The Genesee County Healthy Start Engaged Father Program

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*University of Michigan  +Genesee County Health Department
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Acknowledgements

Special thanks to:

Michigan Health Endowment Fund (MHEF)

Michigan Department of Health and Human Services

Porsha Black, Healthy Start

Shon Hart, Man2Man University

Flint Fatherhood Advisory Board (FAB)

Members of the Parenting in Context Research Lab:

www.parentingincontext.org
Healthy Start Engaged Father Program
Logic Model & Approach
Program Goals

Overarching goal: Promote the health and wellbeing of fathers, mothers, and children in low-income Medicaid-eligible families

1. Direct outreach to fathers
   - Home visitation
   - Man2Man

2. Provide parent education to Healthy Start fathers
   - Expecting & new dad resource packet
   - text4dad

3. Screening and referral
   - Mental health and physical health screening to increase service utilization

Related program activities:
   - Healthy Start staff training on father engagement
   - Flint Fatherhood Advisory Board (FAB)
   - Coordination with other Healthy Start sites in Michigan
### HEALTHY START ENGAGED FATHER PROGRAM

#### INPUTS
- Healthy Start staff
- Community Health Workers (CHWs)
- Engaged Father program outreach worker
- Quality Assurance coordinator
- Health Education coordinator
- Program evaluation coordinator
- MSW interns
- Grant funding for the fatherhood engagement components

#### PROGRAM COMPONENT
- Fatherhood outreach
- Father Needs Assessment and Screening
- Mental health and health screening
- Expand and implement Text4Dad
- Father-friendly "new dad" packet
- Father-friendly environmental at WIC and in medical clinic settings

#### PROGRAM ACTIVITIES
- In-person support and education groups
- Home visits with fathers by Engaged Father outreach worker
- F/U from health screening
- Referral to community MH
- Expand to pregnancy
- Link to community resources
- Conduct media campaign
- Dad friendly "what to expect"
- Listing of local fathering resources
- Posters depicting dads with their babies
- Dad friendly magazines, brochures, and posters prominently placed and visible

#### OUTCOMES
- Increased attendance at:
  - Prenatal appointments & ultrasound
  - Birth and delivery of baby
  - Well-baby check up visits
- Greater engagement with child
- Greater parenting self-efficacy
- Increased knowledge of infant development and milestones
- Increased knowledge of importance of fathers
- Greater attendance at Healthy Start home visits
- Greater use of community resources

#### IMPACT
- Positive father engagement enhances family and baby health and wellbeing

#### ASSUMPTIONS
1. Fathers are a critical component of Healthy Start.
2. Efforts to engage fathers in Healthy Start services will increase maternal engagement in services.
3. Positive father involvement—in Healthy Start and with mother and baby—will enhance short- and long-term maternal and infant health outcomes.
4. Target age in programs: kids up to age 5 (0-5 years old)
My greatest wish is that my children will always know just how much I love them and for the rest of their lives will know that no matter what, I will always be there for them, any way I can.

My children are a gift, and I will treasure mine forever.

– Unknown author
The fatherhood program is an extension of the Healthy Start program. We aim to strengthen families by providing fathers and partners with support and encouragement.

WHO WE ARE:
The fatherhood program is an extension of the Genesee Healthy Start program. We strengthen families by providing resources and support to fathers whose partners are in Healthy Start.

WHO CAN PARTICIPATE:
Fathers of young children living in Genesee County.

HOW CAN WE HELP?
• Fatherhood Resource Packet
• Health Screening and Referral
• Man-to-Man Fatherhood Group
• Community Resources
• Father-friendly Activities

Did you know that positive father involvement contributes to child health and wellbeing? Children with involved fathers have greater success in school, fewer behavioral problems, and more self-confidence.

CONTACT YOUR HEALTHY START WORKER TO GET A FATHERHOOD RESOURCE PACKET AND MORE INFORMATION!

FOR MORE INFORMATION CALL 810-257-3134
FAST FACTS

- You have a right to request DNA testing
- You have a right to agree to who the legal father is if you are 100% certain
- You have the right to make an agreement about parenting time for your child
- You have the right to make an agreement about custody for your child
- If your child receives money for food, cash, or healthcare from the state, the state will ask for child support
- If the state cannot find you to personally give you paperwork, they can still start a case for child support. You cannot dodge a child support case.
- If your child does not get money from the state, you have a right to not have a child support order if you live together or agree that you don't want support
- You have a right to work to try to create your own order
- Both parents have a right to be in their child's life and see their child
- Both parents can ask for help from the state to create an order
- YOU CAN BE INVOLVED AND MAKE DECISIONS FOR YOUR CHILD AND FAMILY

ADAPT PROGRAM

DNA TESTING AT THE HOSPITAL
INFORMATION ABOUT THE COURT SYSTEM
CREATE YOUR OWN COURT ORDER
2 MONTHS TO COMPLETE, NOT 2 YEARS
PARENTING TIME AND CUSTODY CHILD SUPPORT
KNOW YOUR OPTIONS

Genesee County ADAPT Program

Phone: 810-232-3278

Genesee County
Friend of the Court
1101 Beach St.
Flint, MI 48502

What Every Parent Should Know About Becoming a Legal Parent

The Basics Of DNA, Paternity Establishment, Custody, Parenting Time and Child Support

Phone: 810-232-3278
Man2Man is a personal development and life-planning course that empower and equip men with the necessary tools to walk and embrace true manhood. Man2Man teach men how to live inspired, embrace their potential and live with intention. Man2Man also help men to identify and up-root core issues that plague and cause dis-function within their daily lives and overcome those obstacles with faith, passion and extreme determination.

Man2Man University is a program that has become a platform/forum for men and fathers to be trained in the area of manhood and fatherhood.

Man 2 Man Curriculum
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Join Man 2 Man Univ. Today
You don't want to miss out on the opportunity to empower or become empowered. Your voice matters and we want to equip and support you so you can be the man and father you've always wanted to be.

WELCOME TO
Man2Man Univ.
Fathers involved today, shaping tomorrow’s legacy

ABOUT US

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A HEALTHY BABY BEGINS WITH YOU
CALL 810-237-6161

INVOLVED DAD:
THE FIRST FEW MONTHS
JUST FOR DADS!
SIGN UP FOR TEXT4DAD!

Text “daddy” to 24587 to receive 2 notifications a week about things you can do with your baby!

EXAMPLE TEXTS

1. **5 TO 6 MONTHS**
   Babies <3 music, especially when Daddy sings to them. It helps them develop language skills, soothes them when they’re upset, & it makes them feel loved!

2. **5 TO 6 MONTHS**
   Daddy Pro Tip: Daddy, here r some ideas to make ur baby laugh: funny faces, unexpected sounds, funny movements (dance moves), & nearly any other silly thing kids do.

3. **7 TO 8 MONTHS**
   To a baby this age, parents who have been away a long time will feel like strangers & may even scare them. Try not to take it personally—it’s a normal part of child development, and it just takes time & patience.

This service is free. Normal data usage rates apply. You can unenroll at any time by texting “STOP” to 24587. Questions or comments? Contact Porsha Black at Genesee Healthy Start: pblack@gchd.us or 810-257-3134.
Project Activities to Date

- Hired 2 fatherhood community health workers (CHWs) in November; they were fully trained by 11/28

- Hired program manager to implement comprehensive evaluation plan

- Other program activities are well underway, e.g., expansion of text4dad, media campaign, and parent education resources
<table>
<thead>
<tr>
<th>Category</th>
<th>9/1-1/20</th>
<th>1/21-3/13</th>
<th>TOTAL</th>
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<tbody>
<tr>
<td>Old referral/ number no longer in service</td>
<td>3</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>Unable to reach client</td>
<td>4</td>
<td>5</td>
<td>9</td>
</tr>
<tr>
<td>Left voicemail, text, email</td>
<td>18</td>
<td>10</td>
<td>28</td>
</tr>
<tr>
<td>Upcoming visits</td>
<td>3</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>Met with father 1 time</td>
<td>12</td>
<td>1</td>
<td>13</td>
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<tr>
<td>Met with father 2 or more times</td>
<td>7</td>
<td>9</td>
<td>16</td>
</tr>
<tr>
<td>Client scheduled visit/ no show</td>
<td>6</td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td>Client not interested in program</td>
<td>2</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td><strong>TOTAL # OF CONTACTS</strong></td>
<td><strong>55</strong></td>
<td><strong>29</strong></td>
<td><strong>84</strong></td>
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### Table 2. Other Program Activities

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<thead>
<tr>
<th>Distribution of New Dad Packets</th>
<th>23</th>
<th>11</th>
<th>34</th>
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<tbody>
<tr>
<td>Home visits/ direct outreach</td>
<td>30</td>
<td>0</td>
<td>30</td>
</tr>
<tr>
<td>Community event (Expo)</td>
<td>19</td>
<td>0</td>
<td>19</td>
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<tr>
<td>Fatherhood event (Daddy &amp; Me)</td>
<td>126</td>
<td>0</td>
<td>126</td>
</tr>
<tr>
<td>Through other Healthy Start staff</td>
<td>60</td>
<td>15</td>
<td>85</td>
</tr>
<tr>
<td>TOTAL PACKETS</td>
<td>258</td>
<td>26</td>
<td>294</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Text4dad</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Currently enrolled in text4dad</td>
<td>10</td>
<td>10</td>
<td>20</td>
</tr>
<tr>
<td>TOTAL TEXT4DAD</td>
<td>10</td>
<td>10</td>
<td>20</td>
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<table>
<thead>
<tr>
<th>Needs Assessment (NA) Screener</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>CHW – completed NAs</td>
<td>16</td>
<td>4</td>
<td>20</td>
</tr>
<tr>
<td>Other Healthy Start staff – completed NAs</td>
<td>17</td>
<td>14</td>
<td>31</td>
</tr>
<tr>
<td>TOTAL COMPLETED NEEDS ASSESSMENT</td>
<td>33</td>
<td>18</td>
<td>51</td>
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</table>

<table>
<thead>
<tr>
<th>Man2Man Support Group</th>
<th></th>
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<tbody>
<tr>
<td>Number of group sessions held</td>
<td>12</td>
<td>4</td>
<td>16</td>
</tr>
<tr>
<td><strong>Number of father participants</strong></td>
<td>23</td>
<td>40</td>
<td>63</td>
</tr>
<tr>
<td>Number of Healthy Start father participants</td>
<td>2</td>
<td>7</td>
<td>9</td>
</tr>
</tbody>
</table>
Crying is the main way newborns talk to us. It can mean "I'm tired," "I'm cold," or “I'm very hungry.”

For most dads, crying can be frustrating. The good news is, babies cry less & less over time, getting better by 3-5 months of age.

Dad pro tip: Try out these soothing activities w/ur crying baby: swaddling, rocking, & singing. Babies love to feel secure & to hear ur voice!

Dad pro tip: if you feel urself getting upset over ur crying baby, let someone else take over. If no one else is around, put ur baby down in a safe place (e.g. crib) & take a break.
Bonding with ur baby is a 2-way street that comes 4rm spending time together & getting 2 know each other. It means that u & ur baby will share a special closeness.

Here are some ways to bond w/ur baby: take care of him/her; hold ur baby close; watch him sleep, & please remember the peaceful times - not the fussy ones!

Take lots of pictures w/ur baby. Why not have the picture as ur screen saver or wallpaper shot? Don't be shy - show it 2 everyone & brag about ur baby – s/he is awesome!
Newborns love to hear voices, even if they can't talk back. At first, u may feel silly but talking to your baby is the best way for baby to get to know u & ur voice!

Talking & singing to babies helps them develop language skills & lets them know u’re paying attention to them. It really is possible to have a "conversation" with ur baby…eventually u'll be rewarded w/babbling, smiling & even laughter.

Tell your baby what you're doing, e.g. "hey baby, right now u & Daddy are walking down the street. Look a bird!" Smile a lot & look into his eyes while u're talking.

Babies love to hear singing, & u don't have to be good at it either. Lullabies or rock 'n roll - or even throat singing - it's ur choice.

It isn't just baby talk- Try making a silly face to see if ur baby imitates u.
Michigan Health Endowment Fund

- Develop Engaged Father Technical assistance package and statewide collaboration
  - Potential for collaboration and sharing across the state
- Expand parent education content to pregnancy period
- Enhance Text4dad to the pregnancy period
- Environmental Cues
- Media campaign to promote Text4dad
  - “Real Flint Dads”
- Social media component? Pilot test expanded outreach via Facebook social support groups
Thank You for Your Interest

Questions or comments?

Shawna J. Lee, PhD, MSW, MPP
Associate Professor
University of Michigan School of Social Work

shawnal@umich.edu
734-678-4200

www.parentingincontext.org
Evaluation – Administrative Data

- Number of Engaged Father packets distributed to fathers;
- Number of fathers who participate in Healthy Start home visits;
- Number of Healthy Start home visits that each father participates in during time family is enrolled in Healthy Start;
- Number of prenatal appointments father attended;
- Number of ultrasound and other health appointments father attended;
- Father attended birth and delivery of baby;
- Father visited mother in the hospital after birth of baby.
Evaluation – Other Measures

To measure fathers’ knowledge in domains of infant health, developmental milestones, and the importance of fathering, we will use existing questionnaires and surveys that measure knowledge and behavior of fathers.

- **Opinions on Babies** – A 32-item scale that measures knowledge of typical infant development across a number of domains derived from the American Academy of Pediatrics Bright Futures Guidelines for Health Supervision. This measures the knowledge of infant health and wellbeing that pediatric professionals believe mothers should know.

- **Role of the Father Questionnaire** – A 15-item scale that assesses beliefs about the father’s role and importance in child development (topics include the importance of playing with children, personality development, etc.).

- **Paternal Antenatal Attachment** – A 16-item scale that measures father’s early emotional attachment with the developing baby.

- **Fathering Self-Efficacy** – A 12-item scale that the project team has developed to measure fathers’ confidence in being a good father.

- **Paternal Perinatal Support** – An 8-item scale that assesses how much the fathers report they help their partner during pregnancy.
Staff training: Strategies to engage fathers
Service delivery

- Is the timing of services flexible?
- What are the expectations for father engagement in service planning and deliver?
- Are fathers included in important decisions like case planning?
- Are appointment reminders sent to both mom and dad?
Staff behavior and attitudes

- What do you know about the fathers you serve?
- What are staff/clinicians attitudes about the fathers they serve?
- Do staff understand the role men play in children’s lives?
- What biases might be influencing your efforts to engage with men?
- Do fathers believe there is value to using the programs?
Physical environment and clinic setting

- What does the agency or clinic setting say about the role of men and fathers?
- Is the physical environment welcoming to fathers?
- Are there resources for fathers?
- Do promotional materials reflect fathers in the wording and images?
“Everyone I came in contact with was very experienced, and had been doing this for a long time – that was very reassuring.”
-Nichole
Strategies to reach fathers

- Conduct a needs assessment of the fathers in your agency setting
  - Talk with dads
  - Determine your population of interest/ what dads you want to reach

- Talk to your staff and clinicians about how they perceive the men in their setting

- Assess agency policies that may be facilitating or hindering father involvement

- Develop a strategy to engage fathers more actively
  - New policies
  - New practices
  - New partnerships with other service providers
Reaching new fathers

- Maintain a flexible schedule that can meet the needs of these men
- Have appropriate resources available about the role of fathers
- Provide activities and events where fathers and children can gather and meet other families
- Provide referrals to community counseling, housing, crisis support and mental health agencies
- Provide a relaxed, welcoming atmosphere for families
Reaching young dads

- Go to where you are likely to find young men (schools, sports complexes, skate parks, etc.)
- Reinforce that their involvement is beneficial to the mother, the child and themselves
- Address concrete skills they can develop – relationships, communication, job, etc.
- Give practical help, like connecting them with employment services, housing agencies, and food banks
Reaching African American dads

- Create/ provide culturally relevant and competent services
- Reinforce the cultural activities appropriate to their community
- When appropriate involve the family unit, the whole circle – mother, grandfathers, grandmothers, uncles, etc.
- Encourage fathers to teach their children the traditions of their community
- Example: The Fathers and Sons Program in Flint
Reaching single fathers

- Provide referrals and support for separation, divorce, and grief counseling
- Offer parenting courses for families in transition
- Deliver support groups and parent education for single dads
Extra Slides