

Secretaries' Innovation Group

Using Mass Media Campaigns to Reach Low-Income Fathers

Tuesday, June 14, 2016
Maggie Spain, Vice President

Presented by  **tbg**
THE
BAWMANN
GROUP

INTEGRATED MARKETING COMMUNICATION – IT'S MORE THAN ADVERTISING

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

GETTING YOUR MESSAGE OUT – AND THROUGH THE CLUTTER

- In 2016, a consumer needs to hear, read or see a message more than **20** times before they take action.

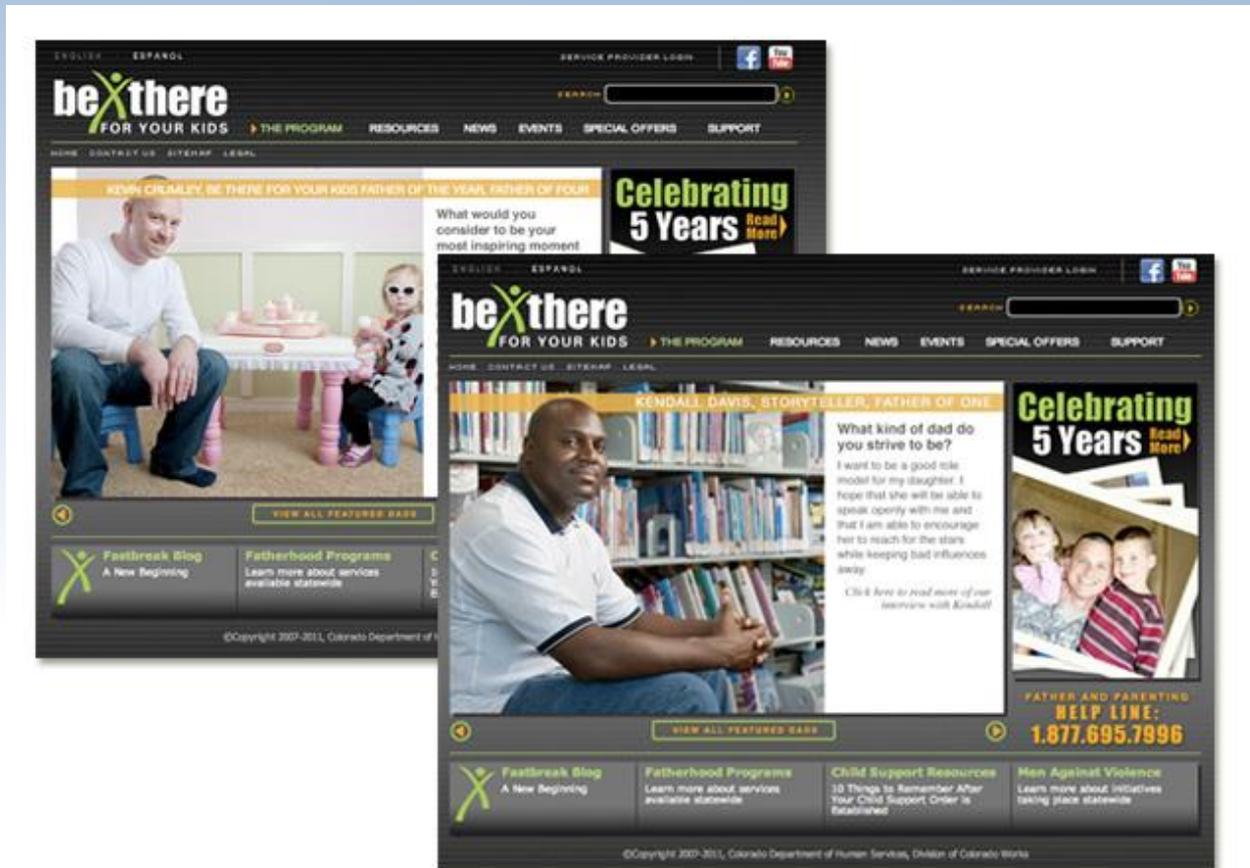
COLORADO'S BE THERE FOR YOUR KIDS CAMPAIGN



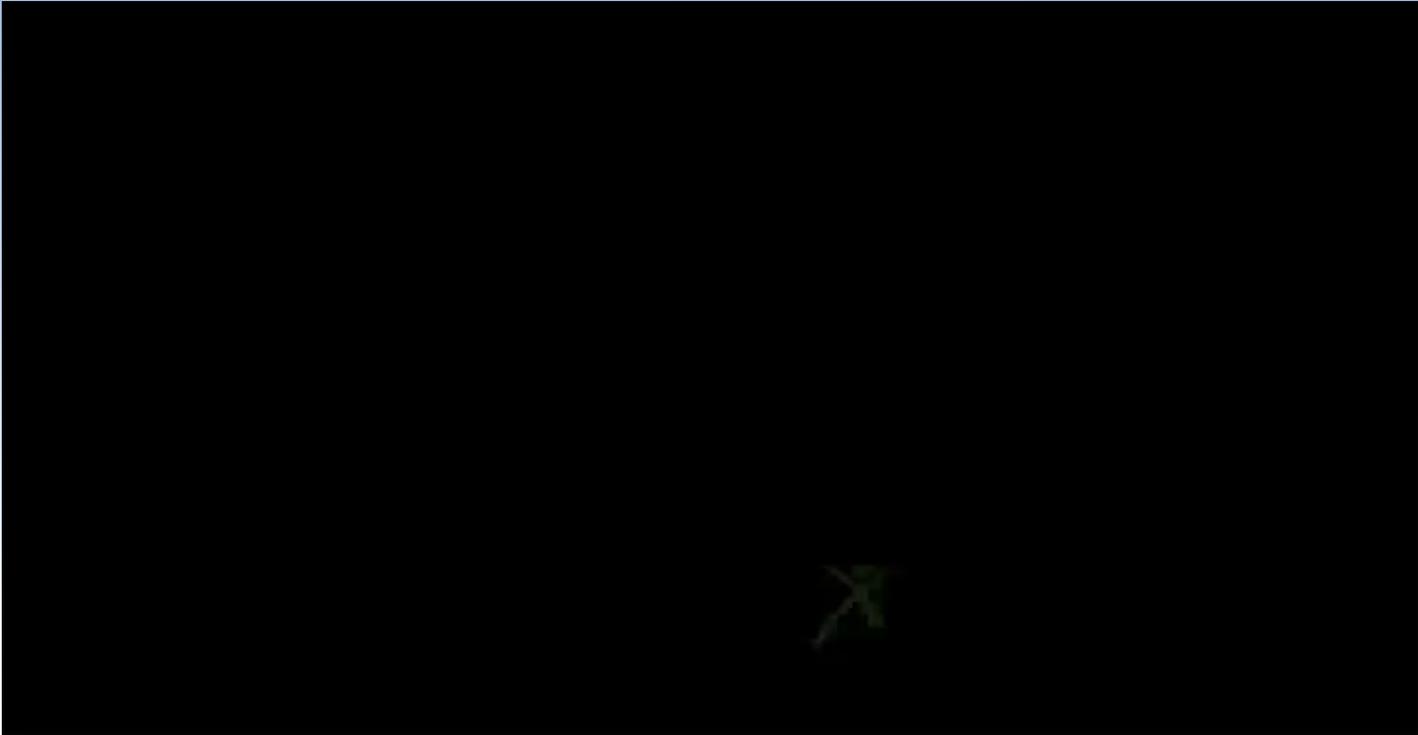
- Federal community access grant launched in 2007.
- 63 community-based fatherhood programs funded over five years.
 - Statewide public awareness campaign. Goals: (1) Encourage enrollment in local fatherhood programs and (2) increase awareness of the value of paternal engagement.

COLORADODADS.COM

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.
- Web portals for Child Support and Child Welfare caseworkers.
 - 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*

