Secretaries’ Innovation Group

Using Mass Media Campaigns to Reach Low-Income Fathers

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Presented by

The Bawmann Group
Integrated marketing communication weaves important brand strategies together to communicate an organization’s key messages and value proposition in a cohesive, effective manner.
INTEGRATED MARKETING COMMUNICATION INCLUDES:

- Advertising
- Marketing
- Media relations/public relations
  - Web/interactive/video
  - Social media
- Community outreach
In 2016, a consumer needs to hear, read or see a message more than 20 times before they take action.
COLORADO’S BE THERE FOR YOUR KIDS CAMPAIGN

• Federal community access grant launched in 2007.
• 63 community-based fatherhood programs funded over five years.
• Statewide public awareness campaign. Goals: (1) Encourage enrollment in local fatherhood programs and (2) increase awareness of the value of paternal engagement.
English and Spanish website served as the focal point of the Be There for Your Kids campaign.
BE THERE FOR YOUR KIDS :30 TELEVISION COMMERCIAL
BE THERE FOR YOUR KIDS – VALUE OF PARTNERSHIP DEVELOPMENT TO HELP DADS TAKE ACTION

- Child support how-to videos.
- English and Spanish guides to working with Child Support Enforcement Offices.
- Child Welfare trainings.
- Partnerships with local sports teams.
- Placement of targeted collateral.
COLORADO’S BE THERE FOR YOUR KIDS CAMPAIGN – THE RESULTS

- More than 5,000 fathers enrolled in local fatherhood programs.
- 37 percent increase in child support payments among dads participating in Jefferson County Fatherhood Program.
  - 62 percent decrease of fathers in arrears.
- Campaign recognized by HHS and the National Center for Fathering.
OTHER SUCCESSFUL HUMAN SERVICES-FOCUSED PUBLIC AWARENESS CAMPAIGNS

Fatherhood Research & Practice Network

SAFE PROJECT
Safety, Advocacy Finances & Employment

LOVE LETTERS FROM KANSAS
strengthen your own love story

Denver County CCAP
CHILD CARE ASSISTANCE PROGRAM

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