



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

National
Responsible
Fatherhood Clearinghouse



NRFC Webinar Series

Outreach and Recruitment: Best Practices for Fatherhood Practitioners

July 16, 2014

Webinar Transcript

Moderator:

- Patrick Patterson, National Responsible Fatherhood Clearinghouse (NRFC)

Opening Remarks:

- Lisa Washington-Thomas, NRFC COTR, Office of Family Assistance

Presenters:

- Nigel Vann, National Responsible Fatherhood Clearinghouse
- Barry McIntosh, Young Fathers of Santa Fe
- James Worthy, Consultant

Operator: Please stand by. Good day, and welcome to the NRFC July 2014 Webinar. Today's conference is being recorded. At this time I would like to turn the conference over to Mr. Patrick Patterson. Please go ahead, sir.

Patrick Patterson: Thanks so much. Good afternoon and happy summer to those of you that dialed in to today's Webinar. My name is Patrick Patterson. I manage the National Responsible Fatherhood Clearinghouse. Most of you know us through our website, Fatherhood.gov, and typically every month, every other month, we try our best to respond to the needs of the field by providing these Webinars with experts who are in the field to share expertise but also provide a space for folks to ask questions with the work they're doing with fathers and families.

Today's topic is one that we've heard a number of you ask for, and so we've brought to you today some of the best in the business in terms of how to do outreach and recruitment, and you're going to hear about best practices from fatherhood practitioners. I wanted to just make a couple of points before we get into the content, not assuming anything.

I want to spend a few minutes talking about the Fatherhood Clearinghouse and what we do. Most of you, as I mentioned earlier, know us by our website, Fatherhood.gov. We are federally funded. Our resources are plentiful, but our main interface with the public is our website Fatherhood.gov. You can also find us in these last couple years, we've had a chance to expand beyond being a website based interaction with the public to having social media presence as well.

And so you can find us at Facebook at Fatherhood.gov, as well as on Twitter at Fatherhood.gov. We have a couple of things we're going to speak from today, the Fatherhood.gov Toolkit you can find on our website by Googling or either entering in the search line, Responsible Fatherhood Toolkit, and then secondly I mentioned that our Webinars are all featured on our website in - from the past and previous Webinars as well.

Take Time to Be a Dad Today

Toll-free: 877-4DAD411 (877-432-3411) | Fax: 703-934-3740 | info@fatherhood.gov | www.fatherhood.gov

 facebook.com/fatherhoodgov

 [@fatherhoodgov](https://twitter.com/fatherhoodgov)

We try our best to reach many populations, professionals is one, researchers is another, and as well as policymakers, but we also have a feature that we are very proud of which is an 800 number that allows dads and moms to call with questions regarding child support, visitation, custody, and things of that manner that affect their children. That number is listed on the screen, 877-DADS-411. In translation the number is 877-432-3411.

We get a number of calls from around the country in this respect and would encourage you to use that with your local programs, but also fathers as well. As I mentioned earlier, we are now accessible via social media, Fatherhood.gov, on Facebook and @fatherhoodgov on Twitter. If you are on either of those networks, we would encourage you during this Webinar to tweet us, to also Facebook us as well.

If you have not liked us, I'd encourage you to like our page as well. The other priority that we carry out on behalf of HHS and the White House is the President's fathering and mentoring initiative. The President has said many times in the absence of dads, mentors are important and key figures, and so we have that initiative we support on behalf of the White House as well.

And then last but not least, we do a number of things that speak to raise the profile of fatherhood. Some of you on the line may be aware of one of our signature efforts regarding Fatherhood Buzz, but we actually partner with barber shops around the country on given Saturdays each month, each year, to share information with dads in those communities.

We just recently did one for Father's Day. We had a little more than 400 barber shops that participated around the country, and so if you did not engage in that process, we'd encourage you to join us in that effort as well. If you visit our website, there's a special link that tells you all of the good things we've been doing around Fatherhood Buzz and our plans for the future.

Last but not least I'll mention every year around June, we treat Father's Day as kind of our Super Bowl, and we do a media campaign, and so every year we've done a series of PSAs, radio, TV, and print that allow the public to see and understand the value, or just understand deeply the field and our respect for dads being a part of their children's lives and the lives of their family.

And so this past year we had a really very large, successful effort with WWE, World Wrestling Entertainment. Three of their largest wrestlers participated and also agreed to film in PSAs that spoke to the value of dads with their own children. In the past we've done efforts with Matt Lauer from The Today Show. We've also done Despicable Me 2, and have plans for some new efforts in the coming years.

And so I wanted to just kind of point you to those efforts as well. Everything that I've shared gives you an overview of the clearing house but also speaks to where you can find it, which is on our website at Fatherhood.gov. Before I go any further, I want to provide an opportunity to have you guys hear from our federal contract officer, Miss Lisa Washington-Thomas, who'll bring greetings. Lisa?

Lisa Washington-Thomas: Thank you, Patrick. Hi, I'm Lisa Washington Thomas. I'm the Branch Chief for our Self-Sufficiency Branch in the Office of Family Assistance, and I want to thank you for participating in our Webinar. We want to be responsive to the field, and as Patrick said we heard that many of you have said that you needed more information on recruitment and outreach.

We know that you've been doing it well but it's always good to reflect on how you can make your program better, and we have a good Webinar today to talk to three leaders in the field about their recruitment strategies. We have Nigel Vann, who has worked in many fatherhood programs for many years, and he has also authored our toolkit. And one of the sections of our fatherhood toolkit is recruitment and retention, and Nigel did a great

job interviewing several people around the country and consolidating their information and their tips to help you if you need additional efforts in recruitment.

It's always good also to talk to other people in the field to see what - so that you won't have to recreate the wheel, and find out what's working someplace else that you might try. And because of that we have Barry McIntosh from Young Fathers of Santa Fe who has been a leader in the field working with a hard to reach population, and that's the adolescent dads, and getting them to participate and engage.

And so he's going to talk about his strategies. And finally least but - last but not least is our - a new consultant for the National Fatherhood Clearinghouse is James Worthy. James has extensive experience as a recruiter in the field. He previously worked for Center for Urban Families as well as he has experience as a trainer and has trained other fatherhood practitioners in recruitment strategies as well as other programmatic needs that practitioners have had.

So I think we have a great Webinar this afternoon, and I look forward to getting your feedback, and also if you would please send us comments about future Webinar topics, that would be very helpful as we plan for the upcoming year. Thank you, and I turn this over to Nigel.

Patrick Patterson: Well, thanks so much, Lisa. This is Patrick. I want to also inform you, you can participate in today's Webinar not only by Facebooking and Twitter posting for us, but also if you have questions, the Webinar technology allows you to send those questions to us during the Webinar, and so I want to ask my colleague Allen to share with you guys how you can actually submit questions during the Webinar. Allen?

Allen Bediako: Good afternoon, everyone, and as you'll see on your screen there are four boxes. The main box consists of the Webinar presentation. The top box will have our Web links, so there you can browse to Facebook, Twitter, and other pages for both our - today's presenters and the Fatherhood.gov clearinghouse. Directly below that you'll see the Q&A box right in the middle of your screen, the second box. This is where you want to enter your questions.

Go ahead and type in the question and who it may be directed towards and hit the caption button to the right that says send question or press enter, and your question will be submitted and sent into a queue for the presenters. And then finally directly below that box you'll see a chat box which I see some of you have already begun to use. You can talk throughout the Webinar with other participants and have any questions that you have for them as well.

Patrick Patterson: Okay, thanks so much, Allen. We'll repeat that later in the time of the Webinar if we have time, but I want to encourage you while we're speaking, while you're hearing the speakers provide their expertise, if you have questions, please submit those. At the very end of today's Webinar, we're going to do a fast round of Q&A where I'm going to try to read as many questions and have our presenters to respond as possible.

So thanks for that. To today's Webinar, we have four goals for today's Webinar. After today's Webinar, we are hoping and expect our participants to improve their knowledge and understanding of four things: ways to spread the word in the community about fatherhood program activities, developing visually appealing and effective outreach materials, opportunities to engage and connect with fathers, and last but not least we hope that you will increase your knowledge and skills around effective recruitment techniques.

As Lisa mentioned we have three of the best in the country today as featured speakers, and Nigel Vann, Barry McIntosh, and James Worthy. I'm going to introduce our first presenter. When he's done, I'll come back on the line to introduce our second presenter. Our first presenter is Nigel Vann, long-time fatherhood practitioner and expert. Many of you on the line likely know or have seen Nigel present over the years.

Nigel has worked as a manager, trainer, and consultant with programs of fatherhood and families in the United States and England since 1988. He has worked on four major demonstration projects, four international fatherhood projects, and two healthy marriage initiatives. He is currently working as a senior technical specialist for ICF International and the National Responsible Fatherhood Clearinghouse, the NRFC, Fatherhood.gov.

He managed Maryland's absent parents important program from '88 to '90, served as program officer for public, private ventures young unwed fathers project from '91 to '95, and was director of partnership for development and training for MPCL from 1996 to 2004. Most recently, Nigel has been the main author as Lisa referenced earlier for the clearinghouse's fatherhood toolkit, where he had a chance to interview in person and by phone 18 to 20 of the best in the business from all sectors to talk about how they've become successful fatherhood programs, but also practitioners. So with that I'll share and invite Nigel to the call. Nigel, the time is yours.

Nigel Vann: Thank you very much, Patrick, and thanks, Lisa and Allen and welcome everybody. While we've got this opening screen up that you've all been looking at for a long while here, just want to point out my email there because I forgot to put a contact slide at the end, so if you do want to get in touch with me, that's my email address. And you can also as Patrick had mentioned earlier, you can get in touch with myself or Patrick, any of the other team, just by sending an email to info@fatherhood.gov.

So if we can go to the next slide, Allen, and intentionally what I'm going to do here is just give you a brief snapshot of the toolkit and specifically the sections that we've got on outreach and recruitment, so as Lisa mentioned, I did write most of this, although a lot of it is not really my words. You know, I mean, it is really words from the field. As Patrick and Lisa said, you know, we interviewed a bunch of folk, and I've also gotten a lot of email input from people and I've also drawn on just site visits that I've done over the years.

We also drew on existing resources that we've looked at, research, we've looked at curricula, we've looked at other toolkits and resources that were available on various websites, and cited everything that we've included so you can see where things came from, and we've actually now - I just did a quick change, you know, Patrick mentioned I think about 20 practitioners. We're now working on some new sections, and we've now spoken to more than 30 practitioners.

So it really is a reflection of experience from folk who've been doing this a long while in the field and as it says at the bottom of this slide, we really wanted this to be a living document, so we really invite you to delve into this online resource and tell us what you think and we're going to continue to update it. There's going to be new sections coming out in the next month or two, but we can also update the existing content.

We want this to speak to where folk are at, and we want it to be useful so we can really make this a resource to strengthen the work with fathers and strengthen families. So if we can go to - oh, and - yes, we can just go to the next slide, Allen, that's great. So now this is where you would go if you go to Fatherhood.gov/toolkit. This is the opening page of the toolkit, and it's - you know, I did write a lot - I did write most of this, but the way it looks on the screen now is totally not what I wrote.

So we have in-house editors, we have creative folk who have put this into a website form and now flows very nicely, and I'm going to try to walk you through the few screenshots like this, how it flows. It actually just won two awards called the Communicator Award of Distinction and the Hermes Gold Award. These are awards for sort of concept writing and design of websites, so it really speaks to the fact that this is good.

We really appreciate that. We've also had a lot of response from folk in the field that the content's been useful, so as you see at the top of this screen there, there's various sections here. This is the home page. You can click

on the about button, and that would give you a history of the development of the fatherhood field. It lists folk that we've talked to in the first volume. There'll be new names appearing there as we put the new material in.

If you click on start, that gives you - well, I'm going to show you what that does in a minute, but there's the start button, the build button, the work button, which has some specific tips for working with dads one on one or working with dads in groups. We have a lengthy section on tips for effective group facilitation. Under the activities button you can go there and you can actually download an activity from most of the popular fatherhood curricula that are out there in the field, and we'll be adding more to that section.

And if you're a curriculum developer or you're working with a specific curriculum that has a great activity that you think would be useful to share with the field, let us know. We'll see if we can add it in then there. And then the other button there is the various references that we refer to throughout the document. Next to that you'll see the printer friendly version. You'll see that on every page of the toolkit.

If you'll click on it, you'll be able to print the page you're on. On this home page when you click on it, it also gives you the option of downloading a PDF icon, or there's a PDF icon that you can download the whole toolkit in a PDF form, and you can also do that just by going to our clearinghouse library and just searching for the toolkit, so next slide please, Allen.

This is where you go if you click on the start button. It gives you various options, and you can look at ways to do some community mapping to see what's out there in the community, who else is doing fatherhood work who might be a possible partner to our approach, and the current page run is after you've clicked on effective partnerships. It's got some tips for talking to folk who you want to partner with and really making a partnership real, so it's not just a sort of verbal commitment to do something.

But you actually talk about well, and you put things in writing, and we also have there an example of an effective elevator speech from the Rich project in Ohio, and these are the words that they will use when they're just meeting someone for the first time and you've got that elevator moment to say this is what we do, and I think a good tip along those lines is to talk to all your staff and maybe even your program participants about what do you say when someone asks you what this program is?

And you may want to say a different thing, you know, if you're talking to a potential funder, if you're talking to a potential board member, if you're talking to a potential partner who might be able to provide some services or a partner who might be able to make referrals, or if you're talking to a potential participant. What do you say upfront to really get to the heart of what this is?

And also under there, you can click down on that page, just scroll down that page and it gives examples of potential agencies that you might partner with. Let's go to the next slide, Allen. And this is just - in each section we have what we call top takeaways, and we also provide some helpful resources for more information and more resources that you can download. What I've got on this screen is just a few of the top takeaways from the build and the start sections, and takeaways that are referring to outreach and recruitment.

One point I do want to make is you know, I think we sort of interchange or mix up the terms outreach and recruitment sometimes. The way I look at it, outreach is what you do to create a recruitment opportunity, and then recruitment is what you do when you're actually talking face to face with a potential participant. So here's just some tips on what successful programs do to do both of those things.

You know, you've got to have materials out there in the community, but they've got to be simple and easy to read. You've got to make sure that you get this stuff out there in all sorts of different ways. You've got to have

staff you can really relate to the people in the community they're talking to. You've got to be able to find dads, so you've got to have your materials where dads are going to see it.

You've got to be able to go where dads are. I want to highlight that the last two points on the screen here, I think sometimes we particularly if you've got federal private funding you're supposed to meet specific intake numbers, we - and it's understandable, but you know, sometimes we get too focused on making our numbers, so when we're talking to a guy who might be a good fit for the program, we know we need like five more guys to meet this month's target, we really maybe start pushing him to come in this program rather than taking the time to really hear who he is and what we might offer, because we don't want to be offering stuff we can't do.

So you know, if he's got an issue that we can solve, great, and we can help him with, but if it's something beyond our capacity in terms of what our program can do and what our partners can do, we don't want to be making promises that we can't keep, because then we're going to have an unsatisfied customer and we won't have the positive word of mouth marketing in the community, which everybody says ultimately is what brings people in.

You know, so you're going to do all these different things in terms of outreach and recruitment, but the bottom line is, what brings people into your program is they hear from people who are satisfied customers. They hear from people who have been in the program and have had a wonderful experience because the staff have been great, the services have been great, and it's changed your life, you know, and so you now live your life differently.

People see you interacting with your kids differently, they see you interacting with the mother of the kids differently, and they say, hey, I want a piece of that. What happened? How do you do this? How did you get that job? And so I think that's what drives people to the program, so we got to make sure that we continue to have folk coming through the program to speak positively like that, and the next screen, Allen?

So this is where you go if you click on build a program, and when you click on build a program, you actually get two choices. You can either go to the communications section, which is where we are now, or you can go to the recruitment section. We're going to go there in a minute. When you come to the communication portion of the toolkit, you'll see on the left hand side in the blue there, there's a section on how to work with the media.

And there's a lot of good tips there in terms of how to get your local newspaper to perhaps do a feature article on the program, how to perhaps get on local radio, how to place some public service announcements. So the box below that is called interviews, and there's some tips there for if you are going to be talking to the media, you know, if you're going to be interviewed for the newspaper, if you're going to be interviewed for a radio spot maybe, how to handle that, particularly if you're going to have fathers talking to the media.

You really want to work with them, too. Patrick mentioned one of the things I did in the early 90s, was work with the young unwed fathers pilot project, and one of the cool things then was that we had a feature on National Public Radio where they - it was about a 20-minute long feature, it was really - maybe I'm exaggerating, but it seemed like it was at least 10 or 15 minutes, and they spent quite a long time visiting one of our six sites.

We had six sites around the country for that project, and they interviewed myself and some of the staff that were overseeing the national project, but they interviewed some of the staff and fathers at one of these programs, and you know, it was a nice story, it told what the program was doing, but the big takeaway message that you were left with was the story of one particular father who had something like six kids from five different mothers, or something along those lines.

And they really made it a story about sort of not necessarily deadbeat dads, I'm not going to use those words, but they sort of left you with that impression about that's who these guys are, and without being clear that

that's a minority of the number of fathers out there in these programs, so you know, I think a big lesson from that experience to me was you've got to be careful who the media talk to and what you say to the media.

So let's go to the next - and also on that slide as you'll see there's tips on how you make your material user friendly, and let's go to the next slide, Allen, and here's just some sort of general tips again from what we've got in there. I've already mentioned the fact that there's material on community mapping and forming partnerships, and again, you know, the main goal of outreach is to spread the word about your program in the community.

That's what you're doing, so you sort of blanket in the community in all sorts of different ways, and then there's a quote there from Barry who you're going to hear from in a minute. He's actually going to talk about that. I put that on there because it's actually on the bottom of the previous screenshot we were on. It's an example of how we have - we approached throughout the toolkit from practitioners, and so it's sort of again, words from the field.

And the next slide, Allen, and here's just some overview thoughts on recruitment, so once we've done that blanketing of the community, once the community knows about the program, once we have agencies and barber shops, you know, as Patrick mentioned at the beginning, if you're sitting in the barber's chair and the barber knows about your program, he can talk to you about it in a passionate way.

So you don't want to just have brochures in those locations, you want to have people in those locations who know your program. So it's a good idea actually to invite people like that into the program so they can feel it, they can meet the dads. But then you know, so if you're in a head start entering and you're picking your kids up and there happens to be a brochure there about this fatherhood program, you want a head start staff person there who can say, hey, I see you're looking at that brochure.

You know, that's really good. Well, I was talking to this other dad who's been in there and this is what they do, and I've actually spoken to some of the staff there and it's a fantastic program. And you know, Barry's point is that you don't want to just then say well take the brochure and go away. You want the referral agency to say well you know, if you're interested then give me your phone number and I'll have Barry give you a call.

So you've got to know where to find the participants. You've got to have a welcoming environment when they come in the door, so your receptionist needs to really welcome people coming in, so if you're a large agency and the receptionist is not necessarily part of the fatherhood piece of what the agency does, you don't want them looking or treating in a negative way the guy who's coming in with the baggy pants halfway down his hips, you know, and sort of the baseball cap pulled around maybe.

We want to treat everybody as being the best father they can be, and so we have to make sure that all staff in the agency is speaking from the same page. And when you start talking to guys one on one, after you've created these opportunities, that's so important, because it's the first contact and you don't want to blow that. The way I think about it is it's an opportunity to form a heart to heart connection, and I think that's what good fatherhood programs do.

That's what quality staff do, and that's what you hear from fathers. If you ask them what did you get out of this program, why did you stay in this program, one of the words I've heard an awful lot is I felt loved. Guys feel loved. They feel that they belong here. They feel that there's a community that supports them, and that often goes back to that first contact, the first person they spoke to, and that person maintains, you know, an interest in how you're doing in the program.

And you really feel like you're being listened to and that this is about you. It's not just another social service program that's doing this because they have to. The people are doing this because they really want to help you,

and there's another quote at the bottom there from Barry and I've heard James say this too, that in working with dads, you know, it's not about you talking. It's about you hearing who this guy is, what his issues are, and then responding.

Let's go to the next slide, and here's just some opportunities for when a dad might be more willing to talk to you. You know, I often look back to when my son was little and I don't think I'd have gone to a fatherhood program. You know, I'm from England. I don't talk to people about my deep feelings, although I probably do more nowadays. I've been over here a long while, and I've sort of been - in terms of doing this work, you learn that you do have to share your stuff.

And that's what happens in a good fatherhood program. It helps guys take off that mask of masculinity, and you share some deep stuff that you haven't shared with other people, and once you start doing that with fathers and staff, you're bonded to those dads. You're bonded to that program. So if we can find dads at some of these sort of points of pain or times when life is changing or feels a little bit unsettling, they're going to be more likely to want to talk to you and be more likely to think yes, I could benefit from this.

So these are just some examples of opportunities there. A couple of other opportunities that aren't on there, but if your child's been taken away or referred for child protective services, you might be looking for some help. If you just found out that you're going to be a father or you are a father of a child with special needs, you could use some help. So those are the kinds of times we want to try and connect with guys.

And Barry and James are going to be talking a bit more about that, so let's go to the next slide, which is my final slide, and this is just where you go when you click on that build button and then the recruitment button, and you'll see here we have a quote from James talking about the work that they do for the center for urban families in terms of really getting out there in the community, because that street outreach is another form of outreach.

You're not necessarily doing recruitment all the time, you're out there in the streets letting people get to know you. You're leaving door hangers, and you're creating opportunities for people to know about the program, to feel familiar, and so I think I'm going to leave it at that, and I think I'm probably right on my time here, and you're going to hear now from a fellow Brit, Barry McIntosh. He doesn't support the right football team, but...

(Crosstalk)

Nigel Vann: But he's a grand lad, and he's got a lot of experience as James has, so let me kick this back to Patrick for some formal introductions and we'll - I'll be listening intently now to what Barry and James have got to say.

Patrick Patterson: Thank you, Nigel, for those comments. I took some notes myself, but some of the examples that you gave along with some of the key lessons and then specifics that you gave around recruitment. I think one of the things that people ask about a lot of times is how do you recruit people, and I think you gave several strong examples, but also I hate to use negative terms, but things to not do as well that support strong and effective recruitment, so awesome job.

I have the delight also of introducing our second presenter, Mr. Barry McIntosh, founder and executive director of Young Fathers of Santa Fe. Barry has worked with young fathers for over 14 years. He was a Con Alma Health Foundation Hero Health nominee in 2011. He's involved in many community activities and is seen locally as a fatherhood and male involvement expert.

Barry is on several boards working towards improving the health of the community. Barry is the father of two daughters, now adults, and he has four grandchildren. He has been married for over 37 years to a nurse and childbirth and parent educator. He spent many years in the corporate world as a director of sales and marketing. He's lived in Santa Fe since 1989 and has taught parents effectiveness as a trainer for over 17 years.



He teaches childbirth preparation - I didn't know that, Barry - specifically the coaches father's role, and is one of a few male doulas, childbirth assistants, in the country. Please join me in welcoming Barry McIntosh to the Webinar. Barry, the time is yours.

Barry McIntosh: Thank you so much, Patrick. I very much appreciate it. Is my volume okay? Can you guys hear me? I can't hear anyone.

Female: Yes.

Nigel Vann: Perhaps just a bit louder might be good.

Barry McIntosh: Okay, let me just see if I can do that. Is that any better?

Patrick Patterson: A little bit - that's better, that's way better.

Barry McIntosh: Okay, I'll try to do this. Okay, so thanks so much for the introduction, Patrick, very much appreciate it. What I'm going to be talking about is much of what Nigel has already said, but I'll maybe expand on some things that'll get into a little bit more detail, but really I'm just going to speak from my experience. Your experience with your population may be totally different, and some of these things may be useful, some of them may not.

So this is not just hey, you've got to do it this way or any other way. You know, whatever works for you, and that's really the first point that I want to make. Build on your success. What's all - what have you already done that's been effective that has been working for you that has been able to bring guys in, and keep doing it. You know, work from that success, don't fix it if it ain't broke, but also to look at our failures and to reframe that word as a failure as an opportunity for improvement.

And this happens all the time. This past year we had an incident where one of our guys actually committed suicide, which is a terrible tragedy for his family and for his child especially, but it was - also gave us a real wakeup call that maybe we need to look at the way that we do things and learn from this experience and see whether we can help the next guy along. So also make sure that you and all the staff and anyone that you work with know the value of fathers, and Nigel was talking about that elevator speech. And in our elevator speech, we've got some facts and information that really expand upon how important fathers are, and just one of the points is children are four times more likely to suffer infant mortality if the father is not involved in the pregnancy. This is a study that just came out a couple of years ago from Florida, which actually blew my mind. I was really surprised about that.

So those sort of pieces of information, people don't necessarily know, and I think that's what led Margaret Meade to say these words. "The most important task of any civilization is to teach its young men how to be fathers." So that's a pretty dramatic wide-reaching statement. The most important task? But because it has so much impact, and a lot of those that work in the field know this, but a lot of people that don't work in the field don't know this.

And really men are the only ones that can show our children how men are in the world. Now women are the only ones who can show our children how women are in the world, so there's a place for both of them, but we are the only ones that can show how men are in the world, and sometimes we show it in a negative way, but hopefully we show it in a positive way.

And just about every single guy that I've ever met over the last 14 years and beyond that has wanted to be a good father, just most of them, especially my young guys, don't know how, and that's what we're showing. So

we need to see men and fathers as potential, not as a risk. And unfortunately a lot of people that work in this field have a history or information or have seen the risky dads and the risky fathers but haven't seen the great fathers.

So that's really worth focusing on those great guys that keep us positive and to keep us thinking that guys, most guys are great guys and they want to do the right thing, and they are doing the right thing, so we need to focus on that. And we also need to have a look at what our baggage brings into this work, and work on ourselves first. I do a quick little exercise when I'm doing presentations, helping organizations get father friendly or male involvement.

And I just have them write on a card to finish this sentence, and the sentence is "Mothers are" and then they have to put down three adjectives. I don't get them to think about it, I wanted them to do it quickly without really thinking about it, and then I have the cards flipped over and then I ask them to finish this sentence, "Fathers are" and then they've got to put down three adjectives.

And then I review that. I don't have them share that if they don't want to, but then I have them review that and just see where they are and how they maybe view mothers and fathers differently, and that still can be very positive, but maybe sometimes it's not always positive, and to highlight that and be aware of that, and awareness is the first step to change. The next slide, please, Allen.

So where do we go from here? So outreach and really it's everywhere. Everywhere is a potential referral source, everyone there is a potential dad, and everywhere is somebody that maybe we have something to offer, so look to create a referral network with individuals and organizations who work with boys, men, and families, and any organization that does that is a potential referral source, and let them know the work that you're doing.

I believe early intervention is extremely important, and it's one of those touch points, those opportunities for engagement. When the guy first finds out that he's going to become a dad, and whether that's a planned pregnancy or in many of our cases with the young fellows that we work with it's unplanned pregnancy. If I get to know that guy and get to contact with that guy immediately, then I can prepare him for the pregnancy, for how his partner is, what she's going to go through, what her family is going to - how he's going to be treated by her family, how his family may respond, what stresses he's going to have in the early days of pregnancy, how he's going to think about the pregnancy.

I want to know that and I want to give him support there because that could be an incredibly lonely time, so reaching out to ob/gyns, community health centers, women's health centers, birth centers, planned parenthood, hospitals, anywhere where there's a potential for finding out that pregnancy test is positive, to go from there, and that can in many cases be the schools.

And schools are just a fantastic place to build a great relationship. Thankfully my wife was involved in the school district for 17 years, running the teen parent center at Santa Fe High School, so I was very much involved with the teen parent center for many, many years, and she was a great resource, but also I made sure that I had as many relationships with everyone else in the schools.

And in fact I would sometimes get a phone call from the nurse practitioner at the school health center saying we just had a couple in that got a positive pregnancy test. Here's the guy right now, let me put him on the phone. Man, that's early intervention. So school nurses, school counselors, health teachers, truancy officers and student wellness officers, if you can, build relationships with those folks, and especially for the young father that's a great opportunity.

And then juvenile justice, juvenile probation officers, JPOs, detention centers, we go in and do a group with them at local detention centers every other week, and we've done that for the last about 14 years, and they know us very well, they know what we do, and they refer guys to us every time we go in if they've got young fathers in there.

Teen court, family court judges, got a call from a judge the other day with a father in front of her and she was in the courtroom. The judge called me from the courtroom, put me on speaker, but that's a great relationship, building that relationship, and as I put down there, risky behavior is really an isolated incident, so they may be truants, they may be drug - have drug issues or criminal activity, and they may probably also be having unprotected sex, so therefore unplanned pregnancy may well be part of their whole behavior that's going on.

Also the early childhood places, childcare, early head start, community college child care facilities, anybody that's working with those areas, so next slide, please, Allen? So more outreach approaches, homeless youth, one of my case managers was working part time with the homeless shelter, and we found that a great connecting source. In fact we ran a group in the homeless shelter for young parents, not just young fathers, but for young parents.

A lot of stress in their lives, they need a tremendous amount of support, but helping them realize what they can do and connecting them with work, shelter, things like that, was very helpful for them. Also let's go to where the guys are. Where are they already at? And that could be the schools obviously but maybe also the basketball court, baseball field, skate park, soccer field, the mall, car shows.

Just we've had a car show - in fact we had a car show at our Father's Day celebration, which is a free celebration for the whole community, over 600 folks there, and we've had car shows in the past and that's been very successful. Guys really like that. Sporting events, and it's really being everywhere. Obviously we can't be everywhere, but being everywhere we can be, and you know, just let everyone know the work that you're doing.

I kind of walk around - my family kind of joke laugh at me. In my top pocket of my shirt I always have a brochure that says Young Fathers of Santa Fe in there and people can you know, sometimes just, "Oh, what's that organization? What's that all about?" So if you work with girls and mothers, then that's a wonderful opportunity to find out information about their partners and the fathers of their kids.

And also find out what he's doing that's working. Let her know that you want to find out what he's doing right, not what he's doing wrong. She maybe is wanting to tell you what he's doing wrong and what a hard time she's having with him, but have her maybe refocus on the positive stuff, and let him know the positive stuff, and that's sometimes very helpful for guys, because they do need to be acknowledged a lot of the case.

Let your friends and family know what you're doing, so create that further network. Make sure all of the staff and other organizations have the knowledge about the program and Nigel talked about that with the elevator speech, making sure that other organizations can articulate what your program's about clearly, concisely, but also quickly, and use existing clients as referral sources, because they're in their own communities.

They've got brothers and sisters, nieces, nephews, uncles, you know, friends, and they are just fantastic resources, so next slide, please, Allen. So how to get referrals, and once you've got - made the contact, ask the agencies and organizations and individuals to call you with an interested father's contact information. As I said in that quote that Nigel mentioned earlier, I don't suggest that agencies just hand out the brochure and say why don't you call these guys, because guys inherently won't do that.

Well, they may occasionally which is wonderful but they don't normally do that. But if we ask an agency to reach out to the guy and say would it be okay if I have these guys give you a call? That's a great organization, they can

provide maybe some support for you, and just a nod of the head is all we need. We don't want to call this guy cold. We want to have that - just that little bit of introduction, so make sure the agencies ask. Also if they're a father or a father to be, and this is kind of key especially with young guys, because they don't consider themselves a father until the baby is born. Yet they - we know that they are a father right from the word go, but if they're saying, you know, do you have a kid or do you have a kid on the way or do you think you might have a kid on the way, we want to get that information and we want to know if that guy has a kid on the way so that we can prepare him as much as possible and try to keep that relationship going as much as possible.

And we want him if at all possible to be there at the birth. That's a key thing, and I'll go over that in a minute. So ask your referral agencies to give you - to get passive consent, that's the okay. Also hand out the brochure so they've got the information so that's a reminder, and call as soon as possible so that things are fresh, and keep the referral process quick and easy. And I tell any agency all I need's the guy's name and phone number and the okay to call him.

I do have a referral sheet that has a lot more information and I'm happy when they fill that out, but I don't really need that, because I want to make it easy for them to make referrals. Okay, next slide please. So when you get a first contact, quick tips to create the relationship, honesty builds trust. Be honest yourself, and that can build that trust, and sometimes we've got to do that quickly. Vulnerability builds connection.

So just be vulnerable. I sometimes make fun of myself, I don't have any hair, or not much left, and as Nigel says I support the wrong soccer team. Actually it's the right one. He's got the wrong one, the other one, but that's kind of that vulnerability, and humor. Humor breaks down barriers. And I kind of make fun of myself, and that really makes the guys feel at ease.

But I also accept them exactly where they're at, no matter what. There's no judgment, and usually when guys, young guys, are sharing that they are - got some problems with the families and stuff, they're being judged by everyone. So be welcoming and appreciative, thank them for calling, for taking your call, thank them for getting in touch with you and show that appreciation. Listen lots as we said a little bit earlier.

Open ended questions, but don't interrogate. The tools for open-ended questions like motivational interviewing, things like that, can be really, really helpful, and empathy, listening, well there's some other techniques that - active listening, reframing, things like that. If he's with his partner, ask the partner how he can be helpful and what's been happening so that she can let him know that he's doing some right things.

And he may not know this. Fathers take their role as provider and protector seriously, and if he wants to do that, that's great and acknowledge him for that, especially if he's looking for work and that can be helpful. Obviously we need to meet them where their needs are at, as accepting, and find out immediately what the most pressing need is and address that one first.

Okay, next slide, please. Okay, tips for engagement, create a safe space where fathers can be - feel free and free from criticism as a safe place, and that's sometimes not really understood, so all of our groups we have agreements that people are going to be accepted no matter what they say. Plus it also has got to be confidential, and so that they can sort of talk openly, and so that information doesn't go back to their JPO or to their counselor or to their parents or whatever.

Employ staff who clearly - who show clearly that they understand men and what's important to them. Both of my case managers are young men raising children, so they are in the midst of it. Ensure the fathers are treated with respect, and that's all about acceptance, and show them successful problem solving, what have they done that's success? So work on their successes already and acknowledge them.

And involve them in something that they can do. When I'm doing childbirth prep, classes, I usually tell the guys, hey, you know, this is how you measure contractions, and they love doing that because it's something they can do and be successful at it. Okay, next slide, please. So there are touch points with connections and our opportunities for engagement as Nigel put it and pregnancy, birth, entry into childcare at school, adolescence, marital and relationship changes, job loss, illness.

All of these, and these ideas were adapted from a book, or from work from (Kyle Pruett) who wrote a wonderful book called *Father Need*, but all of these points, the father is more engaged and more involved in this, so that's a wonderful opportunity to pull him in and give him some support. Now let me just go over one of these, and that's going to be birth, and that's the next slide, please, Allen.

So birth as I said earlier, I want this guy to be at the birth if at all possible because there's some amazing things that go on at birth for guys, and they may not actually realize it, but guys who during the pregnancy really maybe want somebody to talk to and understand what's going on, because guys prepare for birth way differently than women, and we need to acknowledge that.

So guys who experience - they experience huge physiological changes if they're involved in the pregnancy and birth, and in fact testosterone drops by about a third from one month after the birth. Estrogen, the guys have about 10% of what women have, those levels actually increase one month prior and three months post birth, so they've got those lovely wonderful warm feelings, and less of the action testosterone based feelings.

And prolactin, I didn't know that guys had any prolactin, but apparently we do, that increases by about 20% for three weeks post birth, and that prolactin is that wonderful bonding attachment moment, and this is a huge impact, anyone that's had been around birth or talked to anyone, any father that's been at birth, man, it's a miraculous experience. And all of this bonding and attachment is a great foundation for the father's continued involvement.

So that's all I have to say. I just - and my contact information's on the next slide, so next slide, please, Allen. Please feel free to give me a call, contact me, anytime, and I sincerely hope that you're already finding or you're going to find this work as inspiring as I do. I want to think these - working with these young guys is just so inspiring because they're doing an incredible job under such difficult circumstances, and I acknowledge and admire them just all the time. So great, thanks for letting me speak. I very much appreciate it.

Patrick Patterson: Thank you, Barry, great job. I took several notes during today's Webinar from your presentation. One that I really captured and that's I think summarized one of your points, which was really leaving no stone unturned. I think you said friends and family, community organizations, you went as far as to say you keep a brochure in your front pocket, which I think is making sure you're always ready, so I thought that was noteworthy.

The other note I took from your points was that relationships are key, and I think you spent some time talking about the referral relationships, but you also meet with organizations within the community, whether they're referrals or not, so I thought that was also important, and then last but not least, I think you also kind of hinted on something that Nigel shared, which is how you project and present your program and what it can provide to the public, all valuable points as it relates to directly recruiting.

But also in some ways retaining participants, but also your referral partners, so awesome job. We've been getting a few questions coming in as you guys have been talking, so I would just encourage folks again to ask your questions. I'm going to ask Allen before our last presenter comes to just share with us one more time how you submit a question during today's Webinar. Allen?



Allen Bediako: Sure thing, Patrick. Just remember everyone that to the right of your screen there's a Q&A box, so if you have a question directed to one of the presenters, type your question in the field below and press return or the icon to the right. That will send us the question to queue up for the presenters. Continue talking in chat box, but if you do have any targeted questions, please direct them into the Q&A box.

Patrick Patterson: Thanks, Allen, and last but not least, a guy that you probably all know as well as you know Nigel and Barry, is James Worthy, national consultant, family advocate, business developer and trainer that has been doing this work for a very long time. Over the past two decades in fact, James has provided for managed direct services to nearly 10,000 of Baltimore's most disenfranchised residents and provided training to nearly 5000 human services practitioners nationwide.

He formerly led the national initiative at the center for urban families in Baltimore called the practitioners leadership institute and managed the CFUS training and technical assistant portfolio. He served with CFUS from 1998 to 2013. During this time span, he was a key point person for contract consulting to the Office of Family Assistance response to fatherhood grantees, and programs nationally.

Today James is currently providing training in TA to organizations nationwide in the fields of responsible fatherhood, family strengthening, and work force development. As a member of Fathers Incorporated's consulting team, he also contributes his talents and expertise to support the efforts of the National Responsible Fatherhood Clearinghouse. Please join me in welcoming our last presenter for today, James Worthy. James, the time is yours.

James Worthy: Thank you so much, Patrick. Can you hear me clearly?

Patrick Patterson: Yes, sir, coming through good.

James Worthy: Great. First and foremost I want to thank everybody for taking their time out of a very busy schedule. I know if you're doing this work to take a couple hours out of the middle of the day in the middle of the week is very difficult, so I'm hoping to be able to just share a little bit of the macro experience about outreach, recruitment, that Patrick and Barry have - I mean, Nigel and Barry have really given you some of the details, the how to, the things that make it work.

But I'm a believer that if philosophy's not right, then the how-tos don't matter, because if people aren't thinking this stuff in a certain way and aren't moving forward in a certain way, it doesn't happen. So if we can go to our next slide, what I'm going to really talk about is the outreach philosophy, and this may sound a little different than the way you're used to hearing a human service professional talk, but I do have a strong sales and marketing background.

It's what I love, to get out and share knowledge, share information, and move people in a direction of emotion towards what they want. So I always talk about the philosophy that you build your outreach retention and program with, and I believe that outreach, which is the marketing end of your business, I believe that you got to conduct that with the end goal of retaining the customer and having that customer complete the service.

Because - and you - I think Barry said it, if - or Nigel said it, if you don't give them the marketing information that you can provide in the service, then you're not going to get people who stick and stay so to speak. So the first thing I would talk with whenever I work with any agency around the country is know what is about your service that sells, know what it is, because I know here, and I'll give examples, you can kind of read through, but I know here when we were working in the Baltimore city area, and we put a street team together.

We were always on the street, and we had philosophy. One, we wanted to make sure that we were able to sell the success, sell the story. So you've heard over and over and over if you've done anything in the sales world, you've heard, facts tell, stories sell, and facts are the features of your program. We have child support assistance, training, we have parenting classes. Those are the features, but the benefits, the stories, what happens is what really sells.

So you've got to know what your previous participants, how they succeeded and how you use that in your sales pitch, so you've got to study your customers' demographic. Who are they? Who are the best customers that you serve? Who are the different people who chose not to participate in your program? Where were those - I believe that a no teaches you more than a yes.

You know, if someone says yes, they bought in and they move through your program, and they're successful. That's a phenomenal success story, but what about the five or six who didn't go through, the five or six who said no? What is it that was not there for them, because then you can start to craft your outreach with the retention and the success of those people in mind. So knowing both sides of the fence is incredible, because what it does is it helps you understand why your current people have accessed your service.

And it pushes your customers - you really start to put your customers' needs before your own program needs, and I think Nigel said it, we all are funded in some way, shape, or fashion, and there's numbers attached to that, and I - you know, when I've done breakdowns, numbers, it's almost like we've got to quantify why we spent the money. It's almost like a salesperson has to quantify how many widgets they've sold to make the money.

It's the same thing, so you've really got to know that we're going to hit the numbers. If we're doing outreach properly, numbers should not be a problem. Where numbers become a problem is that we went out and we marketed. We've said the right things to get them in the door, but we weren't thinking were these right things that we said actually the reason that people complete, or did we really sell the right vision?

And if we're doing it on the front end the numbers are going to happen, and when you go to the next slide, when you keep this thought going, and that you craft your message to your customers - with your customer in mind, because the sales pitch, and you heard elevator pitch. I like sales pitch, whichever one you want to use, what is that 30 seconds that set commercial so to speak that you and your entire team is giving out?

And that takes time to craft, because what you want to do is make sure that that pitch answers the question what's in it for me, and I'm going to say something that's probably very difficult for anyone to hear that's doing this work. We all - I believe we all do this work so that we can make sure that our communities, our families, but more importantly our children get the best possible support system and parenting that they could possibly get.

But I'm a believer that you can't help someone else until you help yourself, and over the years what I surely know, yes, every dad that I've met, 98% of them, they want to be the best they can be for their child. But if you're trying to get them into your program, into your fatherhood services, you got to answer the question first, what's in it for them? And so many times we talk about do you want to do this for your child, do you - yes, I do, but see, if we look at the - and many people on the phone are from the social work world or all of those things.

Many of them - many of us know the Maslow hierarchy of needs. It's a lot of times when we're working with guys, they want the basement. They were at the bottom level, just trying to survive. So they would more or less walk away from a child because they had nothing to survive on and they didn't want to bring that child into that problem, so I think a lot of people misunderstand what would drive a dad in a different direction than towards his child.

So when you're out there marketing, you've got to talk to the man and answer the question, what's in it for him? Because everybody's favorite radio station is WISS. That's what we're tuned into, when it's something for me, I can jump in, so when you get that out there, that's going to be casting a vision of your customer's success. When you know what's in it for him, you then talk vision. You talk - what it looks like beyond where he is right now. I know when we used to take street teams on the street, just to give a quick example, when we first started, no one could believe that we would go into some of the most disenfranchised areas in the Baltimore metropolitan area. We'd go into those areas that you saw on TV with *The Wire*, and the coroner, and all of those things that have just put the worst of the worst of Baltimore in the public eye. We used to go into those neighborhoods.

And no one would believe that we would go into those neighborhoods with shirt and ties on. You think about that, shirt and tie in the areas where as Barry said or Nigel said pants are sagging, so to speak, hat to the back, you know, it doesn't look - you almost look like a police officer or a detective, and that's how we did street outreach, because what we always wanted to do is our message, and while message is going to meet people where they were, because that gives you what we're looking for.

But we don't have to be where you're at, and I used to say that to people all the time. No one wants to take the advice or follow a leader who's in the same predicament they're in. So I was - I could say I was dogmatic about make sure you look like where a person wants to be, you know? I don't want to look like where people have been. I want to look like where they're going, so we always did that, and we sold benefits.

We talked about other guys, we brought other guys out. The message was so clear that it was urgent and action oriented for the invitation. I mean, we used to be on the street and I'll give one example, we went right outside of an area in Baltimore called Pennsylvania Avenue and North Avenue. It is an area where everything comes across that corner, from the working man to the substance abuser who's just coming out of acupuncture treatment, to the guy who's coming out of the health clinic for an STD to the guy who just got off the subway from the job, from the one stop.

I mean, everything comes through there, and we used to hit the corner in full dress, and we'd be there, and the quickest pitch, do you know anyone who's looking for a job, there's work. Does anyone know someone looking for a job? And that was the pitch! Because we knew that in our community, that unemployment was outrageously high, and when we started looking at our statistics, we knew that many of our guys that were successful in the program, almost 60 something percent of them, we knew that those unemployed guys who came in looking for a job, almost 70, but 60 something percent of them did not have - though it did have children.

So instead of selling the child work, we sold the employment work, so now people were stopping, they were looking, and the message was urgent. When people talked to us, they were like, man, I'm looking for a job. I said, honestly, great, well let's call up - let's call the center now. We used to use our own cell phones from the street and have them call to the office and the receptionist, if you go to the next slide, the receptionist was a part of the team.

It was a part of the team, and the - what they got in the street, the materials were simple. They had pictures, they didn't get into a lot of the lingo. Unfortunately, we in our programs, we use a lot of the same lingo that gets us the grant to try and use as recruiting or marketing materials, and I'm sure at this point in the game no one's doing that anymore, but I just got to speak to it because I've had some opportunity to go around the country.

And I remember a program I worked with in the middle and middle of the country in the west, and it was amazing, because the program was so beautifully set up, they had beautiful information, it was - oh my goodness, they had on premises a printer and all, so they had these beautiful informative brochures. It was so

much detailed information, it was great, and I said where are your guys? And they were having a very, very difficult time recruiting.

Their outreach - and I said, well, guys, this is great stuff but first of all where it's placed none of the guys you're looking for go. Number two, are you thinking of the guys' needs and getting them here? Your stations, you built it and you're hoping they're coming, so when we talked about how to get the message out there, first of all we had to look at their literature, and then we changed that literature to keep the message consistent to the WIISM principle.

We found out what they were - what guys were looking for. They did some study there, and then we kept that message consistent and then we took that message to their potential customers, we made those brochures look like guys working, just pictures, a couple words, pictures, and they were hauled out, get it done, do it now, and change now. And then we talk about the day, you want to be the best dad you want to be.

We talked about that, but what's one of the major issues dads dealt with? Our dads were dealing with child support, so we said need help with child support? We can help. Do you know what a dude will do if you say want to get child support off your back? They stop in their tracks, and yes it was part of our project that we could sell, and I want to stress that, because you've got to know what you have and what your guys have used to be able to be successful so child support is a huge partner at the program that I was at.

It was a huge partner so we could sell their services because we were seamlessly connected to helping these guys get through, because we were finding the guys - we were actually in the streets finding the guys that child support couldn't find. That's where we became a major cause for referrals, and we talked about it, we started looking at where our clients came from, it was amazing because you know, most our clients would walk in because we were on the street.

But when we started looking at where successful referrals came from, child support was a cross-referral. They were getting guys who needed help, a little help going forward, and then we were getting the guys they couldn't find. As a matter of fact, one year they gave us the statistics which scared us that through their Internet registration for child support, they said that 78% of the guys that registered were from us, not from them.

Amazing, but we knew the system, we knew how to use the system, and we knew we had the partnership to make things a little easier for guys to go through so that's what we were able to do, and when we looked at it, the best people to be ambassadors were guys who had been through it. So what did we do? When they went through and think about it, they're looking, waiting for jobs and skills for the interview process, we made them ambassadors for the program.

We put them in shirt and ties. We took them with literature and we took them out in the street with the sales kit so they were selling it. It was a great thing they could do is when they sell it, another guy stops, when they shoot the commercial, the speech, the guys would stop and then we would tell them, tell your story. Paint your vision of success, paint who you were, what happened, and it went bananas, and I'll tell you, the company is now - if you go to the next slide, the company is now - is celebrating 15 years of being around, still a baby organization.

But the greatest part about it is that the word of mouth is bringing people through the door, so now do we still do outreach? We used to do outreach three to four times a week. Now do we do it three and - no, we only go on the street two times a week, now. But why? Because the word of mouth and the flood of marketing material messages out there so people know.

And I want to bring something up real quick. You've got to always go back and revisit this with the change in staff, and I'm going to give a quick glance. I was with, as you heard in my introduction, I was with the center for

urban families for 10 years, and I did everything from employment training to managing and running our responsible fatherhood program, to direct service, to actually working with the healthy marriage and relationship program that we had.

And what I found out is as new people come into your organization, you may forget that what you did and how you got people in the door and got them successful, you've got to continue to train your new staff as sales reps, and we grew so fast that we had to one time put a pause and say, do people really know what our services are, because now people are coming into your company specializing.

You know, I'm a social worker that's specializing in XYZ here at the company, but that person is still part of the sales team, because when you do the outreach and if you sell the message the next piece is the sale, recruitment. So I look at them as totally different things. We do interchange them, but outreach is marketing. Recruitment is the sale. When you've got them in the door, it's the sale, and that recruiting's got to be going on 24/7 activity.

It is a 24/7 activity. You've got to have ways of people, when they make a decision, to get connected to you immediately, so how do you bring the customer in? I always talked about that at our center, is when people walk through the door, whether it's a mom, a dude, a police officer, a bus driver, we are outreaching, selling to them, and then if they have people we're doing recruitment, because we want them to bring the person back to us.

Bring them back, get them in here, because if we can get them in there, we wanted to know - we wanted them to know first of all our level of commitment to the customer. One of the things, and many of you have heard this name, it's a gentleman who I give so much of the credit for my success in this work, Mr. Joe Jones, gave me the opportunity to do this work when I was still young and wet behind the ears, because I don't come from the understanding of not having dad around, because I grew up with greatgrandfather, grandfather, and father all on the same block.

So it was a different dynamic for me, but he gave me the opportunity to really hone my skills to get in there, and I thank him for that, and he said something that was incredible when we first started. He said I don't care what time we close, if someone's walking in these doors and you're leaving, turn around.

Turn the lights back on, and get them in, and that was huge in my development because that let people know our commitment and then we were able to once they built that relationship in the recruiting process, we were able to tell them what we expected from them, because it's right there when you start the - the term is - is a person right for your service, or are they the wrong person for this service?

And I'll tell you, the last thing you want to do is recruit and enroll and get started with the wrong customer for your organization, and we have to learn, you know, because we were going into the streets and finding people who need, we had to get a little more sophisticated in our recruitment and our enrollment process, because some of the people we asked had undiagnosed mental health issues, and they were not great fits for the type of intensity we did.

So now we're - we had to learn from that. That gave us the opportunity to really learn about how to move the right people in and move the wrong people out, so there's so much. There's so much here, and I'll tell you, you've got to sell vision. If you go to the next slide, I just want to go through some things quickly because I've got so much I could share with you. Make sure that your entire staff knows the sales pitch.

Make sure that everybody involved in the recruiting process are always involved in the recruiting process. Don't mix up the recruiting process because you've got to flip staff around, because you lose the continuity of how the

message is brought forth when enrolling people. How many steps does it take to get somebody in the door? The more you make it I think - Barry said it, the referral has got to be quick.

Oh, you can go to the next slide. The referral has got to be quick, so you want to definitely be able to get that, and Allen, if you could go to the next slide for me, I apologize, so I wanted to go through that, ladies and gentlemen, because we lose so many of our people because our sales message, our recruiting and enrollment, and our service message, if they aren't consistent and people see the vision being developed that you sold at outreach, you're going to have problems.

So remember, outreach, recruit, and enroll to serve, to give your services. One of the things that I hate to hear any client say was well, they said we was going to do this and that, but we didn't get that. That is - that's the worst thing that could happen, and remember to put the goals of the customer first, make sure you're serving the right customer, and when the customer is right for the organization, and the services are right for the customer, you've got a win/win.

And I'm a real believer that great outreach equals great outcome, so with that I know we got some time for questions and answers. I know I blew through a lot of stuff. If you go to the next slide, you will get to see my contact information. I love doing this. I love teaching this work, so if there's an opportunity that we can teach, that's what I'm here for, so with that, Patrick, I'll throw it back to you, and we'll get straight to the question and answer.

Patrick Patterson: Thank you, James. We've had three dynamic presentations from Nigel, Barry, and James. We have time for one question, and then we're going to actually close out with a few comments for you guys as well, so before we get into the question, I wanted to encourage you guys, in the chat box there's been some great dialogue amongst our Webinar participants. Some of you have left your email addresses, your Facebook address, your Twitter address.

After this Webinar concludes, you can still access those things. I would encourage you to go in there and grab the contact information from the folks who've been a part of that chat, so I would encourage you to do that. The second thing is we're going to do a frequently asked questions document that summarizes some of the questions that were posed today but we won't have time to answer.

We'll have each of our presenters to reflect their responses to the questions that you guys ask, and then the very last point I'll make is for us this Webinar is important. In about a week or so we're going to do a couple things. We're going to post it audio as well as the power point slides from today's Webinar on our website, Fatherhood.gov. So you didn't miss anything, you won't miss anything. Our hope is that you'll continue to follow us as we have upcoming Webinars.

And one question I'll ask to each of you guys, and you can just be really quick in your response is you all talked about really kind of direct person to person contact. There's research that indicates that a lot of the men that we're seeing to serve are connected to social media, Facebook, Twitter, Instagram. How do you incorporate social media in your outreach? Can anyone just kind of quickly touch base on strategies there? Start with you, James.

James Worthy: Well, I'll tell you this. Social media is key. We've - Facebook came along after we got started, and we started a Facebook page, but the thing that we found was probably the best way to do it although sometimes cumbersome because you have 800 phone numbers for someone, was text messaging.

We found out very quickly that text messaging was a way to get to people, and now today with some of the services that are available that are free and some of the you know, low cost, you can do both text messaging,

and a lot of the guys we worked with maybe didn't have minutes on the pay as you go phone, but they had access to a phone, and they could always get texts.

Now the deal is always keeping up with the changes in their phones, that's the dilemma that we're still thinking of how do you overcome, but that was a great way to do it, and it's through those phones that they access social media, so it would be a great way to text and then send them to a Facebook page, so that they can see more details about an announcement of services or whatever that was going on at the center.

Patrick Patterson: Excellent, Barry, Nigel? Thoughts?

Barry McIntosh: Yes, actually I'm exactly the same, what James said. We certainly have a Facebook presence, and that's - we use that a lot, but the main thing is text, and but as James just said, keeping up with the changes of the telephones is really difficult, especially for my young guys, but that's why I think we have - we encourage our guys to be out there in the community.

We have a Promotora/Community Health Worker program that the guys are in the community teaching healthy fatherhood stuff, but we also want them out there promoting and reaching out and trying to find other guys, so them in the community is really our - part of our outreach, but social media absolutely a key part of it, but it's not the only part by any stretch.

Nigel Vann: I mean, it's obviously very important. I remember being in a conference workshop, it must be three or four years ago now, and there was a discussion, I can't remember what the discussion was about, but I remember one young guy who was fairly new to the work standing up and saying you folk have got to get over using social media. You know, you've got to - if you want to talk to me, you want to talk to other young people, you've got to do this.

And so obviously we have to embrace Facebook, Twitter, texting in particular, and it's working really well actually for the Responsible Fatherhood Clearinghouse. We now have a Facebook page and a Twitter and you can access those in our Web link box in the right hand column, also the information for Barry and James's programs. But we've had an awful lot of content and chat on the Facebook page, and via Twitter. And it's a way to generate conversations and it's what people are doing today, so we've got to be there, you know?

Patrick Patterson: Excellent, excellent. We're going to begin to close out. There are four important questions that we want to have you guys respond to, they're poll questions. They're going to appear on your screen. I'm going to ask if you guys would be as kind, we want to get good feedback from you guys, but also want to find out how can be improve our Webinar series in the future.

So I'm going to read the questions real quickly. As they appear, you have a chance to vote when the screen changes. You can't go back, so we'll start with our first question. After today's Webinar, I have a better understanding of ways to spread the word in the community about fatherhood program activities. I have a better understanding of ways to spread the word in the community about fatherhood program activities.

Once you press the button, it's been submitted, and you'll see some of these submissions. I'll give it another few seconds before we do our next question. Second question, I have - I received good ideas on developing effective outreach materials and making sure they are available to fathers. I received good ideas on developing effective outreach materials and making sure they are available to fathers. Again, once you submit your response, it's been submitted.

Third question, the tips on engaging and connecting with fathers were helpful. The tips on engaging and connecting with fathers were helpful. And in general, I received good information and resources that I can use in



my work with fathers and families. In general, I received good information and resources that I can use in my work with fathers and families.

In the last minute that we have, I wanted to invite Nigel, Barry, and James, if they wanted to provide any kind of social media contact information for folks to contact them, or any kind of information if you guys want to use that, so...

Barry McIntosh: Yes, our website for Young Fathers of Santa Fe is www.youngfathersofsantafe.org. We've got our Facebook and Twitter link right there on it, so you can connect to anything, or just Google young fathers of Santa Fe, and it should go - it should bring up our Facebook and Twitter, and I'd love to hear from everyone, I really do, because we're such a small community, and but thankfully this has made it a lot bigger.

(Crosstalk)

Patrick Patterson: Nigel, or James?

James Worthy: This is James, you can reach me at Twitter, at @jamesworthy, I do believe it was still at the top of the page, the link. Please feel free to reach out, I love doing this work. I love sharing these ideas, and I'm always open to learn, so I always want to hear great things instead of going all around the country, so that's the easiest way to get in touch with me, and I love to promote what's going on, so the more I can see - hear from you what's happening, the more I can get it out to the public.

Nigel Vann: Okay, and I'll just say, Patrick, I actually just put a note in the chat box reminding people where you find the toolkit, and so please do take a look at it if you haven't before and let us know what you think and do send any suggestions for additional tips or resources we can add. You know, it's - we want this to be for the field, from the field, so let us know what you think. And it's been interesting following all the chat in this little box here.

Patrick Patterson: It has been, it has been. Please join me in thanking our three speakers, I also want to express thanks and appreciation to our Office of Family Assistance contract officer Lisa Washington-Thomas. This was a dynamic and excellent resource-plenty Webinar. We're very excited that you guys were able to join us. Please pay attention for future dates and times and topics for our Webinars.

We'll also have a chance to connect us again. I'll just repeat, Fatherhood.gov is our website. You can also find us on Facebook at [fatherhoodgov](https://www.facebook.com/fatherhoodgov), and also on Twitter at @fatherhoodgov. Last time I checked our Facebook page, we had almost 60,000 likes on Facebook, which is phenomenal considering we only started doing that about 18 months ago, so thanks again. You guys have a great evening, and we'll be talking to you guys soon. Bye-bye.

Operator: That does conclude today's conference. Thank you for your participation.

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