be in place, but only for women. In this case, it is necessary to negotiate with those who conduct the courses, so that they involve men.
- STEP 2.** The interest group negotiates with an antenatal clinic / maternity hospital on the organization of such courses. An antenatal clinic / maternity hospital needs premises and specialists who are ready to conduct classes.
- STEP 3.** The interest group is looking for incentives (assistance from the authorities, funds to pay for the work of specialists) to increase motivation of an antenatal clinic / maternity hospital to deliver such trainings.
- STEP 4.** Specialists schedule classes and determine topics.
- STEP 5.** The interest group places posters and other information materials about responsible fatherhood in the premises where dads come to take part in the trainings.
- STEP 6.** The interest group conducts awareness raising and promotional activities to invite future dads to the courses.
- STEP 7.** Expectant dads come to courses regularly, master necessary skills, develop a sense of partnership with the expectant mother and the habit of being an involved dad.

STEP 8. Dads-to-be tell their friends about the courses, as well as how important and useful it is to be an involved father.

TRAINING COURSES FOR MEN WHO ALREADY HAVE CHILDREN

STEP 1. The interest group identifies professionals who can deliver such courses, they together compile a list of topics for classes.

STEP 2. The interest group finds premises for classes.

STEP 3. The interest group is looking for partners who can help disseminate information about the courses and provide other incentives. For example, you can arrange with a large toy store that the dads who attend the courses receive gifts or discounts from the store.

STEP 4. The interest group negotiates with the Centers for Social Services for Families, Children and Youth that the Centers will refer fathers from families in difficult life circumstances to attend the courses. The interest group is also thinking of other ways to motivate dads to take courses.

STEP 5. The interest group conducts awareness raising and promotional events to invite dads to the courses.

STEP 6. The interest group places posters and other information materials about responsible fatherhood in the premises where dads come to take part in the trainings.

STEP 7. Dads come to courses regularly, master necessary skills, develop their personality.

STEP 8. Dads tell their friends about the courses, as well as how important and useful it is to be an involved father.

WHAT IS NEEDED FOR IT?

1) Organizational skills. In particular, the interest group should find specialists, premises, partners (for a fee or on a voluntary basis).

2) Specialists, training materials: it is necessary to find an opportunity to pay for the work of specialists. It is advisable to negotiate it with local authorities, as there are family policy programs in Ukraine and in the regions that the training courses for fathers can contribute to. If that doesn't work, you can seek funding from donors. Such training materials can be very different – for example, if we teach dads or future dads to change diapers for children, we actually need diapers and a doll the size of a newborn baby.

3) Gifts or other bonuses for dads. It is advisable to negotiate with a company that sells products for children (books, clothes, toys, etc.) to provide gifts or make a discount program for dads who attend courses.

4) Information materials and skills to engage dads and future dads (see below). It is also advisable to invite a local TV channel or other media outlet to talk about such courses.

HOW TO INVOLVE DADS AND FUTURE DADS?

The target audiences are dads and future dads. They need to learn about the courses and want to come there as a place where they can learn skills that are important to them and their families.

KEY MESSAGES

1. With us, you can become the best father for your children and the best husband for your wife.
2. Being better dad means being better man.
3. We know how you can make your child's life better. Come to learn how.
4. We are dads just like you – come to us to talk and share experience.

COMMUNICATION CHANNELS

1. Ads on social networks (Facebook, Instagram).
2. Posters in schools, bars, men's hairdressers, kindergartens, antenatal clinics, maternity hospitals, children's stores.
3. Posters during mass events in the city – fairs, city festivities, etc.
4. It is advisable to invite a local TV channel or other media to tell about such a workshop when it starts working.
5. We also recommend using UNFPA training videos for dads on YouTube: <https://www.youtube.com/playlist?list=PLV4zy1apmIUZAZopjdYWKFMBEK-xCyAK6>.

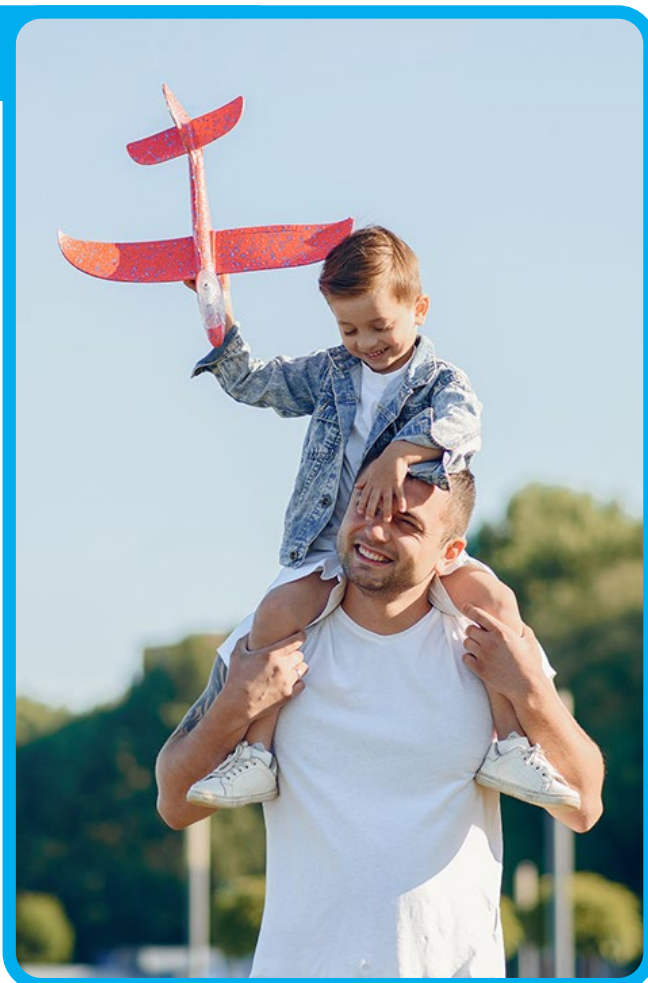
EXAMPLES

PAPA-SCHOOL has been operating in Minsk (Belarus) for several years. They conduct psychological trainings for parents, group classes, trainings on parenting, contribute to development of positive role and image of responsible fatherhood, organize festivals and holidays.

It is important that classes for future and young dads are conducted only by experienced dads who have received special training of trainers. That is, without women.

It increases motivation and trust of men since that young dads still feel themselves first of all as the men. It's just that now their male identity includes responsible and caring fatherhood.

Photo credit: Freepik.com



COMMUNICATIONS. PART 1:
COMMUNICATION PLAN.
HOW TO ADVERTISE YOUR
PROJECT TO THE COMMUNITY?



Experience shows that we can arrange and organize everything well, but dads will not come to our events. Either because they don't know about us, or because they don't want to, or because they don't understand why they should.

That is why it is very important to communicate correctly: not only to tell about our projects, but also to find the right words for every man – why does he need to come to us? Why is it in his best interests?

Below is a sample communication plan to promote a responsible fatherhood project (for example, a workshop for dads and children in school handicraft class).

COMMUNICATION PLAN. WORKSHOP FOR DADS AND CHILDREN

INTRODUCTION

The workshop for dads and children is a great project, because it satisfies all parties at once: mom gets free time for herself, dad has the opportunity to teach the child and demonstrate skills (or learn something new with the child), and the child gets meaningful time with dad.

It is important to properly convey the opportunities offered by the workshop.

GOAL

The goal of the project is to create an active community of dads with children who constantly come to the workshop not only to work together, but also just to spend time together.

COMMUNICATION OBJECTIVES

- 1) Men who have children aged 7-14 years know about the workshop.
- 2) Women who have husband/partner and children aged 7-14 know about the workshop.
- 3) The participants of the workshop attract new dads with children with their positive stories.

STAKEHOLDERS (POTENTIAL PARTNERS)

- Local secondary schools
- Local authorities
- Departments of education, family and youth of local self-government bodies
- Mass media

TARGET AUDIENCES

DADS

1. What we want them to know: "There is a place in the community where you can come with a child and work in a workshop – to teach your child to work with maintenance tools."
2. What we want them to feel: "I don't need to buy a bunch of tools and be afraid of anything – I'll get to the workshop where they can help me if I can't do something."

3. What we want them to do: call or come to the workshop and start attending it regularly with their children.

WIVES/PARTNERS OF SUCH DADS

1. What we want them to know: “There is an option for my husband/partner to spend leisure time with a child, which will be interesting to both of them.”

2. What we want them to feel: “The workshop is designed for my husband/partner and child, but I will benefit from it, because I will get free time for myself.”

3. What we want them to do: notify the husband/partner and encourage him to start attending the workshop with the child.

CHILDREN AGED 7-14 WHO WOULD LIKE TO SPEND MORE TIME WITH THEIR FATHERS

1. What we want them to know: “There is a workshop where I can work with a bunch of cool tools; and my dad, with whom I spend little time, may want to come to this place.”

2. What we want them to feel: “It’s a great opportunity to spend time with my father.”

3. What we want them to do: subscribe to our Facebook and Instagram pages and bring dad to the workshop.

KEY MESSAGES

1. Here you can teach your children new skills and have fun.

2. We will help you teach your child to work with maintenance tools.

3. We are dads just like you – come to us to communicate and have fun.

MESSAGES FOR CHILDREN

1. Come with your dad and learn to work with maintenance tools together.

2. Show your dad what you are capable of.

COMMUNICATION CHANNELS

For dads: posters in schools, men’s hairdressers / barbershops, bars, tool shops (Epicenter, 1,000 Dribnychok), advertising on Facebook, posters during mass events in the community – fairs, city festivities, etc.

For moms: posters and flyers in schools, hairdressers, clinics, Facebook page and advertisement.

For children: posters in schools, children’s clubs, Instagram page.

COMMUNICATION ACTIVITIES

We should have materials that provide general information about the workshop, as well as thematic materials dedicated to the launch of a product, purchase of new equipment, activities that will be conducted by the workshop or in which the workshop will participate.

If the workshop plans to develop courses or DIY kits (a set of blanks and drawings, how to make a product), introduction of every new course or DIY set should receive advertising support. The blanks should contain the workshop's branding so that the final product that customers take home is signed with the name of the workshop or project (for example, Happiness in 4 hands).

If dads and children organize a fair to sell their products, or if dads and children have made equipment for school, sports or playground, it is necessary to report it on social networks, as well as invite local media to make a story about it.

SOCIAL NETWORKS

Assess your resources on social media. If you have a page of your organization or project, you can continue to update it. If not, you should think about creating a new thematic page.

You need a media resource where the families of your community can find the most up-to-date information.

Advertise a link to this resource wherever possible. It is critical to make your organization or project visible to your audience. Links to your social networks should be present everywhere – from the workshop wall to flyers and posters.

Encourage workshop members to subscribe to your social media pages.

Create value of your social networks for participants. To do this, post information about your promotions, photos with products, photo reports from the workshop, reviews from dads and children.

Hold promotions and raffles such as "Subscribe to the page, share with friends and write in the comments what you would do with the children in our workshop."

EVENTS AND ACTIVITIES

The workshop should organize open days with testing sessions (to attract those who know about the workshop but hesitate to attend it regularly), to participate in mass events taking place in the community to reach an audience that did not know about workshop.

You can also arrange with local employers to hold joint events or disseminate information about your events to their employees. Employers are often interested in leisure activities for employees, family holidays, etc., so you can find partners – including media partners – among them.

RESPONSIBLE PERSONS

It is desirable to have a person who would be responsible for your social networks, plan and coordinate the development of advertising materials.

FEEDBACK

The workshop should be open to dialogue – it is the dialogue that helps people feel involved, to see that you care, and then they will actively invite their friends with children to the workshop.

You should answer any feedback, thank for the criticism and try to make sure that the shortcomings are eliminated.

COMMUNICATIONS. PART 2:
INTERESTING DATES AND IDEAS
FOR EVENTS. HOW TO PROMOTE
THE TOPIC OF RESPONSIBLE
FATHERHOOD IN COMMUNITIES?



In addition to involving fathers and children in specific events and regular activities, it is important to promote the values of responsible fatherhood among your community.

This part of the guide provides two sets of tips for promoting responsible fatherhood in communities. No matter what idea you are implementing for the development of responsible fatherhood, these tips are suitable for everyone.

The first set of tips is the Calendar of important dates. These are important dates for dads. On these dates, you can organize a public event, make a post on Facebook or a media publication, or in any other way draw the attention of the community to the topic of responsible fatherhood.

The second set of tips is ideas on what you can do to engage dads and children, as well as to promote responsible parenting in the community. These are fun ideas that will be perceived as entertainment and recreation, not as boring lectures. But they still yield to the result – dads spend time with children, enjoy socializing and get used to being together. Unlike the ideas for the development of responsible fatherhood described above, these are not regular but one-time activities, yet they can be combined with regular activities.

CALENDAR OF IMPORTANT DATES

11 FEBRUARY

INTERNATIONAL DAY OF WOMEN AND GIRLS IN SCIENCE

On this day, it is worth talking about famous women scientists – world-famous (Marie Curie) and Ukrainian researchers (Olha Brovarets) and someone from your region. If you work with girls, it is important to show girls that even a few centuries ago, when women were forbidden to receive higher education, they managed to get it abroad and made important scientific discoveries. Now, there are no restrictions for women in science and in professions, so girls can safely pursue career in science.

You can arrange a quiz asking children to name famous female scientists and women from other professional fields. You can mix the names of female scientists with the names of singers, novelists and actresses. It is important to show a picture of a woman and tell at least some basic facts from her biography (country, period of life, branch of science, main achievements) when giving children the correct answers.

FOURTH THURSDAY IN APRIL (23 APRIL 2020)

INTERNATIONAL GIRLS IN ICT DAY

On this day, we should say that the first software developer in history was a woman. Her name was Ada Lovelace and she developed the first known program. Nowadays, girls successfully win developer competitions and become developers and founders of their own startups. The only thing that keeps girls from participating on an equal footing with boys is the opinion of parents about future professions of their daughters. All coding and robotics classes and sections also accept girls, so if your daughter is interested in this area, help her pursue this occupation.

You can use the free features of the Hour of Code website (<https://hourofcode.com/en/learn>) to raise interest of girls and boys in coding with interactive tasks.

SECOND SUNDAY IN MAY (10 MAY 2020)

MOTHER'S DAY

On this day, a father may spend more time with all the younger members of the family to give his wife the opportunity to plan and spend a few hours at her own discretion. At school, you can arrange a day about moms – children talk about their mothers, what traits they enjoy, how they want to be like moms. At the end of the competition, children write down a few sentences about an interesting story related to their moms (or mom's habit, hobby), and dads try to guess whose mom this story is about.

15 MAY

INTERNATIONAL DAY OF FAMILIES

On this day, you can ask children to make a household schedule for each family member and see if someone is overburdened. Together, you can think about how to redistribute responsibilities to make it fairer.

It is worth telling children about the concept of unpaid homework and perhaps come up with a system of incentives in which the one who does most of house chores gets the right to decide where the family will go for entertainment on weekend or have a casting vote in any other family matters.

1 JUNE

CHILDREN'S DAY

Children's Day is first and foremost about the rights of the child. The child needs to know that s/he has not only responsibilities but also rights.

On this day, it is worth talking about what a child can do at his/her age, what s/he can't do and why (for example, driving a car, having his/her own bank account, get employment). Certain restrictions are actually designed to protect the child. It is important to be honest and to perceive the child as an equal interlocutor – the child should have the right to choose and the right to vote on those things that directly affect him/her. It is best when both parents and child can say arguments in favor of their decisions and jointly agree.

We suggest watching with children a series of cartoons created by UNICEF about the rights of the child: <http://bit.ly/pravaD>.

THIRD SUNDAY IN JUNE (21 JUNE 2020)

FATHER'S DAY

Father's Day is a great opportunity to see if a dad can really do anything. On this day, each member of the family can come up with one task for a father, which he should perform during the day (tasks should be realistic).

If the dad fails, a family member whose task was failed may delegate one of his/her responsibilities to dad for the next month (but it can't be going to school and doing math homework 😊).

If the dad succeeds, everyone whose task has been completed should wear a T-shirt with the words "My dad is the best" over every weekend during the next month (the inscription can be made with a marker on a T-shirt).

11 JULY

WORLD POPULATION DAY

This day was launched in 1987, when the world's population reached 5 billion people. As of April 2019, it already numbered to 7.7 billion. On this day, we can talk about family planning and healthy relationships that will help children to have their own families, have children and be responsible parents in the future. What do children think about this? What do parents think? How to help children and parents talk more openly about these issues in the family?

12 AUGUST

INTERNATIONAL YOUTH DAY

In Ukraine, young people are people under 35, while according to the World Health Organization, young people are people under 44 years old. On this day, you can talk about the plans of children – what they plan to do or what to achieve before the age of 35. It would be good for dads to share their teenage plans and talk about what they have accomplished.

Topics can be chosen that are relevant to your city, village or community: a healthy lifestyle for young people, safety, sexual education, choosing a profession or employment opportunities (including development of their own business).

1 SEPTEMBER

KNOWLEDGE DAY

On this day, a father can tell the children how he studied at school, what subjects he liked the most, did he study and behave well at school. It is desirable that dads' stories inspire children to learn rather than skip the lessons 😊.

THIRD SATURDAY IN SEPTEMBER (19 SEPTEMBER 2020)

DAY OF INVENTORS AND INNOVATORS

On this day, we can talk about various inventions made by both women and men. You can start with a quiz on who invented certain things. For example, the following things were invented by women: a periscope (by Sarah Mather), windshield wipers (by Mary Anderson), a car muffler (by Eldorado Jones), Wi-Fi (by Hedy Lamarr), body armor (by Stephanie Kwolek). And men invented things such as a hair dryer (Alexander Godefroy), a hair dye (Eugene Schueller), a mascara (Thomas Williams), a tampon (Earle Haas), a pacifier (Adolf Mueller).

THIRD SUNDAY IN SEPTEMBER (20 SEPTEMBER 2020)

UNOFFICIAL FATHER'S DAY

On this day, weather permitting, you can go on a picnic. To make the holiday entertaining, children can write a few lines about their dad, and then someone will read these anonymous descriptions out while the dads will guess who of them it is about. You can come up with a number of things that dads should do with children (check lessons, read fairy tales, drive to school or clubs, etc.), and ask children what their dads do. The one who scores the most points will be recognized as a super-dad and will receive a prize.

11 OCTOBER

INTERNATIONAL DAY OF THE GIRL CHILD

On this day, you can talk about the dreams of girls. What do they dream of and what can prevent them from achieving it? It is an opportunity to talk about mutual support, possible discrimination or, conversely, about the opportunity to dream more broadly and set more ambitious goals. It will help boys see that the girls also dream about what is important to the boys themselves, and thus, they have more in common.

Another good idea is to hold events to stimulate girls' interest in science, technology, engineering and mathematics (STEM). It will give them a better understanding of what their future career path may be and will strengthen their confidence that they can be whoever they want and have any profession they want. Examples of specific activities can be found in the UNPFA publication: <https://ukraine.unfpa.org/uk/4567>

FIRST SATURDAY IN NOVEMBER (7 NOVEMBER 2020)

INTERNATIONAL MEN'S DAY

You can ask children to prepare stories about three exceptional/important men for them: one about someone world-famous (a scientist, a celebrity, an athlete, an artist, etc.), the second, about a famous Ukrainian, and the third, about a man whom the child knows personally.

IDEAS FOR EVENTS

It is important not only to give dads the opportunity to spend quality time with children, but also to create a community. For this purpose, activities aimed at forming friendly relations between the dads in the community will be useful. Here are the suggested formats to facilitate such informal communication, joint pastime, exchange of experience between them:

1) PICNIC. A universal way to spend time together enjoying open air. Going to the forest or to the city park is something that is available to every community. It is good to plan an entertainment program – moving games, competitions, quizzes or fun games. Try to avoid gender stereotypes by allocating responsibilities for setting up a temporary camp and cooking. During the picnic, you can arrange a culinary competition between the dads or a contest for the best clean up of the picnic area by the dads.

2) BOARD GAME NIGHT. Games should be interesting for both dads and the youngest children – such evenings should be inclusive for all ages.

3) FISHING TOURNAMENT. If there is a pond near the locality, it is a great opportunity to spend time outdoors, and parents feel like a team with children and fight for victory. The participation of daughters in the tournament is mandatory 😊.

4) WATCHING CARTOONS / MOVIES (or go to the movies if you have a cinema in

your area). It is advisable to choose short films so as not to prolong the event, and be sure to organize a discussion after it so that children and dads can say what the film is about and what thoughts it caused them.

5) FAIRY TALE WITH DAD QUIZ – choose a few books that dads exchange for a month and read to children at bedtime, and then organize a quiz where children hint at what the story is about, and dads try to guess the book.

6) DAD AND CHILD CHANGE ROLES FLASH MOB – a dad and a child choose one day in the month when they exchange roles – dad has fun, studies, does simple house chores, and the child makes decisions, buys goodies to a dad, does more complex house chores. Of course, common sense should be there. The key idea is that they spend the day together and have fun.

7) THE DAY A DAD SPENDS TIME WITH A CHILD ONLY – a dad and a child choose one day in the month, when the dad spends all his day only with the child: they walk together, play, go to the store, read a book, watch a movie / cartoon, learn more about each other's interests and develop the habit of spending time together.

8) TETE-A-TETE WITH THE DAD CAFE. How well do a father and a child know each other? What do they value each other for? Dad and child gather at the table, drink tea or juice, eat goodies and discuss these topics. Another option: the organizers gather dads and children (it is desirable that they were all familiar with each other) and ask dads to write down three interesting facts about their child (and *vice versa*). Then the organizers read these facts in turn and ask the children to guess which child each fact is about. Then, accordingly, the facts about dads are read out and they are asked to guess which dad this fact is about.

9) FATHERHOOD TIME FLASH MOB. Dads and children draw the dial of the day – a picture that shows how dad distributes his hours per day, in particular, how many hours and minutes he devotes to children, house chores, work. Then you can make an exhibition of such paintings at school or other facility.

10) NEW OPPORTUNITIES FEST. Children and dads write down what they would like to learn (something that can be learned in one or two hours – juggling a ball, riding a bike, scooter or skateboard, playing chess or darts, embroidering, whistling, etc.). Then the dads find out any of them knows how to do it and could teach the others. They save the day when everyone gathers for a holiday and teaches each other new skills.

11) DAY OF PROFESSIONS. Children tell who they want to be and why. After that, dads tell what are their professions and why these professions are important. At the end, a survey is conducted as to whether any child changed his/her dream profession after presentation of professions by their fathers.

12) AN ALTERNATIVE VERSION OF THE DAY OF PROFESSIONS. Children write down who they want to become in the future – just the name of the profession. Then the papers with the names of the professions are shuffled, and everyone pulls out a piece of paper and tries to imagine that the profession indicated here is his or her dream, and tell everyone

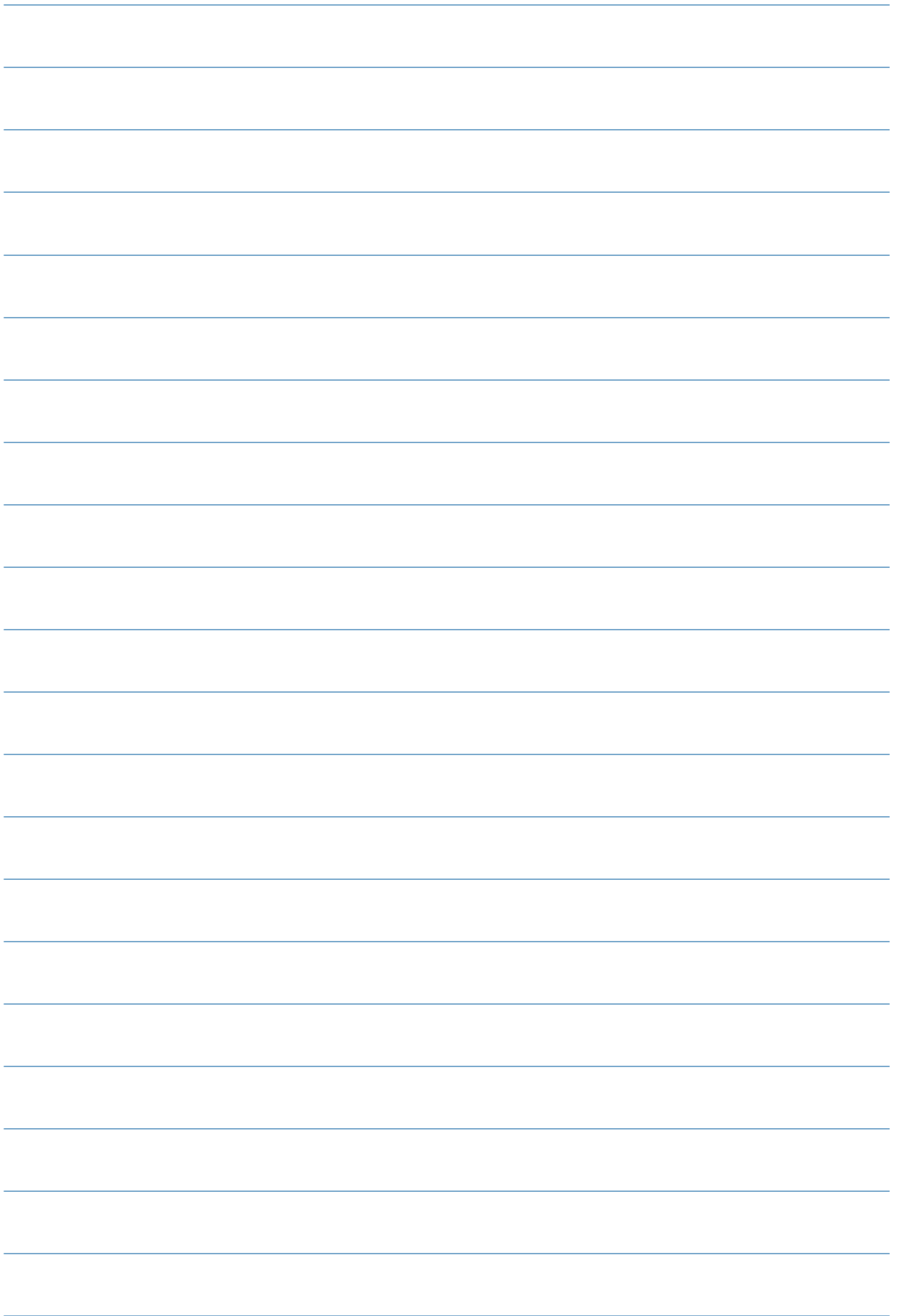
about the benefits of this profession. The main idea is to make children interested in different professions. It would be especially important to show children that there are no 'female' and 'male' professions anymore, and everyone can choose any profession to their liking.

13) VOLUNTEER CLEAN UP (SPRING) / TREE PLANTING (AUTUMN). Joint outdoor activities help strengthen the relationship between dads and children. It is also an occasion to talk about the environment, about the planet suffering from the pollution. You can talk about plastic, waste sorting, energy efficiency and discuss a wealth of other topics.

14) COOKING MASTER CLASS. It would be great to gather together in a place with a kitchen, so that dads can cook one dish that they do best (it is desirable that the menu is comprehensive so that different dishes are cooked). Children will act as sous chefs – they will help and learn to cook. You can combine everyone into several teams and organize competitions. However, focus should be made on the taste of dishes rather than on how quickly it was cooked.

LINKS

1. UNFPA. Masculinity Today: Men's Attitudes to Gender Stereotypes and Violence against Women. Kyiv, 2018.
2. GfK survey, 2017
3. The Organization for Economic Cooperation and Development encompasses 35 countries, including the majority the countries of the European Union, the U.S., Australia, Switzerland, Norway, South Korea, Japan and others.
4. Promundo, MenCare. State of the World Fathers. Unlocking the Power of Men's Care, 2019.



To find out more about responsible fatherhood
visit the 4 Hands Happiness web-site

ZAGS.ORG.UA

or Facebook page

www.facebook.com/zags.org.ua/



ЩАСТЯ У 4 РУКИ