



## 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. Each Daddy Pack™ contains: “So You’re a New Father or About to Become One” brochure; “Keeping Your Child Safe from Infant to Toddler” brochure; “10 Ways to Be a Better Dad” brochure; and Directions for Dads™, an interactive CD-ROM with fathering information. The following report is a summary of findings from an assessment of fathers who received the pack.*

#### Introduction

The Daddy Pack™ is one of the many tools NFI provides to build knowledge and fathering skills for 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. Daddy Packs™ 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 also available in English and Spanish.

Each Daddy Pack™ includes a survey fathers can complete and return to NFI. Data from the returned surveys provides NFI with valuable insight into the benefits fathers receive from using the pack.

#### 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](http://www.fathersource.org)), or NFI receives funding to distribute the pack to organizations who can then distribute them to fathers. For example, NFI recently received funding to distribute 1,000 packs to each of 10 D.C. metropolitan-area hospitals to give to fathers at the time of their child's birth. Another source of funding allowed NFI to provide hospitals in New York City and northern New Jersey with 8,850 packs.

#### Findings

To date, 338 fathers have returned surveys. Results from these surveys demonstrate that the packs are having a positive impact. Data reported here are from surveys returned to NFI between December 2004 and November 2006. (NFI continues to receive surveys and will include additional results in future versions of this report.)

Some of the highlights from those surveys include:



- **90%** of fathers responded “yes” when asked whether they would be interested in learning even than they did from the materials in the pack about how to care for the health and safety of their child. (This finding indicates that the provision of NFI’s Doctor Dad™ workshop would be attractive to fathers.)
- **81%** of fathers responded either ‘Helpful or Very Helpful’ when asked how helpful were the brochures in the pack.
- **93%** of fathers responded “yes” when asked whether the information in the pack helped them feel more connected to their child.
- **97%** of father responded ”yes” when asked whether they had a greater understanding of how important they are in the life of their child after using the pack.
- **98%** of fathers responded “yes” when asked whether they were more confident in their ability to support the healthy development of their child after using the pack.

For more information on this evaluation, please contact Jana Olshansky, MS, NFI’s Director of Evaluation, at [jolshansky@fatherhood.org](mailto:jolshansky@fatherhood.org) Ms. Olshansky prepared this report.