



# YEAR OF THE DAD REVIEW 2016



## 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.

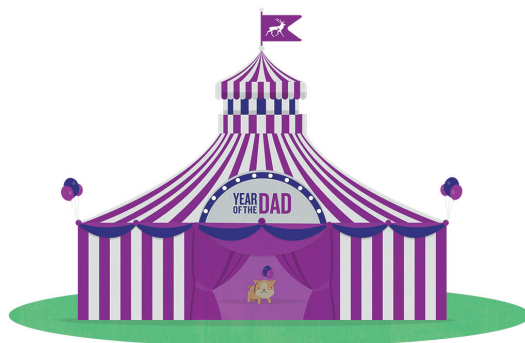
**Official YOTD launch:** January at Edinburgh Zoo: **318 attendees** from **42 organisations** - including **119 dads & families from deprived areas** – saw primary school children premiere [Song for Dad](#) along with young dad Pete Airlie, Minister for Children and Families Aileen Campbell and a huddle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

Launch of Where's Dad? training (NHS Fife, Fife Council).

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 - 3133 Followers  
5615 Tweets

Facebook - 1076 Likes  
236 Twibbon supporters

Reach of over 62k on father's day alone

## RESEARCH

- 1 - Conference
  - 17 - Speakers
  - 15 - Poster displays
  - 181 - Attendees
- 2 - Reports published
- 2 - Posters presented
- 6 - 'New Dads' workshops piloted 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

## 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 Fleeting (football)
- Steven Maclean (football)
- Stevie McGrorie (musician)
- Paul Harper & Cat Harvey (DJ's)
- Richard Jobson (film director)

## PARTNERSHIP & SUPPORT

5839 - Connections made with individuals

3053 - Individual pledges of support

£200K - Grants from Gattach Trust

1291 - Connections made with organisations

225 - Active organisational partnerships

4 - Strategic partners

£13,872 - value of concessionary 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:

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- 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:

Aberdeen City Council Aberlour ACOSVO Action for Children Adoption UK in Scotland Alan Daddy Daycare Angus Council Argyll and Bute Council ADES Barnardo's Bible Reading Fellowship Big Lottery Fund Scotland Breastfeeding Network Breathing Space/NHS Living Life Care and Learning Alliance Children 1st Children in Scotland Children's Parliament Church of Scotland Circle Scotland COSLA CrossReach Cyrenians - Scottish Centre for Conflict Resolution (SCCR) Dads on the Air Dads Rock Dadscare Dadsworld Dunfermline Dads Early Years Scotland East Ayrshire Council - Vibrant Communities East Lothian Council Economic and Social Research Council (ESRC) Edinburgh Social Enterprise Edinburgh Zoo Education Scotland Engage Renfrewshire Engender Enquire EVOC FACTfinders Falkirk Parenting Partnerships Families Need Fathers Scotland Families Outside Family Friendly Working Scotland Family Learning Aberdeen Familyman Playgroup Fatherhood Institute Fife Council Fife Gingerbread Fife Voluntary Action Film & Campaign First Step Community Project Fischy Music Gay Dads Scotland Geeza Break Generations Working Together Glasgow Dads Go2Play Good Dads Grandparents Apart Gravitate HR Grounds for Learning Happy Ears Health Promotion Team (Ayr) Herriot Watt University Hibernian FC HMP Addiewell HMP Low Moss HMYOI Polmont Home Link Family Support Home-Start Scotland Inspiring Scotland Jabberwocky Soft Play Jeely Piece Club Just Festival Just Play - Angus Lawfield Primary school LGBT Health Licketyspit Theatre Lloyds Banking Group Loud Poets Media Co-op Mellow Parenting Men in Childcare Midlothian Association of Play Midlothian Council Midlothian Sure Start MPX Fitness Napier University National Grid National Intergenerational Network National Parent Forum Scotland Naval Families Federation NHS 24 NHS Ayrshire and Arran NHS Fife NHS Greater Glasgow and Clyde NHS Health Scotland NHS Living Life NHS Lothian Noble Ox North Edinburgh Arts Northern Alliance One Parent Families Scotland Orkney Islands Council Outside the Box Parent Action For Safe Play Parent Forum Scotland Parent Network Scotland Parenting across Scotland Parenting Apart Parkhead Community Nursery Peeple in Scotland Perth & Kinross Council Play Highland Play on Wheels Play Scotland Playbase Training Police Scotland Positive Prison? Positive Futures... Postnatal Depression Services Prestonfield Primary School Prestonpans Infant School Priorsford Nursery PSYV Police Scotland Punk Creative Quarriers Queensferry Primary Relationships Scotland Rimbleton Primary School Rotary Club SANDS Lothians Scottish Adoption Scottish Book Trust Scottish Childminding Association Scottish Community Development Council Scottish Councils Equality Network Scottish Government Scottish Mediation Network Scottish Men's Sheds Association Scottish Out of School Care Network (SOSCN) Scottish Parliament Scottish Police Service Scottish Prison Service Scottish Trades Union Congress Scottish Violence Reduction Unit Scottish Water Scottish Widows SCVO Shetland Islands Council Shotts Healthy Living Centre Smarts Communicate Social Investment Scotland Solas Festival South Lanarkshire Community Learning and Home School Partnership South Lanarkshire Council St. Johnstone FC Starcatchers Stepping Stones North Edinburgh Strange Town Theatre Sure Start in West Lothian The Cattanach Trust The Cottage Family Centre The Cranfield Trust The Melting Pot The Reward Foundation The Royal Society for the Prevention of Accidents The Spark Counselling Together Scotland University of Edinburgh Voluntary Action Fund VOX-Voices of eXperience West Lothian Council Workforce Scotland Working Families Working Mums Working on Wheels YMCA YWCA



## 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*







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