

June 2024 PLC:

Elevating Equity through Fatherly Love

June 12, 2024





Candice Broce

Director

PREVENTION AND COMMUNITY SUPPORT

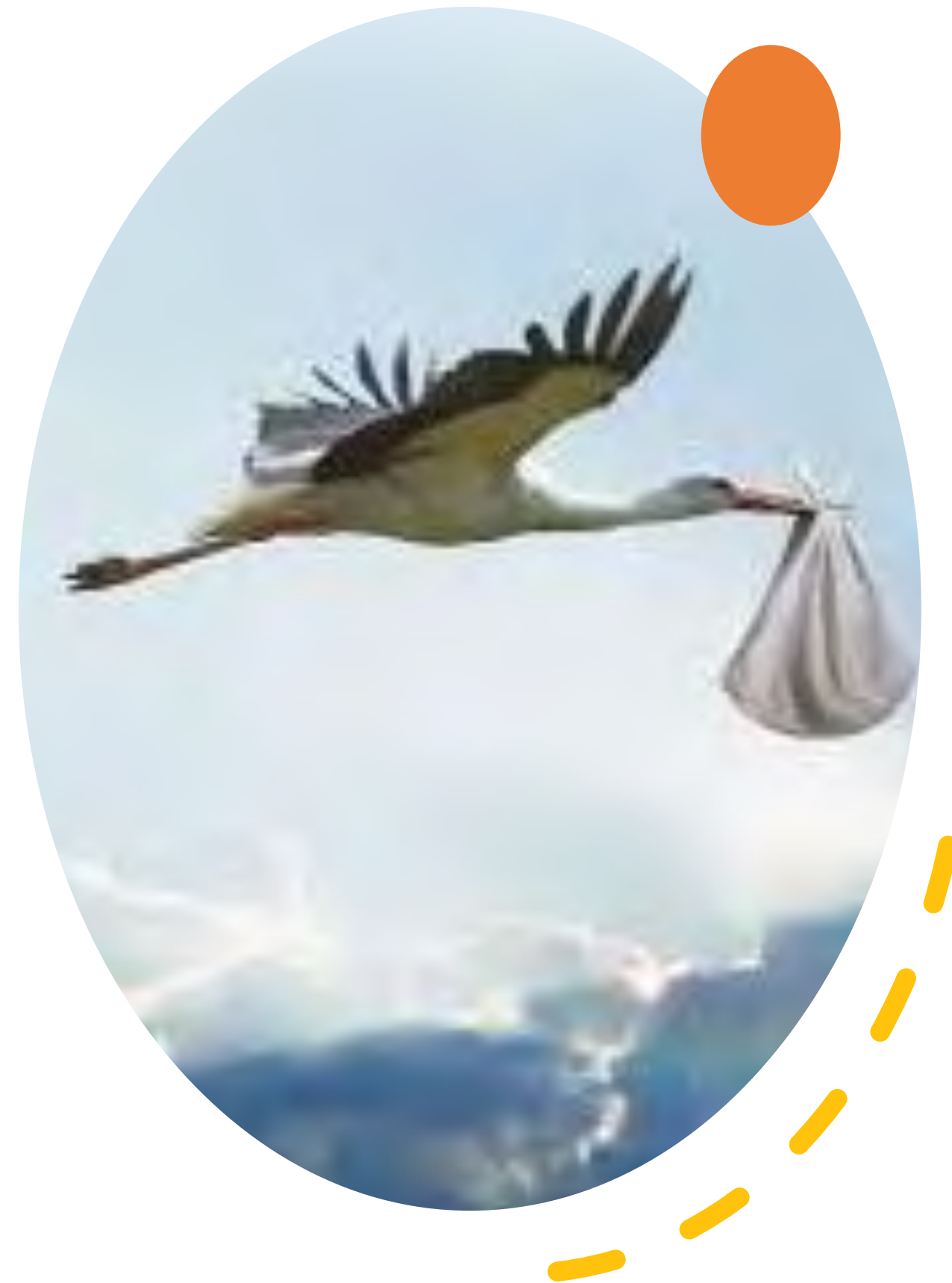


HOPE IN PREVENTION

EQUITY INITIATIVE

The History of HOPE

CBCAP requires us to support programs and activities that maximize the participation of racial and ethnic minorities and members of other underserved or underrepresented groups. My predecessor began working to increase Georgia's intentional partnerships with community-based organizations that primarily serve communities of color and underserved groups... and HOPE was born.



Getting Started

- In March 2022, selected agencies were invited to attend a webinar orientation to discuss the goals of the HOPE initiative and the DFCS contracting process.
- Most of these agencies are small and were not familiar with the requirements of contracting with the state.
- We offered maximum technical assistance and support to provide them with the maximum opportunity for a successful contract execution.
- We also offered the option of a July 1 or October 1 contract start date, depending on how quickly they believed they could submit their required documentation, including a proposal of work and a budget.

HOPE in Prevention Equity Initiative

- Helping Organizations Promote Equity
- Funding aimed at increasing partnerships with community-based organizations that primarily serve communities of color and underserved populations
 - Purpose: Supporting Child abuse and Neglect Prevention Programs and Services
 - Objectives: Increase protective factors for families
 - Aim: To combat persistent poverty and systemic inequalities by providing targeted support and resources



currently funding

Father
Movement

100 Black Men
of Atlanta

Beginning New outreach

We Love Buford
Highway

Emory
University



100 BMA



wLBH



FILM NEGATIVE



GATIVE

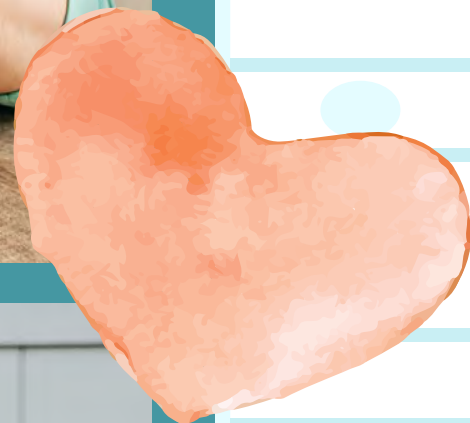


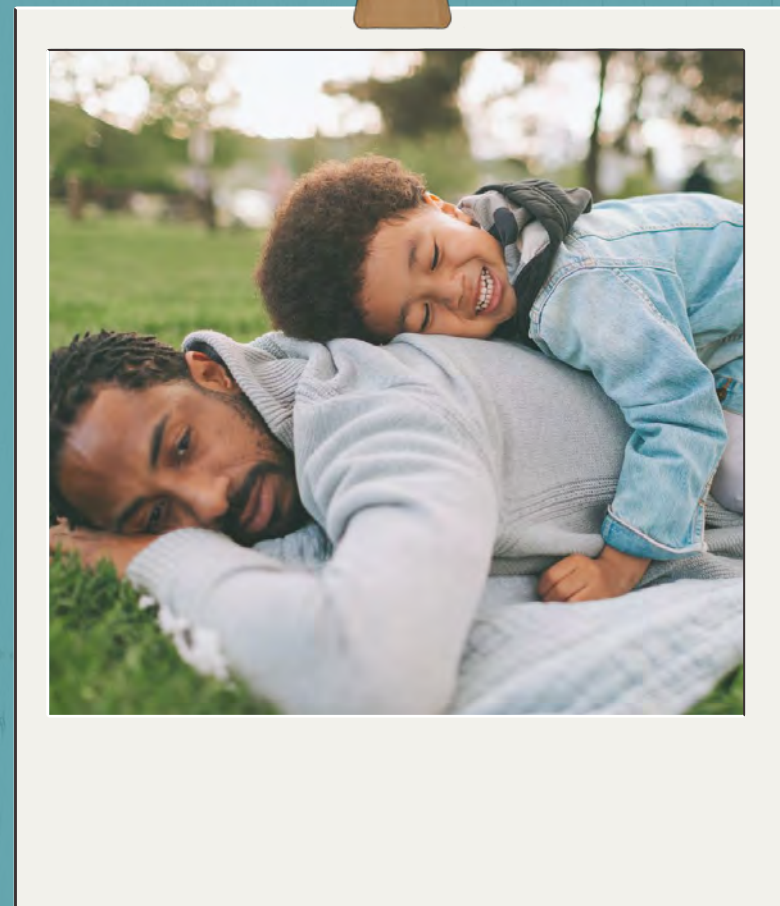
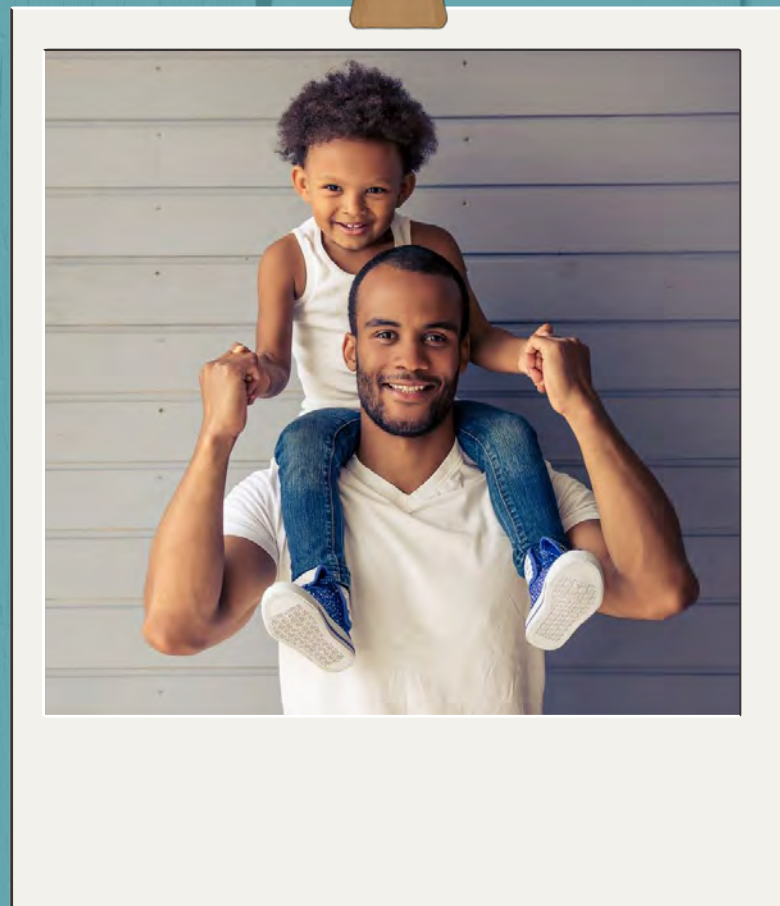
Protective Factors Framework

strengthening families

G E O R G I A

- Parental/Caregiver Resilience
- Social Connections
- Knowledge of Parenting and Child Development
- Concrete Support in Times of Need
- Social Emotional Competence of Children





Fatherly Love





Equity for Health Consulting, LLC



Our Work

Parenting
+
Relationships



Outreach



Daddy Olympics

lasting
from talkspace
RELATIONSHIPS X **COOKING MATTERS**

TUESDAYS, STARTING OCT. 3RD
6:00-8:00

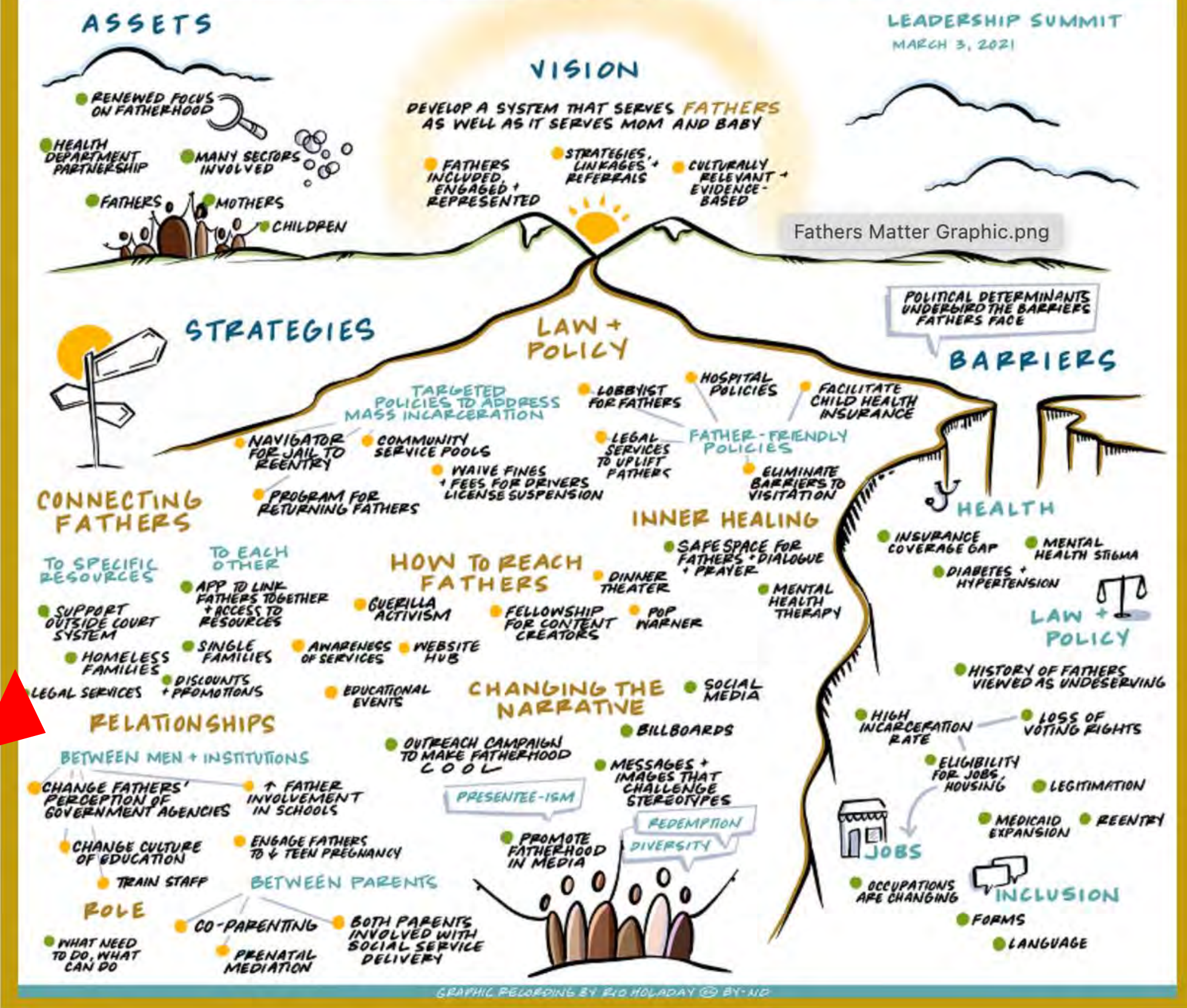
REGISTER IN PERSON OR
ONLINE HERE

EVENTBRITE LINK

Join us for a fun and rewarding Date Night with hands-on cooking class followed by Lasting Relationships secrets.

TUESDAYS
6 PM - 8 PM

FATHERS MATTER: MOBILIZING FATHERHOOD IN METRO ATLANTA





Fatherly Love is an interview series exploring the triumphs and challenges of being a father. The series informs, inspires, and connects fathers to a community of fathers and resources. Fatherly Love illuminates systemic, relationship and personal barriers to successful fatherhood told through the personal stories of fathers.

Preventative Plan



The current prevention plan, A Vision for Child & Family Well-being in Georgia, lists five protective factors that make a parent more likely to thrive despite whatever risk factors a parent is likely to experience. All five protective factors are enhanced by effective evidence-based fatherhood programs.

- parental resilience
- social connections
- knowledge of parenting and child development
- concrete support in times of need
- social and emotional competence of children



Fathers Less Likely To Seek Support

Historically fathers are three times less likely than mothers to participate in parenting programs like Healthy Start. Fathers report a lack of awareness, work commitments, female-oriented services, lack of organizational support, and concerns over program content as barriers to participating in parenting programs (Bayley, 2009).

Fathers Seek Support Online

However, fathers are far more likely to use social media for parenting support, with 65% of fathers seeking support online compared to 80% of mothers, according to a 2015 Pew Research Study (Duggan, 2015).



Online Community-led Intervention

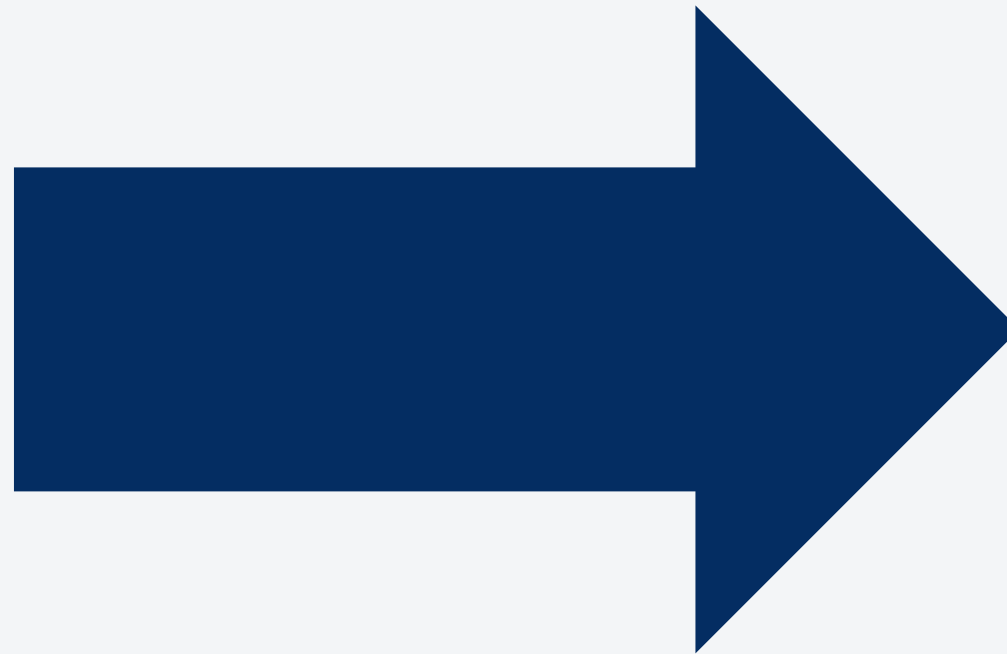
Fathers need an online community-led approach to overcome their barriers to participating in parenting programs. Fatherly Love uses the media co-creation model to allow fathers to contribute to their own supportive process.

“Media Co-creation is a constellation of media production methods, frameworks, and feedback systems. In co-creation, projects emerge from a process and evolve from within communities and with people rather than for or about them.”

-Collective Wisdom study conducted by MIT.



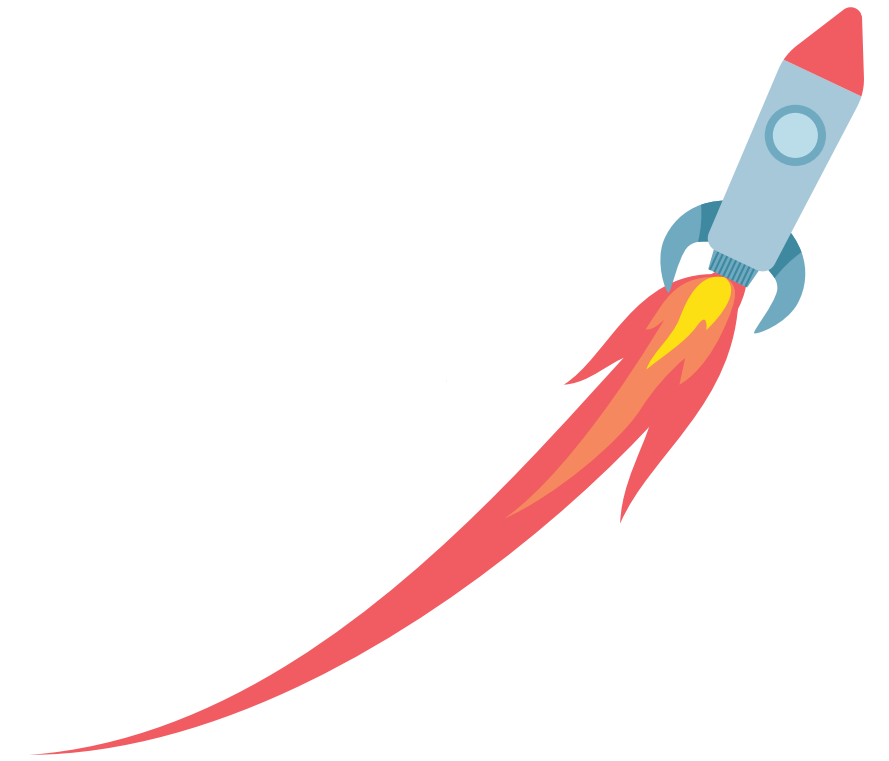
Online Engagement Leads to Real Support



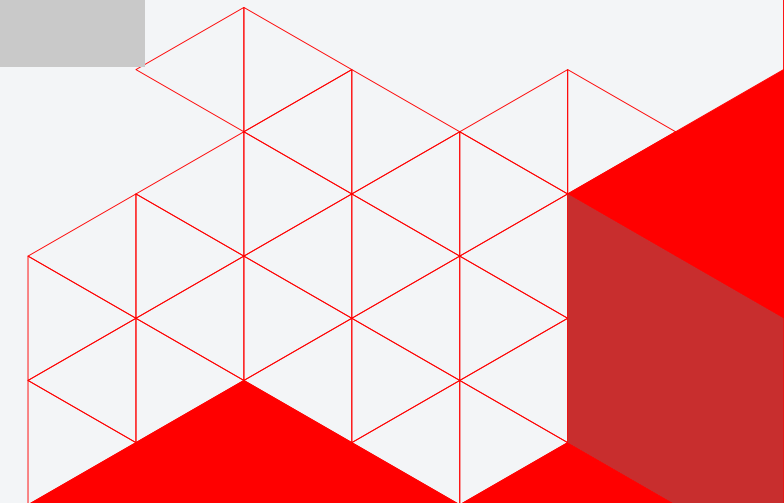
Q1 - Prepared to Launch

Rigorous Planning and Implementation

- Inventory of key relationships and community assets
- Host and lead strategy sessions
 - Engaged and Responsible Fathers
 - Programs and Services Community
 - Key Stakeholders
- Pre-determine the target and the optimal platforms for engagement
- Conduct one-to-one interviews (taped recordings) with father participants



DFCS HOPE



Social Media Videos





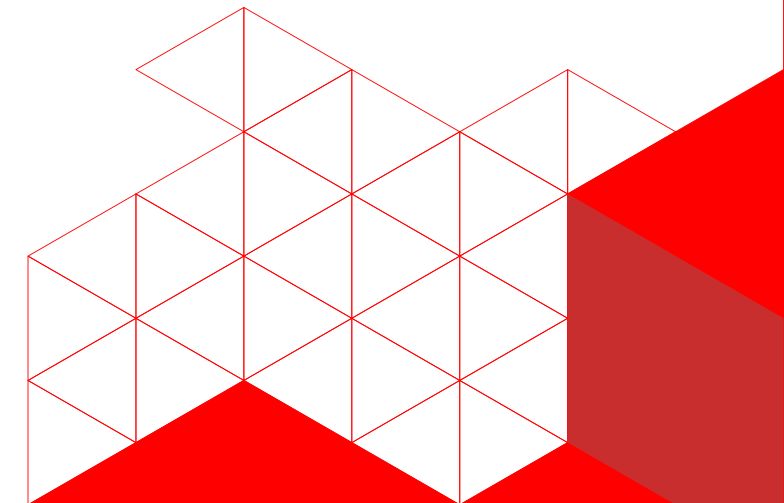
Planning and Implementation

Planning

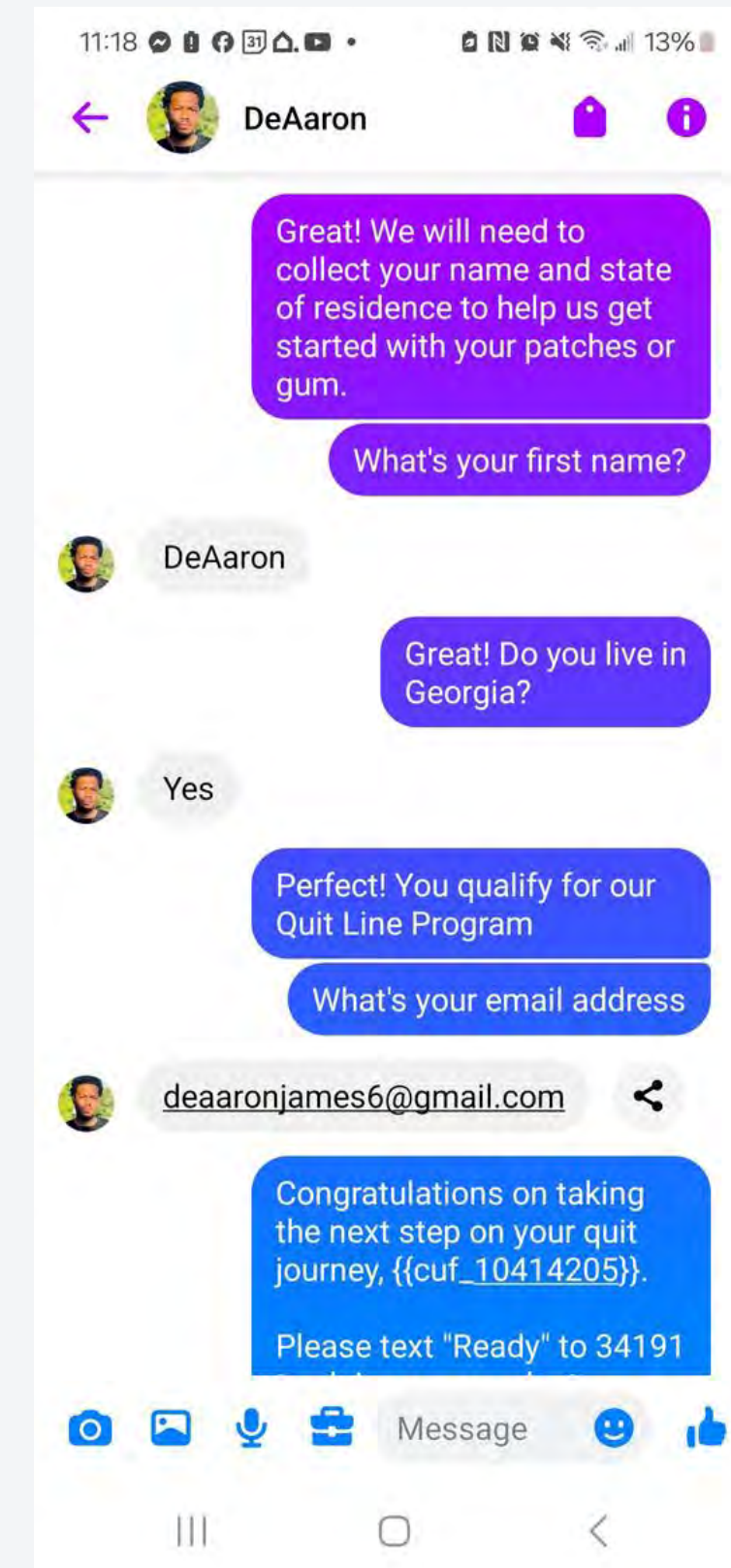
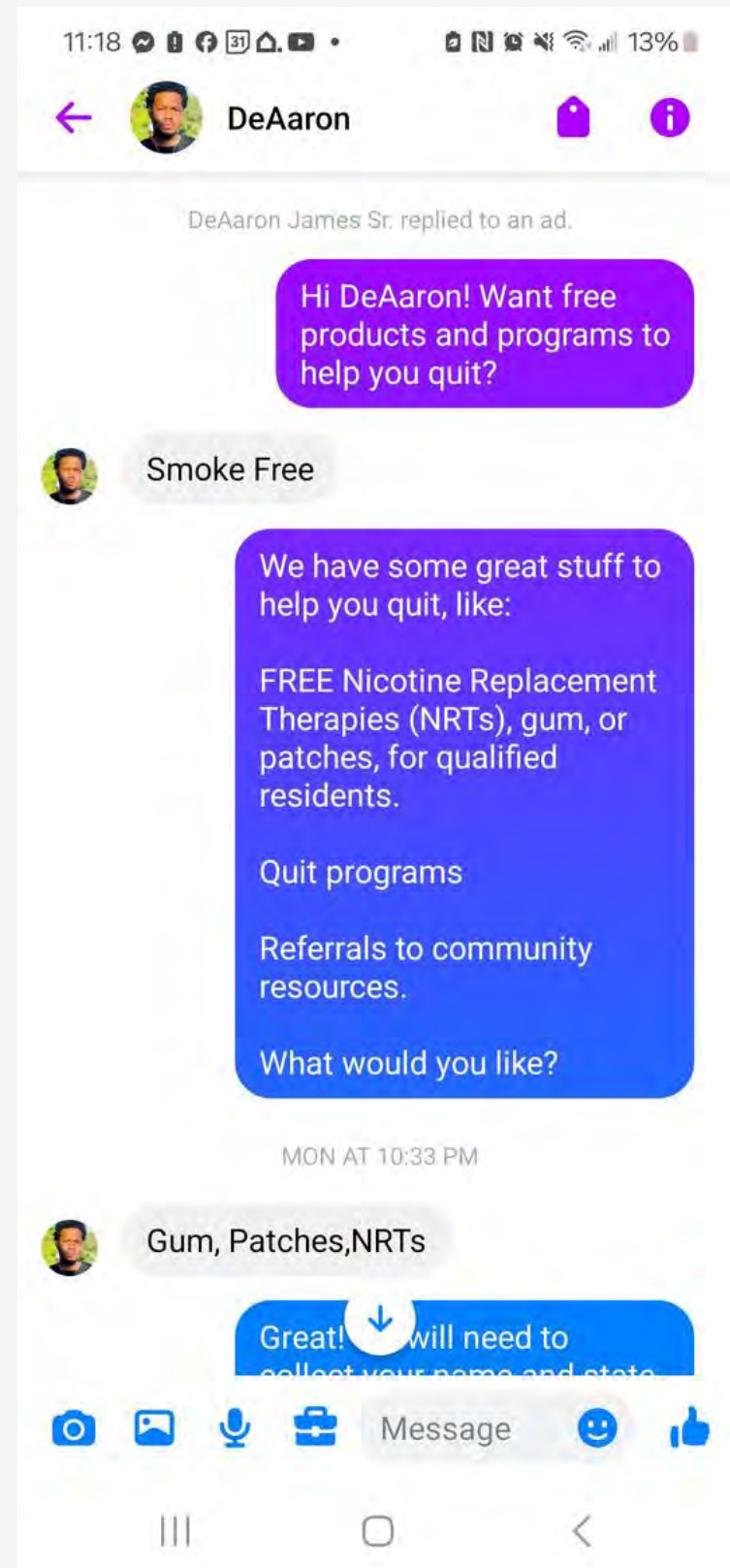
- **Maintain engagement, gather input and feedback, and edit videos for campaign launch**

Process

- **Deliberate and ongoing recruitment (provide flex meeting space and time)**
- **Share and discuss taped recordings and suggested edits**



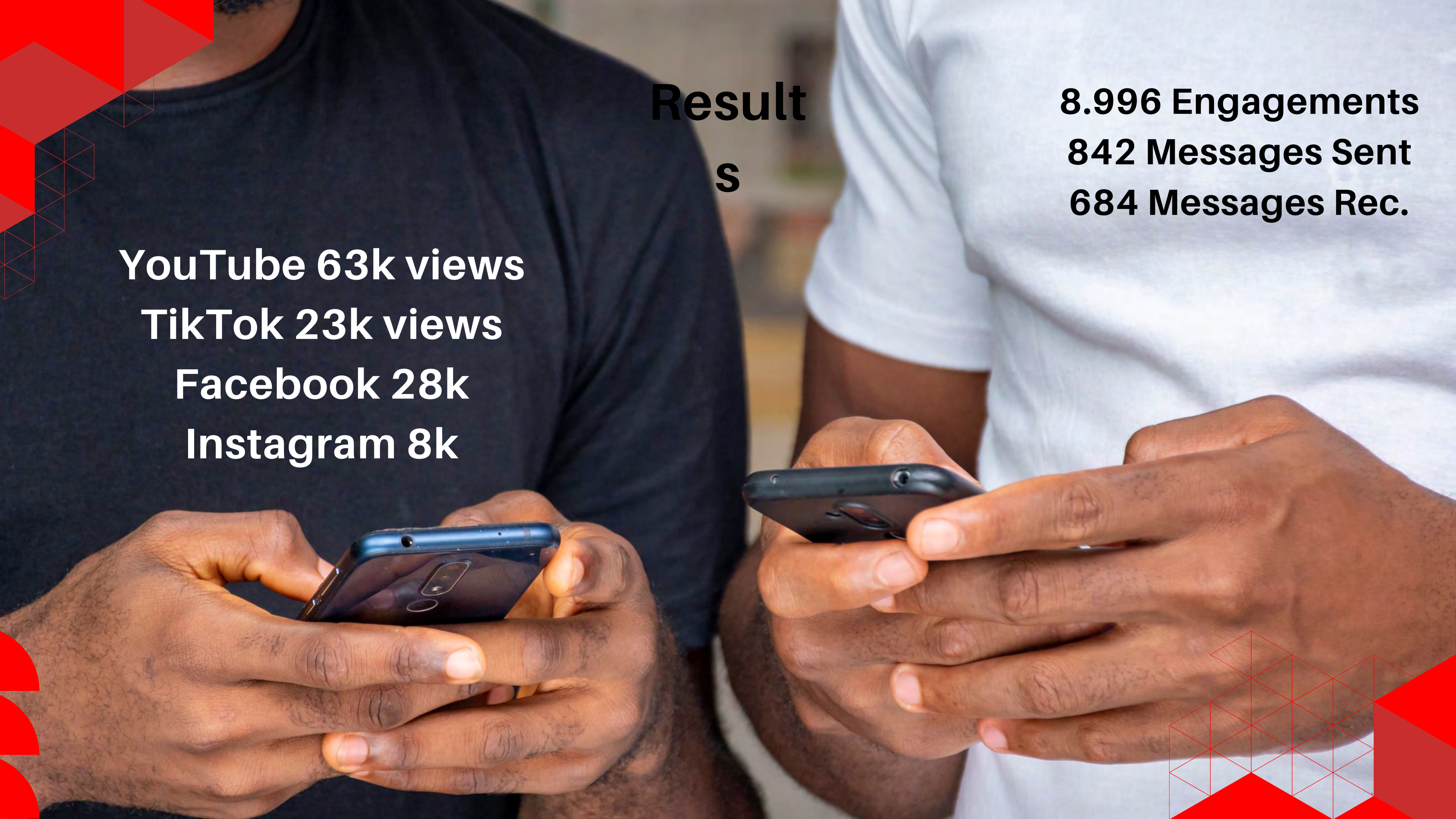
Automation Ensures Quick Response



Results

8.996 Engagements
842 Messages Sent
684 Messages Rec.

YouTube 63k views
TikTok 23k views
Facebook 28k
Instagram 8k

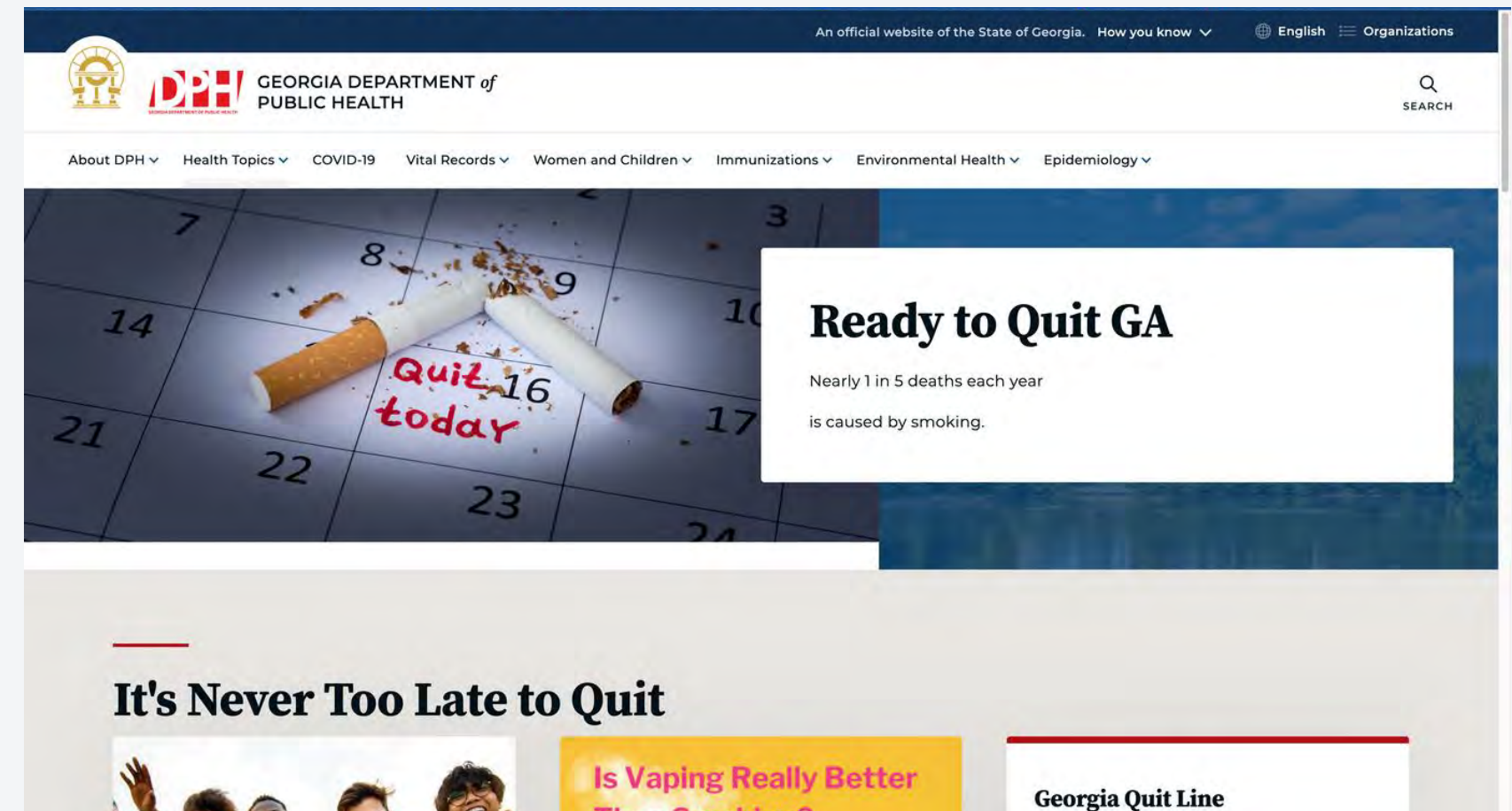


Referral

S

489 Website
visits

42 Warm hand-offs



Collaborative Partners



DFCS HOPE Social media campaign featuring dads practicing the five protective factors.

GA DPH Smoking cessation social media campaign promoting the GA Tobacco Quit Line

SNAP-Ed Social media campaign Promoting Optimal Wellness through Recreation and Diet (POWRD)

Let's Connect!

Chris White
Father Movement
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chris@fatherm.org



@fatherlylove

PAC Words of Wisdom

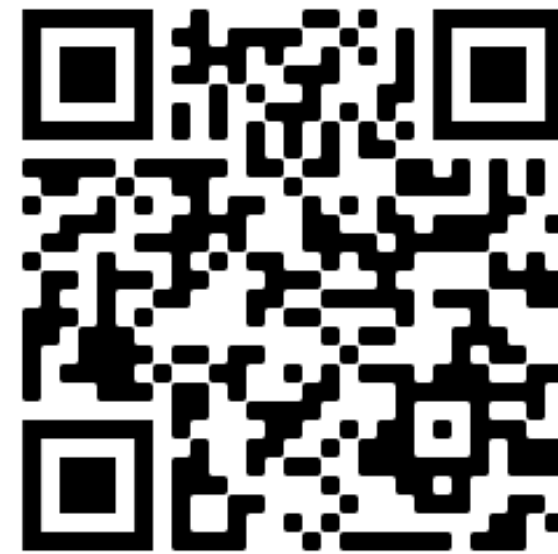
Children's Bureau Updates

Opportunity to Provide Feedback



Please take a moment to scan the QR code and fill out our short evaluation.

Your participation in the evaluation will help us to improve our future Peer Learning Calls.



SCAN ME