YEAR OF THE DAD REVIEW 2016

ACTIVITIES AND IMPACT REPORT
Why Now?

We believe we’re at a cultural tipping point. The old stereotypes of dad as breadwinner and mum as carer no longer serve us in an age of increasing diversity and gender equality at home, work and throughout society. Research overwhelmingly shows that children, families and society as a whole benefit from the positive involvement of fathers in a nurturing role – with increased wellbeing, confidence and educational attainment among the proven benefits.

Why Year of the Dad?

We want to support confident, equal parenting where both mums and dads can combine their roles and responsibilities at home and at work for the benefit of the family. Fathers Network Scotland conceived the Year of the Dad campaign to:

- Promote understanding of the key contribution fathers make to child development, family and community life.
- Increase knowledge of the organisational benefits of acknowledging men’s family roles
- Advance dad friendly practice within organisations and services.

These strategic objectives for 2015-17 were supported by the Scottish Government including £300,000 from the Early Years Change Fund during 2015 and 2016. The campaign had three strands:

1. Marketing and Communications

To raise awareness of the difference a great dad can make - the ‘dad effect’ - and encourage action from organisations and individuals across society.

5,800 individuals joined our data base, with more than 3000 actively supporting Year of the Dad including nearly 300 champions sharing inspiring stories.

2. Stakeholder Engagement

To collaborate with organisations and services who work directly with dads such as children and family services and employers to share evidence and practice.

1300 organisations joined the campaign, with listings in our directory of dad-friendly organisations, services and groups increasing from 24 to 184.

3. Research

To broaden the evidence base for good practice in Scotland by working with academics and dad-friendly practitioners to share knowledge.

We piloted and launched an evidence-based new dads workshop for employers and shared policy with a plethora of organisations as far-flung as Iceland, Sweden and Australia.
Activities and Indicators – What did we all do?

Year of the Dad was all about collaboration, with **56 Organisations** creating **95 events** which reached **14,800 people** across Scotland during 2016.

**Official YOTD launch:** January at Edinburgh Zoo: **318 attendees** from **42 organisations** - including **119 dads & families from deprived areas** – saw primary school children premiere *Song for Dad* along with young dad Pete Airlie, Minister for Children and Families Aileen Campbell and a huddle of penguins.

**YOTD Conference:** February at University of Edinburgh: **183 attendees** from **102 organisations** debated and listened to **17 speakers** at our sell-out symposium on fatherhood & family for academics, policy-makers and practitioners. Including specially-commissioned *Superdad* performance by Loud Poets.

**Father’s Day Events:** June 2016: **5,181 people** participated in **family fun days** at MPX Fitness in Stirling (FNS); Hamilton Racecourse (South Lanarkshire Community Learning and Home School Partnership); Edinburgh’s Royal Botanic Gardens (Dads Rock); Glasgow, Auchingarrich and Loch Lomond Shores Big Toddlers (Barnardos); & Solas Festival Perthshire.

**Being a Dad Fringe Festival play:** August 2016: **160 people** attended **6 sell-out performances** by Strange Town Theatre Company of this original play written for Year of the Dad by Duncan Kidd to bring “resonant understanding” (Scotsman) to the issues facing *Scotland’s dads*.

**New Dads Workshops:** 25 dads employed by Police Scotland, Scottish Government & Scottish Parliament completed a 6-month pilot which was evaluated by University of Edinburgh in well-being and engagement at work measures. This was then launched to other employers during National Work Life Week through our partner at Family Friendly Working Scotland (view here).

**Other highlights included:**

Conferences on key aspects of fatherhood (Violence Reduction Unit, Circle Scotland, West Lothian Council, Fife Gingerbread, HMP Addiewell).

Scottish Parliamentary receptions (Home-Start Scotland, Families Need Fathers Scotland, Barnardo’s).

**Dads’ Festival of Talent** at Lawfield Primary school run by Midlothian Sure Start designed to celebrate best father-inclusive practice in schools.

**Circle Scotland YOTD** lecture by Richard Jobson.

Dads2Be roadshow (NHS Lothian).


Piloting Gender Friendly Nursery Training (NHS Greater Glasgow).

Sharing Parenting forum sharing best practice from Sweden and Australia (Relationships Scotland).

Plus: a plethora of grassroots family BBQs, football matches, bike rides, creative play days and other dad-themed inclusive events.
RESOURCES - Campaign Assets

Designed to be accessible to families as well as professionals, our assets created brand awareness and delivered our key messages across a wide variety of platforms including merchandise (bags, pens, T-shirts and badges), posters for workplaces, publications, PowerPoint presentations, a short animation, banners and branding on social media and our two purpose-built websites.

Branded publications included over 40 downloadable resources for families, services and employers co-produced by stakeholders and our partners at the Fatherhood Institute. Our two research reports by Dr Gary Clapton of the University of Edinburgh were downloaded nearly 300 times with 500 copies of Where’s Dad Too? distributed through partner events. The Here’s Dad report included a digital mapping of services on our website so that services can signpost dads to one of the 184 Dad Friendly organisations, groups or services nationwide.

Films on YouTube

YouTube has been our most effective communications channel with 32 films shot, edited and uploaded, attracting more than 20,000 views, including 4600 of Song for Dad alone. Topics have included the role of grandads, non-resident dads, offending dads, donor dads, young dads and dads in advertising to tackle gender myths and celebrate the diversity of fathers. Watch our review of the year here.

Websites

We designed our two campaign and organisational websites (yearofthedad.org and fathersnetwork.org.uk) using the Nationbuilder system to maximise interactivity and data collection to build the network. Packed with resources, blogs, calls to action and colourful design, our sites received more than 30,000 visits over the year.

Social Media

This has been key to sharing the stories and evidence, funnelling traffic to our two websites. More than 5000 tweets garnered 3000 Twitter followers; our combined Facebook pages surpassed 1000 likes; and our Father’s Day Thunderclap alone reached 62,000 people.

Media & PR

All these resources created significant media uptake, with 46 articles reaching more than half a million people, not only in all of Scotland’s national press but across UK outlets including The Times, BBC Radio 1 & BBC Radio 4. We have far out-performed our targets, thanks both to PR from SMARTS Communicate and a wider recognition that it is time to celebrate the importance of fathers.
YEAR OF THE DAD CAMPAIGN OUTPUTS

SOCIAL MEDIA
Twitter - 3193 Followers
5615 Tweets
Facebook - 1076 Likes
236 Twibbon supporters
Reach of over 62k on Father’s Day alone

CULTURE
32 - Films released
21,914 - Youtube views
1 - ‘Song for Dad’
4615 - Teary eyed views
6 - ‘Being a Dad’ EdFringe shows
1 - ‘Dad by Rosie aged 11 3/4’ animation
2 - Poems
10 Celebrity endorsements
- David Tennant (actor)
- Ricky Ross (musician/DJ)
- Stuart Hogg (rugby International)
- Jim & Julie Fleetwood (football)
- Steven Maclean (football)
- Stevie McCrorie (musician)
- Paul Harper & Cat Harvey (DJ’s)
- Richard Jobson (film director)

RESEARCH
1 - Conference
17 - Speakers
15 - Poster displays
181 - Attendees
2 - Reports published
2 - Posters presented
6 - ‘New Dads’ workshops related to 22 Fathers

WEBSITE
2500 - Average monthly visits
70% New visitors
184 - Dad-friendly listings
40 - Downloadable resources
37 - Blogs
30k+ - Website visits

EVENTS
14,800 - People reached
95 - Events
56 - Organisational partners
50 - Penguins wrangled at launch event
3 - Parliamentary receptions - 1 debate

PARTNERSHIP & SUPPORT
5839 - Connections made with individuals
8058 - Individual pledges of support
£200K - Grants from Gattanach Trust
1291 - Connections made with organisations
225 - Active organisational partnerships
4 - Strategic partners
£13,872 - Value of concessory zoo tickets

MEDIA
12.6 million - TV & Radio reach
46 - Press articles
562k - Print circulation
25,200 - Online views
11,600 - Online shares
WHAT YOU SAID

Of the 38 organisations which helped us review YOTD via telephone interviews and a survey, all aspired to improve on existing dad-friendly policies, and welcomed the campaign as a place for organisations to come together under one banner to highlight dads’ needs. Respondents also appreciated:

- opportunities to communicate directly with dads
- research & resources framing issues around children’s wellbeing & gender stereotypes
- Scottish Government backing and therefore added kudos to overall message
- practical dad-proofing toolkits for re-examining language and imagery

Mellow Parenting (Raquib Ibrahim)
“It’s been a fantastic campaign, consolidating what is going on with dads under one banner. I was asked about Year of the Dad when interviewed on Ramadan Radio – an example of its reach.”

Inspiring Scotland (Peter Jones)
“It has moved the conversation of how dads can contribute and are contributing much further on.”

Home-Start West Lothian (Lisa Stark)
“It has created an awareness of the importance of dads and shown that with support they can play as active a role as mums. It has also shown families that support is available and where they can go for support.”

Men In Childcare (Kenny Spences)
“I feel it has encouraged the voluntary sector to have a more joined up approach to work with dads.”

Parkhead Nursery Glasgow (Nicola Black)
“Thank you for simply highlighting the significance of males in a child’s life! Dads are now fully involved in the nursery and volunteer to help.”

Priorsford Nursery (Dianne Allinson)
“This year has shown that dads have lots of hidden knowledge, skills and talents to share with young children to help develop curiosity and learning.”

Scottish Parliament (Aneela McKenna)
“Year of the Dad has highlighted the challenges dads face in the workplace – and the need to do more.”

Mark Irvine (Blogger and dad)
“By talking with dads and sharing their stories I discovered that we’re all terrified!”
SO WHAT?

The full impact of these activities and assets is hard to measure in terms of outcomes for children and families. What is evident is that this small-scale campaign – designed and run by the equivalent of 1.5 full time staff and 1 full time consultant – has rippled outwards across Scotland thanks to our partners and stakeholders. Many have taken the concept and assets and run with their own initiatives, taking responsibility for their own outcomes.

For example, Fife Council raised a motion to support YOTD; the charity Home-Start called a debate in Scottish Parliament, and the Cattanach Trust diverted over £200k specifically to under-privileged dads’ initiatives. Meanwhile Bookbug and Circle Scotland each launched a whole programme of events and initiatives.

Such actions have had the most powerful impact because they have been owned and organised by those closest to the communities they are serving. Along with our 289 champions, they are the changemakers in the longer term.

Good, father-friendly work has always existed but until now we didn’t know who was doing it, where it was and what the impact was. Now we are all linked as part of a network – one of the most highly-valued outcomes of the Year of the Dad.

NOW WHAT?

Not every year can be Year of the Dad. But respondents to our survey are clear: they want to continue work we have all started. Many seek support to start new initiatives including New Dad Workshops, increasing the uptake of shared parental leave, setting up dads’ groups, or supporting dads’ workers. We will continue to give them a platform to share their stories and successes with 1000’s of others through our database and social media, while making our resources freely available through the ongoing Year of the Dad website.

We need you to continue what you’ve started. In 2017 and beyond, we will continue to focus with stakeholders on the following areas:

**Grow the dad-friendly network** by sharing resources, stories, knowledge and training across Scotland using packages such as Fife’s Where’s Dad programme.

**Engage dads in schools/early years** by rolling out Prestonpans’ teachers dad-friendly toolkit more widely, and working with Families Need Fathers Scotland to improve registration of dads across Scottish Local Authorities - because children’s attainment is raised when dads are involved.

**Encourage employers to support shared parenting** by influencing government through our Family Friendly Working partnership to increase dads’ access to shared parental leave/paternity. Explore more ways to work alongside the private sector to reach mutually beneficial goals

**Support Dads who parent at a distance** such as those in custody and in the armed Forces, by tailoring new resources to their specific needs through our network, and measure the impact by working with academics.

In all this collaboration remains key. We have much to learn from experts working directly with dads, and will continue to co-create resources and listen to our stakeholders one-to-one or through groups such as National Fathers Advisory Board. At the same time we will seek to grow our small staff team to enable us to spread our reach nationally.
THANK YOU!

Our dedicated staff team have been open to every emotion during this year following our CEO David Drysdale’s untimely death. We have found ourselves in new territory on a daily basis and yet have found a way through! Our shared values and deep commitment to one another has meant we have all achieved incredible personal growth and success by working on this campaign.

So a heartfelt thanks to:

**Our staff team** - Project Manager Cathy Sexton & Head of Communications Nick Thorpe – and our consultants who have worked tirelessly with us during the year – Sandy Butler, Brian Caie, Dave Devenney, Douglas Guest, Jessica Moran, Douglas Nicholson, Fergus Reid and team, Jane Strachan and team.

**Our Partners at Scottish Government** particularly Maggie Young and Craig Morris who have been instrumental in the strategic development and delivery of the campaign.

**All those organisations who have shared your stories** and inspired us to continue what we have all started:
IN MEMORIAM

David Drysdale was the founder of Fathers Network Scotland, who nurtured it from inception and originated the idea for Year of the Dad. Sadly, he died from cancer on 4th July 2016, only half way through our celebration of the difference a great dad can make. David himself made a massive difference in the world, and in his memory we will continue to build the father-friendly world he campaigned for.

Sam Pringle, Interim CEO Fathers Network Scotland, Year of the Dad 2016