



The Daddy Pack™

Findings from National Fatherhood Initiative's Daddy Pack™ Assessment

The Daddy Pack™ is a creatively packaged, comprehensive set of resources for expectant dads and dads of young children that contains knowledge and skill-building brochures and an interactive CD-ROM.

The brochures contained in the Daddy Pack™ are:

- “So You’re a New Father (Or About to Become One)” (also in Spanish)
- “10 Ways to Be A Better Dad” (also in Spanish)
- “Keeping Your Child Safe” (also in Spanish)

These attractive and concise brochures cover practical tasks – such as how to hold a baby, what to do when the baby cries, and how to begin developing a relationship with your child.

Directions for Dads™ is the interactive CD-ROM in the Daddy Pack™ that takes the user on a trip down the “fatherhood freeway,” helping him to navigate the twists and turns he might face along the way. Starting with a self-assessment, the father enters information about his children (e.g., their age), his parenting style, and the relationship he has with his children’s mother. The program then creates a customized road map for the father to give him useful and practical skill-building information based on his current parenting situation

Introduction

The Daddy Pack™ is one of the many tools NFI provides to build knowledge and fathering skills of new and expectant dads. This creatively packaged tool includes a comprehensive set of resources that help fathers not only prepare for fatherhood, but also realize how important they are in their child’s life. The Daddy Pack™ can also be personalized to meet the needs of specific groups. Military installations can, for example, modify the contents of the Daddy Pack™ to include a “Staying Involved with Your Children While Deployed” brochure. The pack is available in English and Spanish.

Each Daddy Pack™ includes a survey the father can complete and return to NFI. Data from the surveys provides NFI with valuable insight into the benefits fathers receive from using the pack. To date, NFI has created two different surveys for the Daddy Pack. Although the questions are similar on both surveys, the format is different. This report reflects findings from the most recent version of the survey. Please see the Daddy Pack™ Assessment report with the release date of 10/20/2006 for findings from the first version.

Overview

NFI distributes the Daddy Pack™ in a number of ways. Individuals and organizations (e.g., hospitals, Head Starts, and schools) can purchase the pack directly on-line through FatherSource™, NFI’s clearinghouse of resources on fatherhood (www.fathersource.org), or NFI receives funding to distribute the pack for free to organizations that

in turn distribute them to fathers. For example, NFI received funding to distribute over 30,000 Daddy Packs™ to hospitals, birthing centers, and community based organizations throughout the Greater Pittsburgh, Pennsylvania area from July 2006 to July 2009. In 2007 NFI partnered with another funder to provide 25,000 packs to organizations throughout the country. NFI awarded these packs through a RFP process in which one hundred (100) organizations received two hundred and fifty (250) packs each.

Findings

To date, six hundred and fourteen (614) fathers have returned the second version of the Daddy Pack™ survey. Data from these surveys demonstrate that the packs are having a positive impact. Data reported here are from surveys returned to NFI between January 2005 and June 2008. (NFI continues to receive surveys and will include additional results in future versions of this report.)

Some of the highlights from these surveys include:

- **97%** of fathers responded “yes” when asked if they have a greater understanding of how important they are in the life of their child.
- **98%** of fathers responded “yes” when asked if they feel more confident in their ability to support the healthy development of their child.
- **97%** of fathers responded “yes” when asked if they feel that the information in the Daddy Pack™ has encouraged them to play an active role the their child’s life.
- **87%** of fathers responded “yes” when asked if they would be interested in learning more about the health and safety of their child.¹

Conclusion

Findings are overwhelmingly positive and are consistent with in the findings reported in the October 2006 Daddy Pack™ survey assessment! Fathers express that the Daddy Pack™ helped them to gain a greater understanding of how important they are in the life of their child, feel more confident in their ability to support the healthy development of their child, felt encouraged to play an active role in their child’s life, and were interested in learning more about the health and safety of their child.

Results from these surveys confirm that the Daddy Pack™ is accomplishing its goal of building essential skills and boosting confidence in basic child healthcare preparing men for the important role as a father. As a key component of NFI’s Healthcare Programming, the Daddy Pack™ helps fathers get involved right from the start to improve the well-being of children!

For more information on this evaluation, please contact Kristy Choby, NFI’s Research Specialist, at kchoby@fatherhood.org. Mrs. Choby prepared this report.

¹ Of the 614 surveys returned, 129 included this question.