



ADMINISTRATION FOR
CHILDREN & FAMILIES

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Ad campaign focuses on importance of dads

Reinforcing the critical role fathers play in the lives of their children is the focus of a new series of public service announcements (PSAs) released today by HHS' Administration for Children and Families.

The campaign, funded by the federal government and distributed through the Ad Council, coincides with national Tell a Joke Day on August 16. The PSAs utilize the theme of sharing "dad jokes" as a means for fathers and their children to share intimate and meaningful time together thereby strengthening the bonds between them and creating consequential memories for a lifetime. The ads also direct fathers to fatherhood.gov where they will find helpful tips, tools, information and jokes to help them get more involved with and connected to their kids.

An estimated 24 million children in the U.S. do not live with their biological fathers. A recent Ad Council study on fatherhood found most fathers surveyed said the issue of parenting was important to them personally and most have sought information about how to spend more quality time with their children.

"Although this campaign uses a lighthearted approach to responsible fatherhood, its emphasis is one of real importance to fathers and families everywhere," said HHS Acting Assistant Secretary for Children and Families Steven Wagner. "Fathers play a crucial and vital role in the lives of their children and of their families as a whole."

"This campaign is a direct outreach to fathers, recognizing the importance of dads actively engaging their children," said Office of Family Assistance Director Clarence Carter. "By reaching out proactively to fathers, these messages give real and lasting emphasis to our fatherhood initiatives and will ultimately help in strengthening families across the country."

Lisa Sherman, president and CEO of the Ad Council, adds, “We hope this work shows dads that making an impact on their children can be as simple as making them laugh.”

The Ad Council is distributing the new PSAs to media outlets nationwide this week, and they will also be made available through PSACentral.org.

HHS’ Administration for Children and Families funds 39 organizations across the United States to provide responsible fatherhood activities. [New Pathways for Fathers and Families Demonstration Grants](#) are used to:

- strengthen positive father-child engagement;
- improve employment and economic mobility opportunities; and
- improve healthy relationships (including couple and co-parenting) and marriage.

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For more information on the responsible fatherhood program or to access additional resources, visit www.fatherhood.gov.