



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

National Responsible Fatherhood Clearinghouse

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National Responsible Fatherhood Clearinghouse (NRFC) Webinar September 28, 2022

Social Media Strategies to Increase Engagement with Fathers and Communities

Presenter Bios



Akua Gyabaah, Website and Dissemination Lead, National Responsible Fatherhood Clearinghouse

Akua Gyabaah is a lead technical specialist with ICF. She is the website and dissemination lead for the National Responsible Fatherhood Clearinghouse contract. Her additional duties at ICF focus on designing, implementing, and evaluating programs that help improve the outcomes of individuals, families, and communities. With 25 years of professional experience, she has gained technical skills and expertise in project management, data collection, survey management and reporting, technical assistance, and social science research. Currently, Ms. Gyabaah provides leadership on several workforce, education, and human service projects at ICF under contract with federal government agencies, including the Administration for Children and Families' Office of Family Assistance and the U.S. Department of Labor. She provides training, content management, quality assurance oversight, staff management, project reporting, budget management and resource allocation, and other project implementation and management duties. She is passionate about working with under-resourced and underserved populations. Ms. Gyabaah earned an M.S. in management with a concentration in project management from the University of Maryland Global Campus.



David C. Miller, Social Media Lead, National Responsible Fatherhood Clearinghouse

Baltimore native David C. Miller, M. Ed., uses his academic training and street skills to lead intergenerational conversations with men and boys focused on fatherhood, parenting, mental health, and managing anger. Mr. Miller is the social media manager for the National Responsible Fatherhood Clearinghouse. He is a Ph.D. Candidate in the School of Social Work at Morgan State University, focusing on Black fatherhood.



Charday Oldacre, Social Media Strategist, National Responsible Fatherhood Clearinghouse

Charday Oldacre is the brains behind the award-winning brand experience agency, NueWay Studios. She has a 360 approach to brand experience development, which helps her clients reach new consumers, elevate their positioning, and enhance engagement at all customer journey stages. Her goal is not just to create aesthetically pleasing brand identities; she also aims to redefine the relationship between the brand and the creative by offering unrivaled transparency. Charday comes with a wealth of knowledge and insight into what it takes to stand out in a crowded market. As a social media strategist for the National Responsible Fatherhood Clearinghouse, Charday and her team have assisted in marketing the NRFC's resources, services, and events through the development of promotional and marketing materials and videos.



Patrick Patterson, Project Manager, National Responsible Fatherhood Clearinghouse

Patrick Patterson is a technical director at ICF, where he currently works as the project manager for the National Responsible Fatherhood Clearinghouse (NRFC). He oversees the NRFC's day-to-day operations, including its national fatherhood media campaign. In addition to his work with the NRFC, Mr. Patterson is a sought-after speaker and facilitator on issues of responsible fatherhood, parenting, and healthy relationships. He has delivered more than 750 fatherhood trainings, keynotes, consultations, and workshops with public/private agencies around the world. In 2014, the National Partnership for Community Leadership awarded him the prestigious "International Fatherhood Practitioner of the Year" for his global fatherhood work as an advocate and practitioner. Prior to joining ICF, Mr. Patterson worked with the Sisters of Charity Foundation of South Carolina, the U.S. Department of Health and Human Services Philadelphia region, and as the manager for the National Healthy Marriage Resource Center. He earned a B.A. in social work from Benedict College (Columbia, South Carolina) and dual master's degrees in social work and public health from the University of South Carolina.



Mallory Pettis, Communications Specialist-Social Media, National Responsible Fatherhood Clearinghouse

Mrs. Pettis is a social media and digital content coordinator with over 6 years of experience in the digital communications and social media space serving clients across the public and private sector. She is skilled at developing, implementing, and analyzing social media strategies, including crafting aligned messaging, developing targeted social media campaigns, and analyzing results to inform data-driven strategy creation. As part of the NRFC team, Ms. Pettis compiles actionable social listening reports that inform our social media strategies. Prior to joining ICF Next in 2019, she served as a communications consultant at the World Bank Group and Washington DC Homes, a real estate investment company.