

Pointers For Parents

No More Important Job Than Being A Father

(NAPSA)—“The smallest moments can have the biggest impact on a child’s life.”

That’s the message of new public service advertisements (PSAs) aimed at America’s dads. According to the U.S. Census Bureau, an estimated 24 million children (34 percent) in the U.S. live apart from their fathers.

The PSA campaign is an effort between the U.S. Department of Health and Human Services’ (HHS) Administration for Children and Families, Office of Family Assistance and the Ad Council to show fathers the irreplaceable role they play in their children’s lives.

From the time the Responsible Fatherhood campaign began three years ago, the PSAs have featured different segments of the population each year. Created *pro bono* by Campbell Ewald (CE), this year’s campaign focuses on military and Hispanic fathers.

“The President has said there is no more important job he or any other man can have than being a father,” said Joshua DuBois, special assistant to the President and Executive Director of the White House Office of Faith-based and Neighborhood Partnerships.

According to the National Responsible Fatherhood Clearinghouse (NRFC), children who live without their biological fathers are on average at least two to three times more likely to experience educational, health, emotional and behavioral problems, to be victims of child abuse and to engage in criminal behavior than their peers who live with their married, biological (or adoptive) parents.

Whether they live together or just see each other occasionally,



The Responsible Fatherhood campaign urges dads to take the lead and suggests ways to spend time together. Don’t wait for your children to ask to read a book or go for a walk.

research shows that kids benefit greatly when their fathers are actively involved in their lives. Spending time together can energize the relationship and create a stronger bond between a father and child.

All the PSAs direct fathers to visit www.fatherhood.gov or call (877) 4DAD411 for programs, resources and a series of “Take Time Tips.” Here are a few:

- Create small moments that bring big rewards—Go for a walk, read a story, cook dinner, play a video game or board game, color a picture or do a crossword puzzle with your child.

- Be a digital dad—Send your child a text message for no reason at all, other than to say, “I love you” or “Great job on the test.”

- Come and get it—Eat meals with your children. Breakfast, lunch and dinner create an opportunity to give your child your full attention. Share news about your lives, have discussions and make plans for your family.