



A GUIDE FOR
**COMMUNITY-BASED
ORGANIZATIONS AND
BARBERSHOPS**



U.S. Department of Health and Human Services
Administration for Children and Families
Office of Family Assistance



FATHERHOOD BUZZ



ABOUT THIS GUIDE



Thank you for your interest in *Fatherhood Buzz*! This Guide is intended for community-based organizations and barbershops that may be interested in initiating and hosting on-going community conversations around responsible fatherhood and connecting dads with local resources to help build stronger families.

This Guide is a product of the National Responsible Fatherhood Clearinghouse (NRFC) funded by the Office of Family Assistance (OFA). The NRFC provides resources for fathers, practitioners, and other stakeholders who are interested in supporting stronger fathers and families.

In this Guide, you will find:

- » background information on *Fatherhood Buzz* and the benefits of partnering with local barbershops;
- » the roles and responsibilities of *Fatherhood Buzz* partners, barbershops, and the NRFC;
- » step-by-step guidance on forming partnerships with local barbershops, and;
- » step-by-step guidance on launching a successful *Fatherhood Buzz* event.

If after reading this Guide you are interested in pursuing a partnership with barbershops, please contact the National Responsible Fatherhood Clearinghouse for more information.

Email: info@fatherhood.gov

Call: 877-4DAD-411

Website: fatherhood.gov/fatherhood-buzz

BACKGROUND

Fatherhood Buzz is an outreach effort of the U.S. Department of Health & Human Services (HHS), Administration for Children and Families (ACF) Office of Family Assistance and its National Responsible Fatherhood Clearinghouse (NRFCH). Several times a year the NRFCH recommends dates and topics for events and partners with community-based organizations and barbershops to promote responsible fatherhood. *Fatherhood Buzz* partnerships are equipped with parenting information to disseminate to fathers, families, and the community at-large.

Barbershops have been shown to be an effective social venue to reach men, particularly men in need of supportive services and those considered to be “hard to reach” with traditional methods.

Fatherhood Buzz events are created as a trusted place for men to connect with accurate and supportive information on ways to address their social, economic, and parenting needs.

Like the successful efforts using barbershops to promote men’s health, the inaugural *Fatherhood Buzz* effort in June 2012, with a focus on financial literacy and job training, was an overwhelming success. The NRFCH partnered with over 125 select community agencies, barbershops, and partners in 10 targeted cities across the country to launch *Fatherhood Buzz*. In honor of Father’s Day, June 2013, the *Fatherhood Buzz* effort focused on New Dad’s and over 200 community OFA grantees, community agencies, and barbershops in 68 cities supported the effort.

WHAT CAN PARTICIPATING IN *FATHERHOOD BUZZ* OFFER YOUR ORGANIZATION?

One of the most common questions from community based organizations (CBOs) is,

“What are the roles and responsibilities of each partner and why would we be interested in working with the National Responsible Fatherhood Clearinghouse and local barbershops?”

We believe that communities have much to gain from *Fatherhood Buzz* because children, families, and communities benefit from empowered and engaged fathers. Such partnerships are key to integrating community resources, knowledge, assets, needs, and provide more access to your target clientele.

“ Barbers, given their trusted role in the community, can act as peer educators, but we contend that it goes beyond that. The setting itself, one of open, frank communication, is the conduit through which these activities can and should take place regardless of the barbers personal health knowledge. That open dialog and trust is predicated on the institution or tradition of the barbershop... ”

Releford BJ, Frencher SK Jr, Yancey AK. (2010) Health promotion in barbershops: balancing outreach and research in African American communities. *Spring;20(2):185-8.* Office for Research and Health Affairs, Charles Drew University of Medicine and Science: Lynwood, CA.

WHAT KINDS OF TOPICS DOES *FATHERHOOD BUZZ* ADDRESS?



***Fatherhood Buzz* addresses a diverse group of topics that affect fathers, from men's health to co-parenting. *Fatherhood Buzz* seeks to disseminate accurate evidence and information on timely topics to improve fathers' health, wellness, access to quality services, and parenting; thereby, improving child well-being.**

Other topics have included Healthy Relationships and Effective Strategies for Increasing Father Involvement in Schools. You will receive more information on *Fatherhood Buzz* topics when you register as a *Fatherhood Buzz* partner at <http://fatherhood.gov/fatherhood-buzz>. If you have a suggested topic, please email us at info@fatherhood.gov

Example of a Successful *Fatherhood Buzz* Event

Dothan, Alabama has participated in *Fatherhood Buzz* twice in less than one year. The effort to bring the *Fatherhood Buzz* to the Dothan area is spearheaded by Mary Palo, director of Healthy You, Inc and Kris Doss, At-Risk Coordinator for Healthy You. The first *Fatherhood Buzz* event in Dothan was held in June 2013. Two barbershops, DJ's Classic Cuts and His and Hers Barber and Beauty, hosted approximately 100 people who discussed why dads matter. The second event took place in November 2013 and nearly doubled in size. Over 175 people came into four shops during the two-day event to talk and learn about the importance of fatherhood. Participating barbershops included DJ's Classic Cuts, His and Hers Barber and Beauty, Squirt and Louie's and Styles Unlimited. A third *Fatherhood Buzz* event is scheduled for February 2014, this time focusing on healthy relationships between fathers and members of their family.

Volunteers from Healthy You's UpTeen group attended the *Fatherhood Buzz*. They greeted the shop visitors and helped distribute information. UpTeen is a leadership program for high school students in the Dothan area. This group is very active in the community and they enjoy volunteering at events like *Fatherhood Buzz*. Healthy You's Public Relations Coordinator Laura Stakelum also visited the shops to meet with participants and share information.

According to an article that appeared in June 2013 in the Dothan Eagle, Dothan's daily newspaper, several fathers who attended the event felt that fathers should be celebrated and encouraged and appreciated attending an event that did just that.

ROLES AND RESPONSIBILITIES



NATIONAL RESPONSIBLE FATHERHOOD CLEARINGHOUSE

- » Highlight participating community partners and barbershops on the NFRC website and social media platforms
- » Convene periodic orientation/planning calls with community partners and barbershops
- » Ship resource materials to community partners and barbershops for distribution in each barbershop
- » Provide certificates to participating community partners and barbershops

COMMUNITY PARTNER

- » Identify &, register with the NFRC
- » Identify and partner with local barbershops to implement *Fatherhood Buzz* activities
- » Work with local barbershops to establish implementation timeline and outline of activities
- » Participate (as possible) in *Fatherhood Buzz* activities and ongoing activities pertaining to responsible fatherhood
- » Participate in planning meetings, follow-up activities, and marketing (using NFRC prepared media and outreach materials) developed in partnership with local barbershops
- » Send out media advisory and share *Fatherhood Buzz* outreach materials (Tip Cards, Resources, Information & Rack Card)
- » Support follow-up activities at barbershop, such as, taking and sending pictures to the National Responsible Fatherhood Clearinghouse after events, securing photo consent forms from anyone that is photographed, and connecting fathers to local resources



BARBERSHOP

- » Serve as a *Fatherhood Buzz* host site
- » Work with community partners to establish implementation timeline and outline of activities
- » Engage customers in conversations about, and distribute information on, responsible fatherhood and other related topics
- » Participate in planning meetings, follow-up activities, and marketing (using NFRC prepared media and outreach materials) developed in partnership with local barbershops
- » Work with their community partner to share news of the event with the National Responsible Fatherhood Clearinghouse and to plan future events

BENEFITS OF PARTICIPATING IN *FATHERHOOD BUZZ* OUTREACH

- » Increased organization and shop publicity and exposure, including detailed listing on Fatherhood.gov website and National Responsible Fatherhood Clearinghouse social media platforms and possible mentions in local media
- » Certificate of participation and appreciation from the National Responsible Fatherhood Clearinghouse

It is the relationship between fathers, barbershops, and local community organizations that provide services or resources to fathers that makes *Fatherhood Buzz* so meaningful. *Fatherhood Buzz* community partners play a central role in making this initiative a success. Your engagement in the community, your access to services and resources, and your commitment to improving the lives of families, are integral in bridging the gap between the dialogue in barbershops and building stronger families.



The National Responsible Fatherhood Clearinghouse (NRFC) is committed to assisting community partners and barbershops in establishing and sustaining successful local *Fatherhood Buzz* events. To that end, here are suggested steps on how community partners can work with barbershops:

STEPS TO ESTABLISHING A SUCCESSFUL *FATHERHOOD BUZZ* PARTNERSHIP

Step 1 Get staff buy-in

Plan a staff meeting to discuss the concept of *Fatherhood Buzz*. Explain the potential benefits for community members and your organization. Once your staff understands the important implications of *Fatherhood Buzz* efforts, we suggest these next steps:

- Decide which staff person (s) will be responsible for the planning, outreach, and follow-up of *Fatherhood Buzz* activities.
- Create a timeline and list of staff responsibilities for establishing a partnership with local barbershops and for the launch of *Fatherhood Buzz* events. We suggest you start by targeting a small manageable amount of local barbershops to host *Fatherhood Buzz* events.

Step 2 Register with the National Responsible Fatherhood Clearinghouse

- Complete Online Registration Forms at www.fatherhood.gov/fatherhood-buzz
- Utilize the National Responsible Fatherhood Clearinghouse Mobile App to get real time up-dates on fatherhood news, events, and important topics.

Step 3 Identify potential barbershops

- Talk with your staff, program participants, and the community to help identify potential barbershops.
- Develop criteria for the kinds of barbershop that will work best for the activities you are planning and your desired outcomes.
- Ask community members if a barbershop is viewed as a community and family-oriented place.

Step 4 Conduct barbershop outreach

- Conduct site visits to shops: Visit the shop on different occasions to try to get a feel for whether the *Fatherhood Buzz* program will be a good fit.
- Schedule a time to meet with the barbershop owner/manager to introduce the *Fatherhood Buzz* program: Be sensitive that the barbershop is a business and the barber's time is valuable. Most barbershops are extremely busy, so try to meet when the shop is not as busy or during non-business hours. Determine the best way to remain in contact with barbershop and barbers; for example, what are the barbers' preferred choice of communication—phone, text, or email.

Prepare for your meeting with barbershops:

- Package an overview of your agency's services and other resources to help facilitate referrals.
- Explain your intentions clearly and upfront; for example, "We provide the following free services to men and fathers and would like your clients to take advantage of them."
- Consider inviting barbers to your program to observe the services you provide. This will allow barbers to share information about your services with their clients as part of an organic conversation. Have a member of your staff or a participant in the program invite and escort the barber to your program.



- Ask barbers about the types of conversations that take place in their shop, issues that come up, and how you might best join these conversations. For example:
 - What are the most pressing issues that are affecting fathers' ability to parent?
 - What have fathers experienced when dealing with public systems and agencies related to children?
 - What is the best day and time to come to the shop to share information?
 - What is the best way to share information?
- Present shop owners with a description of *Fatherhood Buzz*, anticipated benefits, and the Barbershop Buzz Checklist in Appendix A.
- Explain some advantages of involvement in *Fatherhood Buzz*; for example:
 - Media Opportunities- the National Responsible Fatherhood Clearinghouse will send out local & national media alerts. The National Responsible Fatherhood Clearinghouse will also use social media platforms to promote individual shops. Organizations will have the opportunity to also send out localized media alerts based on a National Responsible Fatherhood Clearinghouse template, which will be sent to registered *Fatherhood Buzz* community partners and barbershops.
 - Community goodwill: By providing information and/or referrals to community resources, barbershops will become more trusted members of their community.

Step 5 Have barbershops sign the Memorandum of Understanding.

Once a barbershop has agreed to participate, it is essential that they have a clear understanding of what will be expected of them. The roles are outlined in the Memorandum of Understanding (MOU) in Appendix B. In general, it means they are agreeing to do at least the following:

- Provide resources and facilitate conversations around a specific *Fatherhood Buzz* event topic, with topic information and support from the National Responsible Fatherhood Clearinghouse.
- Connect to local community partners.
- Promote the event(s) in their shops and via social media (e.g., twitter, Facebook).

STEPS TO LAUNCHING A SUCCESSFUL *FATHERHOOD BUZZ* EVENT

Once you have established a relationship with one or more barbershops and each has demonstrated their commitment by signing the Memorandum of Understanding in Appendix B, you should:

Step 1 Decide on *Fatherhood Buzz* Activities & Timelines

- The NRFC plans quarterly *Fatherhood Buzz* events. Supplemental activities are not required or expected; however, many *Fatherhood Buzz* partners have found them to be useful outreach tools. Some partners have planned supplemental *Fatherhood Buzz* events around holidays or community events that may already be scheduled. For example:
 - February--Valentine's Day: Healthy Relationships or Healthy Co-parenting
 - August--Children are going back to school: Effective Strategies for Increasing Father Involvement in Schools
 - December--Christmas: The Best Gift a Father can give His Child is Time.
- Create an internal timeline leading up to the *Fatherhood Buzz* Event Day. There are certain activities that are time sensitive that need to be accomplished by a certain time. Determining dates, times and locations are critical to success.
 - Promote the Buzz Event utilizing social and traditional Media.
 - Create a one page flyer about the event
 - Encourage barbers to talk about the event to encourage participation on *Fatherhood Buzz* event day.
 - Prepare your Media Advisory utilizing the language the NRFC sends to you (see the sample provided in Appendix C) to get local media involvement.
- Other suggested activities:
 - Outreach to business sponsors/ partners.
 - Contests, games and face painting.
 - Free haircuts.
 - Program handouts.
 - Health, Job or Legal Fair.
 - Tweet about your event using #fatherhoodbuzz.
 - Post on Facebook about your event.



Step 2 Participate in *Fatherhood Buzz* Conference Calls

- You will receive a schedule and call-in instructions for *Fatherhood Buzz* conference calls with the National Responsible Fatherhood Clearinghouse. Participation on these calls is crucial to successful Buzz events.
- Remind the barbershop to participate in calls with the National Responsible Fatherhood Clearinghouse.

Step 3 Event Day

- Deploy appropriate staff to the barbershop on the day of the event. They will be critical in photo release collection and providing materials and resources.
- Help foster conversations with barbershop patrons

Step 4 Follow Up Activities

- The *Fatherhood Buzz* effort is not a one-time event. You and your partners should remain a community resource. Some suggestions:
 - Utilize the National Responsible Fatherhood Clearinghouse library of tools and resources to assist you in engaging in other community collaborations (i.e. faith based institutions, housing authorities or schools).

Step 5 Document *Fatherhood Buzz* Events:

The National Responsible Fatherhood Clearinghouse aggressively uses social media platforms (Facebook & Twitter) to highlight all aspects of responsible fatherhood. Our ability to gain access to your *Fatherhood Buzz* stories and photos allows us the opportunity to share news about fatherhood and the power of community based partnerships.

- Include photos and narratives from successful efforts.
 - Print out and give barbershops the photo release form in Appendix D *Fatherhood Buzz* photos should contain clear images of barbers & clients. Include photos of men getting haircuts, interacting in the barbershop and other photos that capture the essence of the barbershop and *Fatherhood Buzz* experiences. Photos should be 800 x 600 pixels, include the names of all persons in the photograph, and the location of



QUICK MEDIA TIPS

Many times local media outlets will be interested in covering a story on *Fatherhood Buzz* activities. Below are a few helpful tips when participating in a media interview:

- » Use the interview to promote the *Fatherhood Buzz* effort and partnership..
- » Do not say more than you planned to say or feel comfortable saying.
- » Do not fake it. If you do not know the answer to a question, volunteer to get back to the caller with the information.
- » Always promote the initiative (*Fatherhood Buzz*)
- » Clearly state the name of your barbershop partners and the name of your organization.
- » Offer to email the interviewer links to your organization and the event (when available).

¹Photo submissions must include the photo release in Appendix B.



TIPS FOR WRITING *FATHERHOOD BUZZ* BLOGS

- » Use 12 point font, Times New Roman, single spaced
- » 500 words or less
- » Write simply, concisely, and conversationally, using plain language guidelines.
- » Hyperlink to useful suggestions/topics
- » Avoid acronyms, slang and jargon, unless you provide definitions
- » Avoid overwhelming the reader with facts and figures. Keep it simple and link to more details.
- » Include photo descriptions, location and date taken, and confirmation of photo rights release

the barbershop (City & State).¹

- Write a *Fatherhood Buzz* Spotlight of 75-100 words.² Create an engaging and descriptive paragraph highlighting your organization's work with *Fatherhood Buzz*. The NRFC also has writers who can help you create and edit your content.
- Share personal stories of fathers who have benefited from the *Fatherhood Buzz* experience in local barbershops. For example: Mike a 28 year old dad of two is referred to a local program for services.
- Consider writing blogs about your event and other issues related to *Fatherhood Buzz* efforts.

Step 6 *Fatherhood Buzz* Communication & Follow-up Schedule

- Participate in *Fatherhood Buzz* Conference Calls: The success of *Fatherhood Buzz* hinges on our ability to maintain ongoing relationships with community organizations and barbershops. To this end, we have developed a regular communication schedule that provides *Fatherhood Buzz* briefings and time sensitive information. You will receive a schedule and call-in instructions for *Fatherhood Buzz* conference calls with the National Responsible Fatherhood Clearinghouse.
- Distribute the *Fatherhood Buzz* Quarterly Newsletter: *Fatherhood Buzz* will create a quarterly newsletter designed to highlight community organization and barbershop partnerships' upcoming events. We encourage community organizations to photo copy the newsletter and disseminate it in barbershops and other community venues to help promote the *Fatherhood Buzz* mission and activities.

Join Horizon's Family Success Center on Saturday, February 22, 2014 as Barbershops around Jersey City engage fathers on *Healthy Relationships*

- Fatherhood Buzz events in partnership with President Obama's Fatherhood Initiative
- 6 Week Men's Health Education Program
- Sports & Athletics in partnership with the Jersey City Department of Recreation
- Anger Management Classes
- Financial Literacy Workshops
- Continuing Education Assistance
- Parenting Classes
- Help Developing Family Success Plans
- Leadership Development Opportunities

Our FREE *Fatherhood Program* includes:

For More Info Contact: Saideh Brown or Maria Lantigua
Horizon's Family Success Center // 115 Christopher Columbus Dr. JC, NJ 07302
201-451-4767

Sample *Fatherhood Buzz* Flyer
The Horizon Family Success Center in New Jersey has taken the *Fatherhood Buzz* outreach model and is using it as an extension of their service model.

²All *Fatherhood Buzz* Spotlight content is subject to editing based on size constraints of social media

APPENDIX A. *Fatherhood Buzz* Checklist for Barbershops

WHAT IS *FATHERHOOD BUZZ*?

Fatherhood Buzz is an effort of the National Responsible Fatherhood Clearinghouse (NRFC) to promote responsible fatherhood and share parenting information to fathers, families, and the community at-large via one of the most trusted community resources for men, barbershops.

WHAT DOES IT MEAN TO PARTICIPATE IN *FATHERHOOD BUZZ*?

It means your barbershop will work in partnership with the NRFC and a local community organization to distribute information and resources about responsible fatherhood, and you will facilitate conversations in your shop around specific *Fatherhood Buzz* topics, with topic information and support from the NRFC.

*All *Fatherhood Buzz* materials are available in English & Spanish. z

WHAT ARE THE BENEFITS OF PARTICIPATING IN *FATHERHOOD BUZZ*?

In addition to guidance from the NRFC, barbershops will receive:

- » An NRFC Certificate of Appreciation and participation to display in your shop.
- » Posters and Save the Date flyers to distribute and display in your shop, thereby increasing your visibility in the community as a trusted resource.
- » Information to disseminate to fathers (practical tips, information, and fact sheets).
- » Introduction to Community Partners to serve as local resources and points of contact for your clients.
- » Potential publicity and exposure for your shop; for example, participating barbershops can be highlighted on the NRFC website and through its various social media platforms.



For questions about *Fatherhood Buzz* or parenting resources, call the National Responsible Fatherhood Clearinghouse Toll Free Hotline for parents and community partners at 877-4DAD-411 or email us at info@fatherhood.gov

CHECKLIST	
<p>Step 1. Register with the National Responsible Fatherhood Clearinghouse (NRFC) and Sign a Memorandum of Understanding</p> <ul style="list-style-type: none"> ○ Complete Online Registration Forms at www.fatherhood.gov/fatherhood-buzz ○ Sign a Memorandum of Understanding that outlines your commitment to <i>Fatherhood Buzz</i>. ○ Provide the NRFC with your contact information, your preferred method of communication (e.g., email, phone, or text), and any of your social media contact information (e.g., your website, Facebook page, Twitter handle, etc.). ○ Utilize the NRFC if you need assistance identifying and connecting with a local Community Partner. ○ Utilize the NRFC Mobile App to get real time up-dates on fatherhood news, events, and important topics. 	<input type="checkbox"/>
<p>Step 2. Decide on <i>Fatherhood Buzz</i> Activities</p> <ul style="list-style-type: none"> ○ Working with the NRFC, plan quarterly <i>Fatherhood Buzz</i> Events around holidays or community events that may already be scheduled. For example: ○ February--Valentine's Day: Suggested Buzz topic: Healthy Relationships or Healthy Co-parenting ○ June--Father's Day: Suggested Buzz topic: Dads Do Make a Difference ○ August--Children are going back to school: Suggested Buzz topic: Effective Strategies for Increasing Father Involvement in Schools ○ December--Christmas: Suggested Buzz topic: The Best Gift a Father can give His Child is Time. 	<input type="checkbox"/>
<p>Step 3. Decide on a <i>Fatherhood Buzz</i> Timeline and Ways to Promote Your Efforts</p> <ul style="list-style-type: none"> ○ Creating an internal timeline leading up to the <i>Fatherhood Buzz</i> Event Day is critical to success. ○ Promote the <i>Fatherhood Buzz</i> Event utilizing social and traditional Media. ○ Talk about the event with clients to encourage participation on <i>Fatherhood Buzz</i> event day. ○ Post information about your event on Facebook and Twitter (use hash tag #fatherhoodbuzz). ○ Consider other ways to promote your <i>Fatherhood Buzz</i> activities, such as: outreach to business sponsors/ partners; contests, games, and face painting; or offer "specials" like free or discounted haircuts. 	<input type="checkbox"/>
<p>Step 4. Participate in <i>Fatherhood Buzz</i> Conference Calls</p> <ul style="list-style-type: none"> ○ You will receive a schedule and call-in instructions for <i>Fatherhood Buzz</i> conference calls with the NRFC. Participation on these calls is crucial to successful Buzz events. 	<input type="checkbox"/>
<p>Step 5. Event Day</p> <ul style="list-style-type: none"> ○ Have enough staff and volunteers in the barbershop on the day of the event. They will be critical in photo release collection and providing materials and resources. ○ Initiate conversations and discussions about responsible fatherhood and related topics with barbershop patrons by: <ul style="list-style-type: none"> • asking patrons if they are fathers, their level of involvement with their children, and any challenges they are facing that may affect their parenting; • sharing materials (flyers, tip cards, etc.) the NRFC sends you; • sharing resources and materials you may receive from community partners; and • referring patrons with questions or needs to the NRFC hotline (877-4DAD-411) or an appropriate Community Partner when available. ○ Print out the photo release form from www.fatherhood.gov/fatherhood-buzz and have patrons and staff sign the release. ○ Take plenty of photos on event day. Photos should contain clear images of barbers & clients. Include photos of men getting haircuts, interacting in the barbershop and other photos that capture the essence of the barbershop and <i>Fatherhood Buzz</i> experiences. Photos should be 800 x 600 pixels, include the names of all persons in the photograph, and the location of the barbershop (City & State). 	<input type="checkbox"/>
<p>Step 6. Follow Up Activities</p> <ul style="list-style-type: none"> ○ <i>Fatherhood Buzz</i> efforts are not a one-time event. You and your partners should remain a community resource. <ul style="list-style-type: none"> • Share information about your event with patrons, the NRFC, and on Facebook and Twitter. • Continue to participate in <i>Fatherhood Buzz</i> Conference Calls and share your experiences and what fathers are telling you they need. • Utilize NRFC tools to engage in other community collaborations (e.g., faith institutions, schools, etc). 	<input type="checkbox"/>

APPENDIX B. *Fatherhood Buzz* MOU



Fatherhood Buzz - MEMORANDUM OF UNDERSTANDING (MOU) between The National Responsible Fatherhood Clearinghouse (“NRFC”) and _____ (Name of Barbershop)

This is an agreement between the National Responsible Fatherhood Clearinghouse (NRFC) and _____ (Name of Barbershop) on the NRFC *Fatherhood Buzz* Tour.

I. Background

The NRFC *Fatherhood Buzz* is an effort to promote responsible fatherhood and disseminate parenting information to fathers, families, and the community at-large via one of the most trusted community resources for men-- barbershops. The NRFC and U.S. Department of Health & Human Services is collaborating with select community agencies and barbershops in support of President Barack Obama’s Responsible Fatherhood and Mentoring Initiative.

II. Roles and Responsibilities:

National Responsible Fatherhood Clearinghouse

- » Highlight participating community partners and barbershops on the NRFC website, social media platforms, and in a quarterly newsletter
- » Convene periodic orientation/planning calls with community partners and barbershops
- » Ship resource materials to community partners and barbershops for distribution in each barbershop
- » Provide certificates to participating community partners and barbershops

Community Partner

- » Identify &, register with the NRFC
- » Identify and partner with local barbershops to implement *Fatherhood Buzz* activities
- » Work with local barbershops to establish implementation timeline and outline of activities
- » Participate (as possible) in *Fatherhood Buzz* activities and ongoing activities pertaining to responsible fatherhood
- » Participate in planning meetings, follow-up activities, and marketing (using NRFC prepared media and outreach materials) developed in partnership with local barbershops
- » Send out media advisory and share *Fatherhood Buzz* outreach materials (Tip Cards, Resources, Information & Rack Card)
- » Support follow-up activities at barbershop, such as, taking and sending pictures to the National Responsible Fatherhood Clearinghouse after events, securing photo consent forms from anyone that is photographed, and connecting fathers to local resources

Barbershop

- » Serve as a *Fatherhood Buzz* host site
- » Work with community partners to establish implementation timeline and outline of activities
- » Engage customers in conversations about, and distribute information on, responsible fatherhood and other related topics
- » Participate in planning meetings, follow-up activities, and marketing (using NRFC prepared media and outreach materials) developed in partnership with local barbershops



III. Agreement

_____ (Name of Barbershop) RESPONSIBILITIES UNDER THIS MOU
_____ (Name of Barbershop) agrees and shall undertake the following activities:

- » Be a corporate entity or sole proprietorship with a valid license to operate as a barber and/or barbershop in _____, (City name).
- » Affirm that to the best of their knowledge not be engaged in any legal proceeding that could reflect negatively or be in contradiction to the policies and/or mission of the NRFC, the U.S. Department of Health & Human Services and *Fatherhood Buzz* efforts.
- » Provide or grant permission to the NRFC to use and/or replicate, publish or distribute photographs and videos taken during *Fatherhood Buzz* events of barbers and their customers and obtaining release forms as necessary.
- » Participate in mandatory periodic conference calls and in-person meetings to review logistics, talking points and engagement tools.
- » Allow the posting of medial placement materials in the barbershop.
- » Serve as an Ambassador for Responsible Fatherhood.

NRFC

Name of Barbershop

Name: _____
 Signature: _____
 Title: _____
 Date: _____

Name: _____
 Signature: _____
 Title: _____
 Date: _____



MEDIA ALERT

As part of President Barack Obama’s Fatherhood and Initiative, _____ will team up with local community agencies as part of *Fatherhood Buzz* to promote responsible fatherhood and disseminate parenting information to fathers, families, and the community at-large via one of the most trusted community resources for men-- barbershops.

_____ will provide fathers with key tips, information and strategies that focus on men’s health, including handouts on health and wellness, parenting tips, networking, and positive conversations.

Date: _____

Time: _____

Location: _____

Participants: _____

Purpose

On average, men live five years less than women – with heart disease as the leading cause of death. *Fatherhood Buzz* events will encourage fathers to be healthy, and to treat their health as part of their commitment to being a responsible father. Fathers who model a healthy lifestyle can have a powerful and positive impact on the development and health of their children. In fact, studies have found that children who have actively engaged fathers are more likely to have good physical and emotional health, to achieve academically, and avoid drugs, violence, and delinquent behavior.

 For more information about this local *Fatherhood Buzz* event, contact [Insert Name of Contact Person] by calling [Insert Phone Number] or for more information on national *Fatherhood Buzz* news call 877-4DAD-411 or visit www.fatherhood.gov.





THE ADMINISTRATION FOR CHILDREN AND FAMILIES WAIVER FORM

The United States Department of Health and Human Services and the Administration on Children and Families, has my permission to use my photograph, likeness, artwork, profile and/or story in all forms of media and all manners, including publications, web pages, and other promotional materials. I understand the circulation of the materials could be worldwide and that there will be no compensation to me for this use. I waive any right to inspect or approve the finished product, including written copy that may be created in connection therewith.

Signature _____ Date _____

Parent/Guardian Signature (If under 18) _____ Date _____

Print Name _____ Phone Number _____
(Optional)

Photo Date and location: _____

Description of activities or programs in photo: _____

FOR INTERNAL USE ONLY:

FILE NUMBER: _____

DATE: _____

Fax to 1-703-934-3740 attention of National Responsible Fatherhood Clearinghouse





NATIONAL RESPONSIBLE FATHERHOOD CLEARINGHOUSE

Address: 2394 Mt. Vernon Road, STE 210, Dunwoody, GA 30338

Tel : 1-877-4DAD411

Fax : (703) 934-3740

Email : info@fatherhood.gov

www.fatherhood.gov