All About Understanding Dad™:
An Awareness & Communication Program for Moms

Given By:
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Webinar Agenda

- Intro to National Fatherhood Initiative® (NFI)
- Why NFI developed a group-based program for moms
- How and why moms are an extremely important factor in involving dads for their children’s benefit
- Implementing Understanding Dad™ and the various audiences that can use it
- Additional resources for moms & special offers
- Comments & Questions
Who We Are

- Non-profit, non-partisan organization
- Founded in 1994 to combat the most consequential social trend of our time: Widespread fatherlessness in the lives of our nation’s children
- NFI’s Mission: To improve the well-being of children by increasing the proportion of children growing up with involved, responsible, and committed fathers in their lives
Poll Question:
Which one of these people is going to be a parent?

A: Her
B: Him
C: Both
D: Neither
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What Do You Have for Mothers?

NFI, the nation’s #1 provider of resources for fathers, developed a unique program that helps mothers improve the relationships they have with fathers, for the benefit of their children.

- NFI’s partner organizations and even Departments of Corrections have consistently asked us what we have for moms
- After careful survey of our existing customers, we received positive feedback and developed a curricula for moms that helps us stay true to our mission of increasing the proportion of children growing up with involved, responsible and committed fathers
What Do You Have for Mothers? Cont’d.

95% of survey respondents said that we should create a resource that helps improve mothers communication skills with dad and that they would not find it strange or odd that a father-focused organization would create such a line of programming.

70% of survey respondents indicated were in need of a high intensity, group-based program (e.g. six or twelve sessions/weeks.)
What Understanding Dad™ is **NOT**!
It is not a typical “parenting” program for moms.

What Understanding Dad™ **IS**!
It is an *Awareness* and *Communication* Program for Moms so they can more effectively work with the fathers of their children for their children's benefit.
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Why Fathers Matter

> The Consequences of Father Absence

Children in father-absent homes are two to five times more likely to:

- live in poverty
- fail in school
- develop emotional or behavioral problems
- abuse drugs
- be abused and neglected
- become involved in crime
- commit suicide
Children with involved fathers are more likely to have:

- better cognitive outcomes, even as infants
- higher self-esteem and less depression as teenagers
- higher grades, test scores, and overall academic achievement
- lower levels of drug and alcohol use
- higher levels of empathy and other pro-social behaviors
So, Why Get Mom “In” On this Father Involvement Stuff?

- Moms are equal beneficiaries of their children’s well being due to father involvement.
- Based on research showing the importance of father involvement, fathers are even more involved when mom supports it.
- If mom isn’t “on-board” with father involvement, she can actually become a deterrent, and her child(ren) could experience the ill effects of father absence.
Poll Question:

Which of these issues has a significant impact on father involvement?

A: Moms attitude and awareness about the father of her children.
B: Moms relationship with her own dad.
C: Moms lack of skills and understanding of the importance of father involvement.
D: Moms negative interactions and communication with the father of her children.
E: All of the above.
What is Maternal Gatekeeping?

- Refers to a mother’s **protective beliefs** about the desirability of a father’s involvement in their child’s life, and the **behaviors acted upon** that either *facilitate* or *hinder* collaborative childrearing between the parents.
- Many times the **mother’s gatekeeping behavior can prevent or reduce** the father’s access to their children.
- Moms often **lack the self-awareness and communication skills** to improve their relationship with their children’s father, even if for the benefit of their children.
- NFI addresses this specific concept of gatekeeping with **Mom as Gateway**, a less intensive 3-session FatherTopics™ Workshop which can be combined with **Understanding Dad™**.
Poll Question:
In your opinion, can moms often times let their personal feelings about their personal experience with dad affect their willingness to let him be involved in their children’s lives?

A: Yes
B: No
Poll Question Discussion

- It is important that moms understand that dad’s involvement is important to their child’s well being.

- In addition to understanding, mom and dad need to work together for the benefit of their children.

- It is essential that mom put aside some feelings from past personal experiences with dad, and instead, support and allow his involvement (Barring any violent or otherwise harmful behaviors that may have been exhibited by the father.)
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Understanding Dad™ is an 8 Session Group-Based Program which Covers:

1. My Life as a Mom
2. My Father's Impact
3. My Mother's Impact
4. Me and My Children's Father
5. The Impact on My Children
6. Patterns of Communication
7. Open, Safe Communication
8. How to Listen
Easy to Use Complete Program Kit

- The complete program kit includes everything you need to run the program:
  - Facilitators Manual
  - 10 Mother’s Handbooks
  - CD-ROM/DVD
- An Understanding Dad™ Training Institute is available, but not required to run the program
Facilitator’s Manual Layout

**SESSION NUMBER AND TITLE:**
Each session is numbered and named to reflect the session topic.

**SESSION DESCRIPTION:**
A narrative that provides an overview of what mothers will experience and learn during the session.

**PRE-SESSION PROCEDURES:**
Steps or activities to undertake (e.g. room setup) before the session starts that set the stage for the activities in the session.

**ACTIVITY:**
Each activity numbered and labeled.

**TIME:**
An approximate time the activity should last. (All of the activities add up to a 2-hour session.) The exact time of the session may vary depending on a variety of factors (e.g. size of the group).

**MATERIALS:**
The materials needed to carry out the activity. Graphics of the materials for the entire session appear at the start of the session and those needed for each activity appear at the start of each activity.
THE MOTHER’S HANDBOOK allows mothers to follow along and complete exercises during the program to enhance their learning and emphasize key points, and that they can refer to after the program ends as a reminder.
CD-ROM/DVD

- The CD-ROM content includes a customizable Marketing Poster to announce your program-print as many as you like.
- It also includes pre- and post- survey and scoring materials.
- PSA videos that complement session content
Appropriate for Many Audiences

- Community Action Agencies
- Other Community-Based Organizations
- Corrections/Post Release
- Education/Head Start
- Education-General
- Faith-Based
- Government Agency
- Health Care
- Healthy Start
- Military Installation
- Pregnancy Resource Center
- YMCA
Implementation Suggestions

- Run Understanding Dad™ as a stand-alone program for moms
- Offer Understanding Dad™ as a complimentary program to your fatherhood program such as NFI’s 24/7 Dad® program
- Add to/incorporate NFI’s Mom as Gateway FatherTopics™ Workshop (mentioned earlier)
Other Tips for Engaging Moms in This Program

- Ask about dads’ involvement during initial intake process with moms
- Create opportunities for dads and their kids to do activities together and market to moms as a “Mom’s Day Off”
- Kick-off event for the whole family
- Program Credit if they are mandated to take classes due to custody dispute issues
Top Reasons to Move Forward with Understanding Dad™

✓ Helps moms understand why father involvement is important
✓ Improves mom’s awareness of how her relationship with her own dad impacts her relationship with the father of her child
✓ Improves communication between mom and dad (many service providers have identified this as a big issue)
✓ Helps increase moms positive interactions with the father of her child, directly impacting the well being of her child
✓ Mom’s involvement in involving dad will help you reach your overall goals for parental and family support for children
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Understanding Dad™ Supporting Resources

- Also new, Pocketbooks for Moms can be used as learning enhancing tools
- Provide pocketbooks as incentives for completing 8 sessions
- Use as giveaways for mom at events & activities
A. Everything you Need with the Understanding Dad™ Intro Bundle:  

**Save over $600!**  

Includes:  
- Complete Program Kit  
- 1 Day Training at your location  
- 5 packs of PM  
- Mom As Gateway™ FatherTopics Workshop  

*All for just $4000*

B. New Pocketbooks for Moms™ Offer:  
Buy One 5- pack get 50% off a 2nd pack

C. Program Complement Bundle: Buy one 24/7 Dad® or InsideOut Dad® 2nd Edition Complete Program Kit, get 25% off one Understanding Dad™ Complete Program Kit (a savings of $137.25!)

D. Program Complement Training Bundle:  
Buy any 1 Day curricula training institute, get 25% off a second day of Understanding Dad™ Training (a savings of $999!)

*Please Call to Order – Offers/Bundles not available for purchase on Web.*
Comments or Questions?

* Please Complete the Post-Survey *

Thank You for Attending!

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