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Organization _	 	 	

# Background

Date

The staff of National Fatherhood Initiative (NFI) welcomes you to the *Father Friendly Check-Up*<sup>™</sup>. This tool will help you assess the degree to which your organization's operations encourage father involvement in the services and programs it offers.

NFI developed this tool in 2000 to respond to the need of organizations for an assessment of their capacity to engage their staff in the delivery of services and programs for fathers, of their organization to increase father involvement in the families they service, and for low and no-cost strategies to help them do so. NFI has refined it many times since then. Consequently, this version is the culmination of more than 20 years of use and responds to feedback from the thousands of staff who have used it in organizations across the country that are as diverse as state child support enforcement and home visiting programs; Head Starts and Early Head Starts; Parents as Teachers and Circle of Parents programs; child welfare agencies; community action agencies; pregnancy care and birthing centers; schools; public health departments; and family support programs on military installations. They have used it to effectively engage their fellow staff in delivering fatherhood services and programs and to increase father involvement in the lives of children.

Of particular significance to the refinement of the check-up is what NFI learned from using it during the five-year (2006-2011) National Responsible Fatherhood Capacity-Building Initiative (NRFCBI) funded by the U.S. Department of Health and Human Services/Administration for Children and Families/Office of Family Assistance. During the NRFCBI, NFI worked intensively with each of nearly 125 organizations from across the country for one year (20-25 organizations per year) to build their capacity to serve fathers. The check-up is the primary tool with which NFI assessed progress toward improving the organizations' capacity by comparing their capacity before and after their participation in the initiative. NFI received feedback on the value and usefulness of the checkup and on how to improve it from staff in these organizations and stakeholders (e.g. US DHHS staff and organizations' board members). NFI has continued to receive feedback from organizations that have used the check-up, and we have refined it accordingly.

#### Why Use This Tool

**To Build a Foundation for a Fatherhood Service or Program.** You might have downloaded the *Father Friendly Check-Up*<sup>™</sup> because you need a place from which to start to engage your staff in delivering a new service or program for fathers. Or perhaps your organization has served fathers for many years and you want to take a fresh look at its ability to do an even better job. Whatever your reason, this assessment will undoubtedly help you as it has staff in thousands of organizations. It will help you examine the structure of your organization and whether it has the foundation on which to build a successful service or program. Without that foundation, your organization risks failure in its ability to effectively serve fathers. After you complete the assessment, you will have a good idea of how to build a solid, long-lasting foundation for a new or existing service or program.

The foundation of the check-up consists of four parts or "assessment categories":

• Leadership Development

The attitudes, beliefs, and values held by the organization's employees—the culture of the organization—and their impact on the delivery of services and programs.

#### Organizational Development

The "nuts and bolts" of an organization that carries out its mission through organizational capacity as reflected in areas such as: 1) policies and procedures, 2) processes, and 3) physical environment.

#### Program Development

The services and programs an organization offers, how it engages staff in offering them, and how it promotes and markets them.

#### Community Engagement

The ability of an organization to engage its community in the delivery of services and programs.

You will assess your organization in each of these categories. The check-up will encourage you to examine not only your organization but your own attitudes, values, and beliefs about this important life-changing and organization-changing work.

#### A Passion for Improving Child Well-Being.

You have a passion for improving child well-being

and know that father involvement is critical for it. Fathers and mothers bring unique skills to parenting and, collectively, enhance the development of their children. With young children, for instance, fathers tend to engage their children in physical and stimulating play, whereas mothers tend to spend more time in routine care giving activities. Fathers promote their children's intellectual development and social character through physical play, whereas mothers do so through verbal expressions and teaching activities. And fathers contribute to infant and toddler development, attachment security, emotional regulation, and social competence. By helping dads become more involved, responsible, and committed, you know that they will be more likely to get involved in their children's lives (e.g. education) for years to come. You also know that an involved, responsible, and committed dad helps mom juggle the needs of her children and family with work-related responsibilities.

# Who Should Complete the Father Friendly Check-Up™?

It's possible that you might be in the best position to assess your organization on its father friendliness. Nevertheless, a primary advantage of the checkup is its ability to assess the organization from the perspective of as many staff as possible, which means that staff at different levels of responsibility and with different roles should complete the assessment. These staff could include people in a high position of leadership (e.g. executive director or president), service and program management (e.g. director of a fatherhood or family program), day-to-day delivery of services (e.g. case manager or "front-line" staff), and support (e.g. executive assistant or receptionist). You should even consider asking clients, board members, or community partners to complete it.

Compare the assessments for a complete picture of how staff views your organization's father friendliness. You might be surprised at the results. At the very least, you will raise awareness among staff of the importance of engaging fathers and of father involvement in child well-being simply by having them complete the assessment. Many staff have told us that they didn't realize how much they needed to do (or do more of) to effectively engage fathers until they completed the check-up.

## Completing the Father Friendly Check-Up™

The check-up provides an opportunity to conduct an in-depth examination of your organization and score its level of father friendliness. Your responses will form a foundation on which to build a strategic plan to increase father engagement among your staff and father involvement in the families you serve.

You will complete a series of four checklists, one for each assessment category. The checklists consist of statements that might or might not be true about your organization. Quite simply, you will assess whether the statements are true of your organization along a five-point Likert Scale from "strongly agree" to "strongly disagree" with "neutral" in the middle. (Try to avoid a lot of "neutral" responses.) Complete the checklists by placing a checkmark in the box that best reflects the degree to which you agree or disagree with each statement.

Use your gut reaction to assess your organization on each statement. You might discover that you disagree with a number of statements within each category. If that's the case, don't worry. A lot of "disagree" or "strongly disagree" responses is not an indictment of your organization as being unfriendly toward fathers. You might find that your organization includes fathers to a high degree in certain categories but not in others. Use this assessment to identify areas for improvement, no matter what you discover.

Because there is variety among the organizations that use the check-up (e.g. differences in size, location, setting, and families served), it might take a minute or two for you to decide whether and how a statement applies to your organization. That's just fine, so take your time. Be honest and critical. **If you decide that a statement doesn't apply to your organization, don't answer it.** (See the instruction in the next section on how to alter the scoring system should you choose not to answer a statement.)

## Scoring the Father Friendly Check-Up™

After you complete each checklist, you will find scoring instructions for that category that help you convert your responses to each statement into a numerical score and a total score for that category. After you score each category, write the score in the box provided and then transfer it to the Assessment Category Analysis Worksheet that appears at the end of the check-up where you can compile the results of the check-up. This worksheet includes the maximum score for each category. We recommend that you convert the score to a proportion of the total score (e.g. a score of 70 in the Leadership Development category = 52% of the maximum score of 135). If you decide not to answer a statement because it doesn't apply to your organization, deduct the maximum number of points for that statement (5) from the total maximum score for the category and then calculate the proportion of the total score. Converting the score in each category to a proportion of the total score will identify the areas that are most in need of improvement (i.e. the lower the proportion, the greater the need).

## Interpreting the Scores and Taking the Next Step

Other than using the proportion of the total scores in the categories to target areas for improvement, we suggest that you identify the statements to which you disagreed and develop strategies to turn them into statements that you will agree with one day. Don't bite off more than you can chew. Pick a few strategies to focus on that can become "quick wins" to get the ball rolling. After you complete the check-up, create a plan with tactics to improve your organization's father friendliness. Be sure to assign a "who, what, and when" to each tactic and monitor your organization's progress. After you implement the plan, complete the assessment again in 6 months or 1 year to see how much improvement your organization makes. The period of time you should take between assessments and the value in comparing assessments longitudinally will depend, of course, on the number of tactics you implement and the length of time it will take to implement them. You can compare assessments as many times and over as long a period as you want.

#### **Questions and Comments**

If you have questions about how to complete the assessment, email us at <u>info@fatherhood.org</u>, and we'll help you get started. If you have comments about the check-up, ways to improve it, or would like to share the impact of the check-up on your organization, we'd love to hear from you at <u>info@fatherhood.org</u>.

All of us at NFI wish you good luck and much success in serving fathers and improving child well-being!

## Leadership Development

Indicate the degree to which you agree with each statement, as it relates to your organization. Check the box next to each statement that most *closely* fits your response.

The executive- and management-level staff of my organization:

		STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
1	Has developed a formal process to increase fatherhood leaders in our organization (e.g. trainings and incentives).					
2	Has developed a formal process to increase fatherhood leaders in our community (e.g. meets with key leaders in different sectors to support father involvement).					
3	Actively engages the non-staff stakeholders in our organization (e.g. board members and funders) on the importance of serving fathers and of fathers to child well-being.					
4	Innovates, experiments, and takes risks in creating, promoting, delivering, and evaluating client-directed efforts (e.g. services).					
5	Gets buy-in from and involves clients in efforts that affect them.					
6	Encourages the healthy development of the father-child relationship among clients.					
7	Encourages the healthy development of the father-mother relationship among clients, whether or not the father and mother are together.					
8	Helps fathers on our staff to balance work and family life.					
9	Provides adequate funding and other resources (e.g. staff) to effectively serve fathers.					
10	Is committed to building the capacity of staff to effectively engage fathers (e.g. by seeking and providing live or online workshops and other training, and written materials on how to engage dads).					

		STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
11	Provides staff with tools (e.g. print materials) that help staff discuss with clients or provide information to clients that covers the negative impact of father absence and the positive impact of involved fathers.					
12	Believes our organization's programs are as much for fathers as for mothers.					
13	Displays a positive attitude about fathers and men when interacting with clients.					
14	Has developed a vision or mission statement that specifically mentions serving fathers as clients in their role as a dad.					
15	Has conducted an audit/assessment of policies and procedures to determine the level of father friendliness and changes the organization might need to make to ensure policies and procedures are father friendly.					
16	Has identified outcome measures to determine whether the organization is father friendly and implemented a process to measure and evaluate those outcomes.					
17	Tells clients and staff that fathers are just as important as mothers in raising healthy children.					
18	Helps clients and staff understand father involvement from a holistic perspective (i.e. physical, intellectual, and emotional involvement).					
19	Expects staff to invite and engage fathers as clients.					
20	Helps staff connect fathers with individuals and community-based organizations that can provide fathers with the resources needed to become involved, responsible, committed dads.					
21	Provides staff with tools (e.g. print materials and training) to help <b>fathers</b> become the best fathers possible.					
22	Provides staff with tools (e.g. print materials and training) to work with <b>mothers</b> to involve fathers in the lives of children.					

		STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
23	Has examined their own attitudes and beliefs about supporting fathers.					
24	Has acquired or accessed a resource (e.g. an ebook or webinar) or been trained on potential sources of funding for programs and other father-engagement efforts.					
25	Has engaged current funders to determine their interest in funding father-specific efforts.					
26	Seeks new funding for father-involvement activities provided by <b>private</b> sources (e.g. family foundations and individual donors).					
27	Seeks new funding for father-involvement activities provided by <b>public</b> sources (i.e. federal, state, or local government agencies).					

## **Leadership Development Scoring Worksheet**

To create your Leadership Development Score, return to your assessment and beneath each response write the number that corresponds with your answer.

SCORING KEY: Strongly agree = 5 Agree = 4 Neutral = 3 Disagree = 2 Strongly Disagree= 1

After you've assigned a numeric score to each response, add all of your responses and record the total score in the box provided. This is your Leadership Development Score.

#### Total Score for Leadership Development =

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## **Organizational Development**

Indicate the degree to which you agree with each statement, as it relates to your organization. Check the box next to each statement that most *closely* fits your response.

The policies and procedures of my organization:

		STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
1	Are fair and balanced toward men/women and fathers/mothers.					
2	Encourage fathers to shape existing and emerging programs, services, or products, and company policies and procedures.					
3	Encourage fathers/men to balance work and family life.					
4	Encourage non-custodial parents' participation in my organization's activities. (Most non-custodial parents are dads.)					
5	Require staff to build their capacity to engage fathers effectively.					
6	Support communicating with the father/man identified as responsible for a child served (e.g. mail, email, text, and verbally), even if the father does not live with the child (e.g. he's a non-custodial father).					
7	Include a clear expectation that fathers should and will participate in the activities and programs of my organization.					
8	Include forms for clients (e.g. intake forms, applications, and questionnaires) that are gender neutral (i.e. that ask about both parents or mom and dad separately, and not mom only).					
9	Require staff to do their best to gather information from a mother about the father of her child (e.g. his name and contact information).					
10	Require staff to refer dads to internal or external resources that meet dads' basic needs (e.g. housing, transportation, employment, and education).					

		STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
11	Include at least one contact person who responds to <b>fathers'</b> requests for assistance regarding my organization's policies, procedures, programs, and services regarding fathers.					
12	Include at least one contact person who responds to requests from others in the <b>community</b> (not fathers) for assistance with my organization's policies, procedures, programs, and services regarding fathers.					
13	Include ways to assess staff's ability to effectively work with fathers when reviewing staff performance.					
14	Assesses situations when the mother does not want the father involved and helps both the mother and the father resolve differences with the best interest of the child in mind.					
15	Include on-going ways to raise and diversify funding specifically for our work with fathers.					

# The environment/atmosphere (e.g. waiting areas) of my organization:

		STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
16	Communicates that, "Fathers are welcome here."					
17	Includes space for fathers and children to interact together when waiting for service or assistance or when children of father employees visit.					
18	Includes a "special place" for fathers (e.g. an area with reading materials directed to men, or a meeting room for men's/father's support groups) or a "special time" for fathers to <b>interact with one another.</b>					
19	Includes reading materials (i.e. books, magazines, and other literature) directed toward fathers/men.					

		STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
20	Includes a means of displaying father-focused literature in a convenient location (e.g. brochures placed in a kiosk or brochure rack in a lobby).					
21	Includes a diaper deck in the men's restroom.					
22	Exhibits positive portrayals of fathers/men and children in photos, posters, bulletin boards, and display materials					
23	Uses a gender-neutral color scheme.					
24	If a TV or videos play in waiting areas, some of the programs or videos appeal to men.					
25	If a library is available to clients, it includes parenting and other information directed toward fathers.					
26	Includes a staff listing with photos of male and female staff that clients can easily see when they enter or move through our building/facility.					
27	Shares/highlights resources outside my organization that fathers can access to build a bond with their child (e.g. community events on a bulletin board).					

# The staff in my organization:

		STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
28	Welcome fathers and men who enter my organization's premises and who request and use my organization's programs, services, or products.					
29	Refer fathers to sources inside and outside my organization that can help them with basic needs (e.g. housing, transportation, employment, and education).					

		STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
30	Are open to constructive criticism regarding personal biases, including biases against men/fathers.					
31	Are comfortable with differences in parenting styles typical of fathers and mothers.					
32	Avoid using language that is divisive and that stereotypes men/ fathers and women/mothers.					
33	Make every attempt to interact with mothers and fathers equally when they come in together to participate in a program, receive services, or purchase a product.					
34	Seek fathers' input in decision-making situations involving important aspects of their child's day-to-day life.					
35	Invite fathers/men to participate in all activities, not just in activities that reflect traditional roles played by fathers/men.					
36	Encourage mothers to cooperate with fathers in raising children and vice versa, unless abuse of a child or spouse by the other parent has been substantiated.					
37	Know how to discuss the most vital issues/topics with <b>fathers</b> around how to increase fathers' involvement in their children's lives (e.g. child discipline, co-parenting, gender communication, and masculinity).					
38	Know how to discuss the most vital issues/topics with <b>mothers</b> around how to increase fathers' involvement in their children's lives (e.g. gender communication, co-parenting, maternal gatekeeping, and conflict resolution).					
39	Seek in-person and online opportunities (e.g. conferences and webinars) to learn about how to more effectively serve fathers from peers who serve fathers.					
40	Have been trained on how involved fathers benefit the well-being of mothers and children					
41	Have been trained on how to effectively engage fathers in any fatherhood effort or on the focus of my organization (e.g. home visiting or reentry).					

		STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
42	Have been trained to spot and effectively respond to the biases that fathers can have that hinder their involvement in their children's lives (e.g. confirmation bias).					
43	Have been trained in gender differences in communication styles.					
44	Have been trained on the best practices of father involvement used by organizations.					
45	Have been trained to recognize and appreciate fathers' typical parenting styles, and how they differ from mothers' styles. This includes why responsible, committed fathering is important to children's well-being.					
46	Have been trained in cultural and familial barriers to father involvement in the lives of children.					
47	Have been trained to examine their own attitudes, beliefs, biases, and behavior toward accepting and including fathers.					
48	Have been trained in balancing work and family life.					
49	(If your organization offers a fatherhood program) Have been trained on how to effectively facilitate a fatherhood program.					
50	(If your organization offers a fatherhood program) Have been trained on how to recruit and retain fathers in a fatherhood program.					

## **Organizational Development Scoring Worksheet**

To create your Organizational Development Score, return to your assessment and beneath each response write the number that corresponds with your answer:

#### SCORING KEY:

Strongly agree = 5 Agree = 4 Neutral = 3 Disagree = 2 Strongly Disagree= 1

After you've assigned a numeric score to each response, add all of your responses within each category (policies/procedures, environment/atmosphere, and staff), add them together, and record the total score in the box provided. This is your Organizational Development Score.

#### Total Score for Organizational Development =



## **Program Development**

Indicate the degree to which you agree with each statement, as it relates to your organization. Check the box next to each statement that most *closely* fits your response.

#### My Organization:

		STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
1	Currently has a formal strategic or action plan in place to educate, equip, and engage fathers.					
2	Includes fathers in programs or services for a more general audience (e.g. parents).					
3	Includes a program or service approach that begins with where the father is in his development as a man and father, not on where the staff thinks he should be.					

		STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
4	Offers programs or services for fathers/men only.					
5	Offers or supports special events that celebrate fatherhood and fathers.					
6	Delivers programs, services, or products at times convenient for fathers to attend and participate.					
7	Provides programs, services, or products for dads that employ an asset approach over a deficit approach (i.e. a focus on strengths instead of weaknesses).					
8	Provides programs, services, or products that have equal regard and respect for parenting approaches typical of fathers and mothers.					
9	Provides opportunities for (older) children to discuss and reflect upon their relationships with fathers/men.					
10	Provides effective measurement tools and methodologies for evaluating efforts directed at fathers.					
11	Uses activities, materials, and individual and group exercises in its programs or services that appeal to fathers.					
12	Uses parenting and fatherhood resources (e.g. brochures) that reflect the diversity of the fathers served.					
13	Provides literature (e.g. brochures) for fathers that address each of the following topics: co-parenting, child discipline, and child development.					
14	Uses resources (e.g. print materials, guest speakers/topic experts, and workshops) to address sensitive issues that involve male concerns, such as family violence, paternity, custody, visitation, child support, and men's health.					
15	Uses a group-based or one-on-one curriculum to serve fathers that is designed specifically for fathers, not parents in general.					
16	Provides a self-paced program or resource (designed specifically for fathers, not parents in general) when fathers are not able or willing to participate in a group-based or one-one-one program.					

		STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
17	<b>17</b> Uses technology to connect fathers to resources that can help them be the best dads possible (e.g. apps and online platforms).					
18	Educates fathers on how growing up with married parents benefits child well-being.					
19	Educates fathers on the benefits of marriage to men's well-being.					
20	Educates fathers on how to strengthen their marriage/ relationships.					
21	Educates fathers on how to grieve.					
22	Educates fathers with anger management issues on how to manage their anger.					
23	Educates fathers/men in ways that match men's typical learning styles (i.e. hands on, interactive, visually engaging, opportunities for discussion and debate, etc.).					
24	When working with fathers in groups or one-on-one, uses programs and resources that avoid discussions that get too personal too soon.					
25	Hires male staff to deliver programs, services, or products.					
26	Hires staff, of either gender, to deliver programs, services, or products who mirror the fathers served in culture, race, language, age, etc.					
27	Periodically surveys fathers to determine their needs, concerns, and interests related to my organization's programs, services, or products.					
28	Invites fathers to participate in the full range of program or service activities (e.g. classes, groups, parties, child care, field trips, outings, celebrations, and other events).					
29	Encourages fathers to pursue win/win opportunities in problem solving and parenting approaches (e.g. mediation over litigation).					

		STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
30	Monitors the level of father involvement in the lives of his children and family, and recognizes/honors his accomplishments.					
31	Educates mothers about the importance of fathers to child well- being.					
32	Conducts a program or workshop that helps mothers to improve the relationship with the father of their child.					
33	Provides mothers with literature (e.g. brochures) that help them improve the relationship with the father of their child (e.g. how to effectively co-parent).					
34	(If your organization has a fatherhood program) Has an alumni program for graduates of our fatherhood program to continue to engage those fathers (e.g. more opportunties to learn and to mentor fathers new to our fatherhood program).					

## **Program Development Scoring Worksheet**

To create your Program Development Score, return to your assessment and beneath each response write the number that corresponds with your answer:

#### **SCORING KEY:** Strongly agree = 5

Agree = 4 Neutral = 3 Disagree = 2 Strongly Disagree= 1

After you've assigned a numeric score to each response, add all of your responses and record the total score in the box provided. This is your Program Development Score.

#### Total Score for Program Development =

# **Community Engagement**

Indicate the degree to which you agree with each statement, as it relates to your organization. Check the box next to each statement that most *closely* fits your response.

#### My Organization:

		STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
1	Is well-known by the community at large as being a leader in promoting responsible fatherhood.					
2	Successfully recruits fathers into our programs and services.					
3	Is well-known by the media as a reliable resource for fathers or source of information about fathers.					
4	Conducts its own or has participated in another organization's formal assessment of fatherhood programs and other community resources for dads.					
5	Has conducted an audit/assessment of all offline and online marketing, outreach, and communication materials used by the organization for any purpose to ensure father friendliness.					
6	Develops marketing plans to effectively engage fathers that are clear, focused, and feasible.					
7	Develops marketing plans that include engaging mothers to encourage father involvement.					
8	Develops marketing plans that consider the seven Ps of marketing a social service program: product, price, place, promotion, politics, partnership, and people.					
9	Develops relationships with local child support enforcement and other government and social service agencies (e.g. child welfare) as a source of referrals.					
10	Employs male staff in marketing, promotion, or outreach positions.					

		STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
11	Employs staff in marketing, promotion, or outreach positions that are sensitive to the characteristics of different kinds of fathers (e.g. race, ethnicity, age, etc.).					
12	Sends marketing, promotion, or outreach staff to locations where fathers usually can be found (e.g. auto body shops, gyms, basketball courts, bait shops, barber shops, churches, YMCAs, job banks, sporting events, bowling alleys, sports bars, and businesses).					
13	Has staff who work with fathers and represent our organization on community advisory committees and at public functions.					
14	Makes its programs, services, or products easy for fathers/men to access and use.					
15	Uses strategies to attract fathers/men that take advantage of father's/men's typical roles and ways of relating (e.g. fix-up projects, building/making something, men's councils, sporting events, etc.).					
16	Uses marketing materials (e.g. brochures, posters, videos, and PSAs) and messages that reflect a commitment to serving fathers.					
17	Uses marketing materials (e.g. brochures, posters, videos, and PSAs) and messages that reflect the kinds of fathers we serve or seek to serve (e.g. in language, pictures, graphics, etc).					
18	Uses marketing materials (e.g. brochures, posters, videos, and PSAs) and messages that present positive portrayals of fathers/ men and children (sons and daughters).					
19	Uses marketing materials (e.g. brochures, posters, videos, and PSAs) and messages that are developed with input from the kinds of fathers we serve or seek to serve.					
20	Uses marketing materials (e.g. brochures, posters, videos, and PSAs) and messages that are placed in locations and other mediums (e.g. publications) that fathers/men access.					
21	Uses marketing materials (e.g. brochures, posters, videos, and PSAs) and messages that avoid negative stereotypes of fathers/ men based on culture, age, income, etc.					

		STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
22	Uses marketing materials (e.g. brochures, posters, videos, and PSAs) and messages that avoid language and images that use a gender-war approach (e.g. female bashing) to promote programs, services, or products, or to motivate fathers/men to change behavior.					
23	Uses marketing materials (e.g. brochures, posters, videos, and PSAs) and messages that include language that attracts and appeals to fathers/men.					
24	Uses marketing materials (e.g. brochures, posters, videos, and PSAs) and messages that use direct language and concise messages.					
25	Promotes responsible fatherhood in the community as a preventive measure in the fight to reduce the incidence of negative outcomes for children, such as poverty, out-of-wedlock pregnancy, alcohol and drug abuse, and suicide.					
26	Promotes responsible fatherhood in the community as a way to increase maternal health and well-being.					
27	Encourages other organizations within our sector to work with fathers (e.g. if your organization is a non-profit, this means encouraging other non-profits).					
28	Encourages organizations in other sectors to work with fathers (e.g. if your organization is a non-profit, this means encouraging organizations in other sectors, such as healthcare, business, and law enforcement).					
29	Provides training or technical assistance to staff in other organizations on how to effectively engage fathers.					
30	Makes presentations, holds workshops, or presents papers at conferences on our work with fathers.					
31	Participates in a network or coalition of organizations and leaders that promotes responsible fatherhood throughout our community, county, or state.					
32	Submits articles or article ideas on our work with fathers for publication in print media (e.g. offline and online journals, magazines, newsletters, and newspapers).					

		STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
33	Periodically issues press releases on our success in working with fathers.					
34	Shares with other organizations best practices in serving fathers.					

## **Community Engagement Scoring Worksheet**

To create your Community Engagement Score, return to your assessment and beneath each response write the number that corresponds with your answer:

SCORING KEY: Strongly agree = 5 Agree = 4 Neutral = 3 Disagree = 2 Strongly Disagree= 1

After you've assigned a numeric score to each response, add all of your responses and record the total score in the box provided. This is your Program Development Score.

#### Total Score for Community Engagement =



## **Assessment Category Analysis Worksheet**

#### How to use this worksheet:

- 1. Refer to your Total Score Worksheets for each Assessment Category and transfer your score to the corresponding Assessment Category below.
- 2. Calculate the proportion of the total score in each category by dividing the score in each category by the maximum possible score.
- 3. Target those categories in which your score is lower compared to the other categories.

ASSESSMENT CATEGORY	TOTAL SCORE
LEADERSHIP DEVELOPMENT (27 items) Maximum Possible Score: 135	
ORGANIZATIONAL DEVELOPMENT (50 items) Maximum Possible Score: 250	
PROGRAM DEVELOPMENT (34 items) Maximum Possible Score: 170	
COMMUNITY ENGAGEMENT (34 items) Maximum Possible Score: 170	