

Father's Day 2014: Fathers More Involved Now than in Previous Generations **CDC research finds that fathers today are more involved with their children, enhancing children's well-being**

WASHINGTON, June 12, 2014 /PRNewswire/ -- This Sunday, June 15th, as we celebrate fathers across the nation, new research from the Centers for Disease Control and Prevention finds that fathers today are more involved with their children than recent generations, which enhances children's well-being. Specifically, more dads are reading to their children, playing a primary role in grooming (bathing, diapering, and dressing), participating in activities together, and eating meals with their children.



"The importance of being a present and engaged dad lies in the long-term effects and benefits that this responsibility has on the children and families we serve," says Earl Johnson, Director, Office of Family Assistance, which oversees the National Responsible Fatherhood Clearinghouse. "Fatherhood must be respected as essential to the well-being of our communities and as an investment in the creation of a caring, healthier, and more productive society as a whole. Fatherhood is both a privilege and an honor, and the greatest reward is when your child calls you dad."

The National Responsible Fatherhood Clearinghouse (NRFC) supports fathers and family service organizations throughout the year, by providing key resources, webinars, and helping fathers to connect to community resources.

"Although dads today are more involved with their children than in previous generations, we know from our direct outreach that many fathers still want guidance when it comes to interacting with and supporting their children," says Kenneth Braswell, NRFC Director. "And, fathers need different kinds of support throughout their children's lives."

The NRFC website, fatherhood.gov, makes the latest parenting information available to fathers across the country and the NRFC toll-free hotline provides guidance one-on-one.

New PSAs Released in Advance of Father's Day

In advance of Father's Day, WWE is joining the NRFC and the Ad Council to launch a new series of public service advertisements (PSAs) that encourage dads to recognize their critical role and give them the tools to become more involved. These new television, radio, print, outdoor, and Web public service ads featuring WWE Superstars Alberto Del Rio, Titus O'Neil and Roman Reigns are an extension of the award-winning "Take Time to Be a Dad" campaign, which emphasizes that a father's presence is essential to their children's well-being and that "the smallest moments can have the biggest impact on a child's life."

New television PSAs created *pro bono* by ad agency Lowe Campbell Ewald also will be released ahead of this Father's Day. All PSAs direct fathers to visit www.fatherhood.gov or call 1-877-4DAD411 for parenting tips, fatherhood programs, and additional resources for fathers.

HHS

HHS supports responsible fatherhood in diverse ways. Because engaged fathers strengthen families and contribute to healthy outcomes for children, many HHS programs integrate support for fathers. These include Head Start, child support programs, and Temporary Assistance for Needy Families. HHS also supports programs that focus on responsible fatherhood, such as the Promoting Responsible Fatherhood grant program administered by the Office of Family Assistance (OFA).

National Responsible Fatherhood Clearinghouse


The National Responsible Fatherhood Clearinghouse (NRFC) is funded by the Administration for Children and Families' OFA to assist policymakers, practitioners, and fathers to promote and support responsible fatherhood. NRFC provides evidence-informed materials, resources and tools including timely information on fatherhood issues, and access to print and electronic publications.

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SOURCE National Responsible Fatherhood Clearinghouse

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Additional assets available online:  [Photos \(1\)](#)

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