

Connecticut Fatherhood Initiative (CFI) Council Meeting

Meeting Summary * June 26, 2023

Members in Attendance:

Dr. Kari Adamsons, University of Connecticut, Human Development & Family Sciences
Tanya Barrett, United Way of CT
Michael Bartley, Department of Labor
Paul Bourdoulous, Judicial Branch Support Enforcement Services
Heriberto (Eddie) Cajigas, Department of Labor (Domain 1 Committee Chair)
Daniel Cargill, CT Coalition Against Domestic Violence
Deputy Commissioner Sharonda Carlos, DOC
Diana DiTunno, DSS Office of Organizational & Skill Development
Joseph DiTunno, Judicial Court Support Services Division (Domain 4 Committee Co-Chair)
Doug Edwards, Real Dads Forever
Kelley Edwards (for Sarju Shah), DMHAS
Gerald Gore, Department of Developmental Services
Steven Hernández, CWCSEO (Domain 5 Committee Co-Chair)
Anthony (Tony) Judkins, DSS Office of Child Support Services (Domain 5 Committee Co-Chair)
Aileen Keays, UConn Institute for Municipal and Regional Policy (Domain 4 Committee Co-Chair)
Nicole Kilduff, Family Strides Inc. (Provider Representative, Executive Level)
Kevin Krusz, Department of Public Health
Senator Marilyn Moore, CT General Assembly
Deputy Commissioner William Mulligan (for Commissioner Quiros), DOC
Robert Pinnock, Career Resources (Provider Representative, Direct Service Level)
Lynn Reeves, DSS Office of Child Support Services
Ariana Trotman, GBAPP (Provider Representative, Program Manager Level)
Jennifer Wilder (for Commissioner Bye), Office of Early Childhood
Deputy Commissioner Michael Williams, Dept. of Children and Families (Domain 3 Committee Chair)
Commissioner Ronald Welch, Department of Veterans Affairs
Former Representative Patricia Wilson-Pheanious
Chairperson Jennifer Zaccagnini, Board of Pardons and Parole

Member Regrets:

Andrea Barton Reeves, Chair, Department of Social Services (DSS)
Katie Breslin, Office of Policy Management
Commissioner Beth Bye, Office of Early Childhood
John Frassinelli, State Department of Education
Anthony Gay, Department of Children and Families (Domain 2 Committee Chair)
Lesley Mara, Connecticut State Colleges and Universities
Lucy Potter, Esq., Greater Hartford Legal Aid
Commissioner Angel Quiros, DOC
Sarju Shah, Dept. of Mental Health and Addiction Services

Guests in Attendance:

Frank Borres, American View Productions
Deputy Commissioner Sharonda Carlos, DOC
Denise Drummond, CWCSEO
Scott Gaul, OPM
Maria Lopez, DSS OCSS

Connecticut Fatherhood Initiative (CFI) Council Meeting

Meeting Summary * June 26, 2023

Welcome/Introductions

Tony opened the meeting and welcomed all those in attendance, both in person and via Microsoft Teams. He expressed regrets on behalf of Commissioner Barton Reeves and reported he would lead the meeting in her absence. Tony acknowledged new Council Members Commissioner Ronald Welch of the Department of Veterans Affairs and Chairperson Jennifer Zaccagnini of the Board of Pardons and Paroles, expressing excitement for their agencies ongoing participation and support as CFI partners. Commissioner Welch stated after his retirement from military service in 2017 until his recent appointment as Commissioner, he served as Vice President of Military and Family Services for Veterans Rally Point with Easterseals Capital Region and Eastern Connecticut, which provides expanded access to healthcare, education, and employment opportunities for those with disabilities and the veteran population. Chairperson Zaccagnini served as a member of the Board of Pardons and Paroles for the last 15 years, and stated she is excited to join the Council and the BOPP's continued work with the CFI, in collaboration with our common goals. All Members introduced themselves and welcomed Commissioner Welch and Chairperson Zaccagnini.

Review/Acceptance of March Meeting Minutes

Tony asked members to review minutes from the March meeting for approval. Members reviewed; Pat Wilson Pheanious asked what the acronym "SUP" stood for under the Fatherhood Program Provider Report section of the minutes. Diana stated it stands for "Substance Use Prevention" and she would revise the minutes to reflect as such. A motion was then made to accept the minutes by Pat Wilson Pheanious and seconded by Gerald Gore. Minutes accepted by the Council as written, with noted change to be made to the acronym. Diana stated she would send the revised March minutes to the group along with these minutes.

2023 CFI Summit: Illuminating the Path for Relational Health

Tony shared the CFI Summit, held June 1 at the Mystic Marriott Hotel in Groton, was well received by attendees. The event was co-sponsored by the Departments of Mental Health and Addiction Services and Social Services, who collaborated on a grant project aiming to build capacity of fatherhood programs to support program participants' mental health and recovery needs and enhance substance use prevention efforts. The program agenda was included in today's meeting materials. Tony reported the day included the "Change the Script" mobile resources van (equipped with numerous mental health and addiction support resources), keynote speakers, panel presentations and information about the CFI Strategic Plan implementation efforts and the 2019 CFI Dear Dad Tour. Several Council Members attended the Summit and shared their feedback. Joe DiTunno stated several Court Support Services Division (CSSD) staff attended from Adult Probation, Family Services and Juvenile Probation, and this was their first time attending a CFI event. He believes it is important for front-line staff to participate in such opportunities, to expand their learning and understanding of the connection to their work for the families served through all areas of CSSD. Paul Bourdoulous echoed Joe's statements, adding front-line staff hearing the message firsthand helps them connect the message that he and the rest of Support Enforcement Services leadership shares about the CFI and this important work.

Connecticut Fatherhood Initiative (CFI) Council Meeting

Meeting Summary * June 26, 2023

2023 CFI Summit: Illuminating the Path for Relational Health, continued

Kelley Edwards, who served on the Planning Committee for the event along with Council Member Sarju Shah, stated it was a joy to collaborate with DSS and bring our various networks together for new connections at the ground level. Other members agreed it was an impactful event and hope it will be held annually. Diana noted there has been discussion about holding a CFI annually, but ongoing financial support will be needed – the 2023 event was supported through a grant with DHMAS. If funding is available, the event would most likely be held in the fall each year (starting in 2024).

Annual CFI Dear Dad Tour Campaign: 2024 and Beyond

Tony introduced Frank Borres, Owner, Account Executive and Creative Director of American View Productions (AVP). He explained we have worked with Frank and his team for several years, as they produced a video and PSAs when DSS was awarded the federal Promoting Responsible Fatherhood grant in 2006. AVP developed and conducted CT Fatherhood Initiative's Dear Dad Tour (DDT) in 2019, a video booth tour that travelled throughout the State to raise awareness about the CFI and the significant role fathers play in their children's lives. There were five stops on the 2019 DDT, at festivals and community days in Middletown, Norwich, New Milford and Bridgeport, and the State Capitol Building in Hartford, where anecdotal stories were recorded – people shared thoughts about their own fathers, themselves as fathers, their co-parents or partners as fathers, or any man in their lives that played a paternal role...the choice was theirs as the storyteller.

Several CFI state agency partners financially supported the 2019 Tour, including the Department of Social Services, Department of Labor, Department of Correction, Department of Public Health, Department of Mental Health and Addiction Services, Department of Children and Families, Office of Early Childhood, State Department of Education, Judicial Branch Court Support Services Division and Judicial Branch Support Enforcement Services.

DSS requested that Frank develop a proposal for the DDT as an annual campaign, to run during the weeks after Mother's Day up until Father's Day (roughly mid-May to mid-June). DSS would enter into contract with AVP for this campaign. The draft proposal was provided to Members during the meeting and can also be found at the end of these minutes.

The following questions and answers were shared:

Q. Is a release form signed by each person who participates in recording their story?

A. Yes, AVP provides a release form.

Q. Can the CFI Overview one-pager be available at every stop on the annual tour/where the booth is set up?

A. Yes, AVP staff can have a supply of the CFI one-pager with them and disseminate to attendees at the various venues where the DTT booth is set up.

Q. Can CFI partners have the booth come to events throughout a given year?

A. Yes, but this would be based on AVP availability/capacity and there would be additional costs associated, as it would be outside the annual campaign.

Connecticut Fatherhood Initiative (CFI) Council Meeting

Meeting Summary * June 26, 2023

Annual CFI Dear Dad Tour Campaign: 2024 and Beyond, continued

Members provided the following suggestions in response to the annual CFI Dear Dad Tour (DDT) proposal:

- Make a stronger connection of the DDT to the CFI; for example, change name to the CT Fatherhood Initiative’s Dear Dad Tour
- Explain the return on investment (ROI) to secure funding from foundations, private funds and how it helps CFI
- Use the DDT as a conduit of back-and-forth feedback to learn how others feel about CFI
- Include stories of incarcerated fathers
- Include CFI success stories, both individual stories of fathers who were involved in local fatherhood programs and state agency collaborations that created systems change
- Include referrals to resources on the CFI DDT website

Members agreed running the DDT annually is a great idea; they asked that today’s discussion points be incorporated into the proposal. Frank will revise the proposal and resubmit to DSS. The Council will review the second draft of the proposal at the September meeting.

Strategic Plan: Implementation Update

Domain Committee Chair Reports

DOMAIN 1 (D1): Fathers economically stable

D1 Committee Chair Eddies Cajigas reported the group last met in May and has decided that the group’s work will continue via email unless a meeting is necessary. The Committee is currently developing an abbreviated one-page “Resource Checklist” for fatherhood program providers, with links to quickly connect providers/program participants to resources related to the D1 focus of fathers’ economic stability, such as employment, education, mental health, housing and other available supports.

DOMAIN 2 (D2): Fathers in healthy relationships with their children, co-parents, significant others

Diana reported on behalf of D2 Committee Chair Anthony Gay. The Committee last met in May and continues their review of a DCF Request for Proposal (RFP), compiling suggestions RFP templates can be more inclusive of fathers in their parenting role. A short survey for DCF workers in the adolescent unit regarding post-secondary education opportunities for male youth in the human services/social work field is also currently under development.

Connecticut Fatherhood Initiative (CFI) Council Meeting

Meeting Summary * June 26, 2023

Strategic Plan: Implementation Update, continued

Domain Committee Chair Reports, *continued*

DOMAIN 3 (D3): *Young people prepared to be responsible parents*

Deputy Commissioner Michael Williams shared the D3 Committee met May 24, and their Asset Map analysis continues for Focus Area 1, Healthy Masculinity/Healthy Relationships/Violence Prevention. DC Williams shared an example of the group's examination is the DCF-funded program called "Triple P", to see how curriculum used by the 19 program sites could be adapted to be inclusive of interventions with young fathers. Youth Services Bureaus are also being examined for opportunities for identification of young fathers and fathers-to-be and services to support them in this focus area. The group hopes to have Focus Area 1 analysis completed by the Fall Council meeting.

DOMAIN 4 (D4):

Men involved in the criminal justice system supported in being responsible fathers

Co-Chair Joseph DiTunno reported the group is continuing planning for a "fatherhood within the criminal justice system (CJS)" training event. The event will be held in September at Central CT State University and by invitation only, with target audience being leaders from Connecticut CJS agencies (law enforcement, corrections, pardons/parole, bail/sentencing/probation, public defenders, state's attorneys, etc.) and their training unit staff.

DOMAIN 5 (D5): *Policy/Public Awareness*

Tony Judkins reported the Summer 2023 issue of the CFI Newsletter was electronically disseminated to the CFI network on June 12. He reminded members to please forward the email they received throughout their respective agencies and partner/contractor networks. In honor of Father's Day, the issue shares success stories of fathers who have participated in local programs, as well as statistics on fathering. Kari Adamsons shared the Data Development Subcommittee is shifting their approach to their work. Rather than seeking information from all Executive Branch agencies, they will connect to DSS and DCF regarding the systems these agencies are currently examining/developing as they relate to inclusion of father-specific data collection.

CFI-211 Workgroup

Tanya Barrett reported United Way of CT recently moved to a new location in Rocky Hill; the Workgroup will be meeting there in July. In April, the group discussed tasks such as the removal the CFI Information and Referral toll-free number from CFI website with direction instead to call 2-1-1 or visit the 2-1-1 website for local programs/services; training about the CFI for 211 Contact Center staff; training on 211 for fatherhood program providers; and review/updates to current 211 e-library papers. Diana delivered sessions to 211 staff in May and received positive feedback. Tanya shared they continue to collect data on callers, and noted since they began asking proactively "are you a parent", of the 45,000 calls they had last year, 15-20% were identified as fathers. They hope to explore this more, and look at the types of resources fathers are calling for, whether staff were able to identify a resource to which they could connect the fathers, etc.

Connecticut Fatherhood Initiative (CFI) Council Meeting

Meeting Summary * June 26, 2023

DSS-certified Fatherhood Program Providers Report: Coalition Updates

Robert Pinnock provided the following report on behalf of the coalition:

Regular meetings

- All DSS-certified fatherhood program staff are still meeting once every other month, and have discussed moving toward monthly meetings
- They believe regular meetings are helpful in their work with fathers, as they share information and strategies on service provision, recruitment, addressing challenges, etc.

Continuation of mental health and addiction prevention work in fatherhood programs

- Several of the agencies with DSS-certified fatherhood programs have received funding through the Governor's Prevention Partnership to continue to use the Strategic Prevention Framework (SPF) Model to implement prevention work within their fatherhood programs; providers meet monthly to talk about monthly activity logs, discussing different training opportunities and any other opportunities to connect with each other at events/conferences that can be beneficial to staff

CFI Summit

- A few of the staff served as CFI Summit panel presenters for the morning Providers' Panel, for which they shared their thoughts about the SPF Grant and work being done to support program fathers in the areas of mental health and substance use prevention
- fathers participating in programs were also in attendance at the event, and some presented on the Dads' Panel during the afternoon portion of the program
- during a meeting after the Summit was held, they reflected on the event - all thought it was pretty insightful, especially hearing from the fathers that spoke about their experiences

Family Support Magistrate Spring Meeting

- Several staff presented to the Family Support Magistrates at their Spring meeting earlier this month
- they collaborated on the development of a joint Power Point presentation outlining the various services offered by their respective programs, rather than doing separate presentations

DSS Fatherhood Program Certification Process

- agencies have entered the 2023 round toward recertification of their programs, submitting the required Letter of Intent by the identified deadline
- all are currently working on the next step of the process, which is the submission of the Program Compliance Report; staff discussed data collection, what systems are being used, etc.; plan to continue discussions about the outlined program standards and indicators of compliance

CFI Overview Slides

This item was tabled due to time constraints. It will be included as an agenda item for the September 25 meeting. Members received Draft 2 of the CFI introduction slides in advance of the meeting, and the slides are also included at the end of these minutes.

Connecticut Fatherhood Initiative (CFI)
Council Meeting
Meeting Summary * June 26, 2023

Other Business

Tony noted the final two meetings of 2023 are confirmed as follows:

- **September 25, 2023**
- **December 18, 2023**

Meetings will be scheduled as in-person format (noted in the subject line of the email) with a virtual option to join if available in the meeting room location.

Diana stated Commissioner Barton Reeves' Administrative Assistant emailed invites for all meetings, so if any member did not receive those invitations, please email Diana at diana.ditunno@ct.gov so the invites can be forwarded to them. Council members were asked to confirm they received by RSVPing to each invitation.

Meeting Adjourned.



AMERICAN VIEW PRODUCTIONS

10 Middle Street
Bridgeport, CT 06604
203-520-1968

168 Hammertown Road
Monroe, CT 06468
203-880-5956

Proposal



teach · love · inspire

CONNECTICUT
FATHERHOOD
INITIATIVE

CT Fatherhood Initiative Council

Annual CT Fatherhood Initiative Public Awareness Campaign Proposal

Submitted by AVP on behalf of the
Domain 5 Committee: Public Policy and Awareness

6/22/2023

Your full service
marketing agency.

Branding & Messaging
Public Relations
Social Media
Graphic Design
Photography

Websites
SEO
Video
Drones
Podcasts

American View Productions
AmericanViewProductions.com
info@avpmail.com





Contents

Partners	2
Public Awareness Campaign	3
The Fatherhood Tour	4
Targeted Messaging	6
History	7
Budget	8
Client References	10



Partners

CT FATHERHOOD INITIATIVE

Stated Goal: “...media advocacy to promote responsible fatherhood”

AMERICAN VIEW PRODUCTIONS



Presenter:

Frank Borres

PRESIDENT / CREATIVE DIRECTOR

American View Productions (AVP) is a Connecticut based Marketing and Television Production Company. Owner Frank Borres was a Connecticut TV reporter before starting AVP to produce documentaries for Public Broadcasting where he won many industry awards including Emmys, a Grammy, National Golden Eagle and other recognitions. His marketing firm in operation since 1991 serves many of Connecticut’s non-profits and community outreach campaigns. He’s worked for the CFI before creating videos and public service announcements. Frank has served in many volunteer efforts including as Chair of Bridgeport Caribe Youth Leaders, a respected youth development organization, the Governor’s Film Commission, CPTV Community Affairs Board, National Association of Television Arts and Sciences and numerous other organizations. AVP is a full-service marketing firm, celebrating 40 years next year, that is capable of efficiently creating much of what is recommended in this proposal under one roof. AVP is a minority operated firm.



Fatherhood Public Awareness Campaign

RATIONALE

As the Connecticut Fatherhood Initiative (CFI) nears its twenty-fifth anniversary year there is much to be proud of. Many family dynamics have been changed to help children and fathers secure their supportive relationships. The more we do to create a multiplying effect to healthy fatherhood the greater the impact on Connecticut's economy, crime rate, child education levels, and quality of life. This campaign helps fathers in Connecticut to learn they have choices and resources to help them to be part of their children's lives. It also brings attention to the value of fatherhood.

APPROACH

If we agree that the CFI efforts exponentially improve Connecticut quality of life, then annual resources spent toward promoting the Connecticut Fatherhood Initiative are critical to informing the public and sustaining the movement. So, a creative awareness campaign that can reach our audiences annually through the energy of our citizens may be the most effective approach; a viral campaign that takes advantage of available assets.



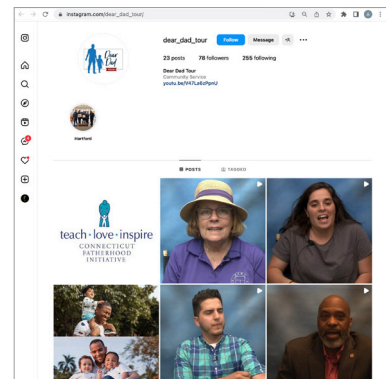
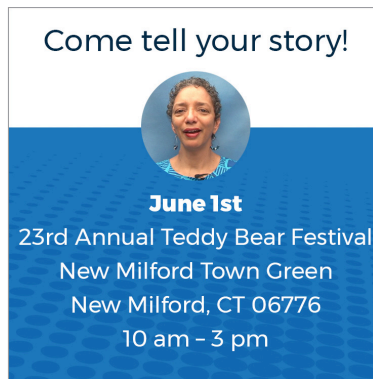
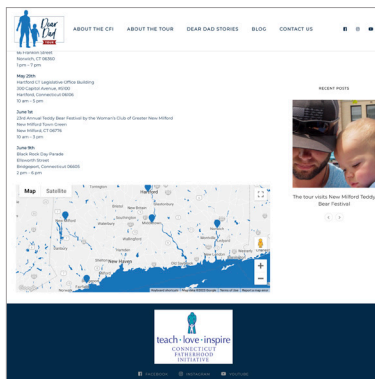


The Fatherhood Tour

CONCEPT

Imagine a booth in the style of the old bowling alley photo booths, decorated with Fatherhood imagery and slogans. The website and social media campaign let the public know what statewide festival or event location the booth will be in so that they may go to the booth and record their fatherhood memory and Father's Day message they want to give their father.

The website, which is built, not only has valuable Fatherhood information but also is a resource for dads, and updated videos from people who participated. The website lets the public know where the booth is and where it will be next. Locations can include schools, parks, festivals, the legislature, programming sites, partnering agency events and locations, funder and sponsor sites, churches, remote locations, malls, etc.



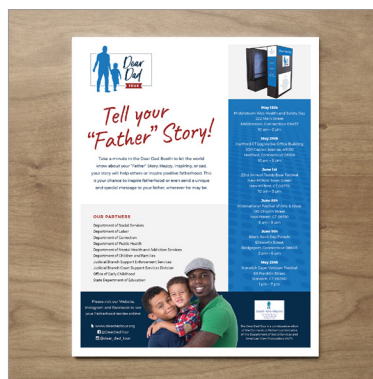
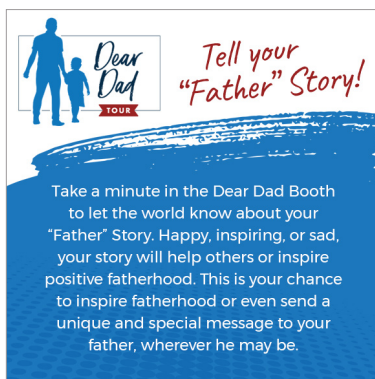
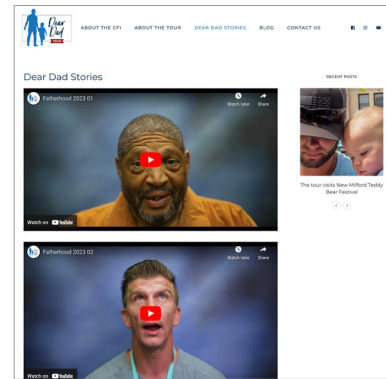
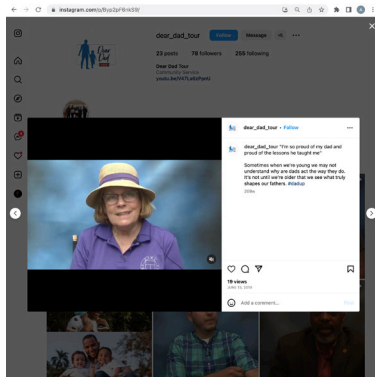


The Fatherhood Tour

Each day a new social media post will be on the fatherhood social media pages and shared by thousands as the compelling 20-second stories are told. The tour which begins 10 days after Mother’s Day will culminate on Father’s Day with the posting of an emotional video montage production. The Father’s Day season will be the official period of the Connecticut Fatherhood movement.

Each year before Father’s Day is a good time to start thinking about what special gift you might give Dad. Luckily, we’re making it easy for all of you to send him a personalized message via this great thing called the Internet. But not just with an email, e-card, or photo. Imagine a high-quality video of you retelling your “father” story for the world and your father to see. That’s what you can expect to record in one of our many video booth locations each year leading up to Father’s Day!

All the while information about CFI is disseminated through the tour, on the booth, on the website, in flyers handed out and through the social media posts. Free PR.





Targeted Messaging

AUDIENCES

Legislators, fathers, funders, general public

MESSAGING

Legislators/Funders: Successes, Systems Change, Supporting children and families we are serving in our state systems.

Fathers: Changing the narrative and empowering Dads not shaming them; TEACH, LOVE, AND INSPIRE

General Public: Importance of a state with healthy fathers in a household, CFI Successes, Supporting children and families we are serving in our state systems





History

American View Productions (AVP) has a history creating messaging supporting the mission of the CFI. Most recently just prior to the pandemic AVP held the first Dear Dad Tour. The 2019 CT Fatherhood Initiative's Dear Dad Tour is a video booth tour that travelled throughout the State of Connecticut collecting anecdotal stories from people like you. Stories about fathers – people shared thoughts about their own fathers, themselves as fathers, their co-parents or partners as fathers, or any man in their lives that played a paternal role... the choice is yours as the storyteller! Once the stories are collected they are shared with the world via this website, in the hopes of drawing attention to the significant role of fathers and the Connecticut Fatherhood Initiative (CFI), a statewide multi-agency collaboration, led by the Department of Social Services, working toward a common goal: to support children, mothers and fathers by focusing on the important influence of men who are or will be in fathering roles. CFI engaged AVP to create a public awareness campaign. The Dear Dad Tour was that public awareness campaign. A campaign utilizing the great fatherhood stories to bring attention to the activities of the CFI while sharing compelling examples of why fatherhood is so important.

2019 TOUR DATES

Middletown Kids Health and Safety Day
Middletown, Connecticut

Norwich Cape Verdean Festival
Norwich, CT

Hartford CT Legislative Office Building
Hartford, Connecticut

23rd Annual Teddy Bear Festival by the Woman's Club of Greater New Milford
New Milford, CT

Black Rock Day Parade
Bridgeport, Connecticut



Budget

A statewide Public Awareness Campaign complete with traditional media buy, grassroots outreach, social media and distribution would be prohibitive in cost especially when trying to reach multiple audiences. Our proposal, however, utilizes the power of free media, viral participation, a compelling concept, and an already available ready-made promotional day.

Related State agencies may want to contribute to the effort as reasonable and comfortable for their respective agencies. The messaging and the subsequent activities would encompass their contributions as well as markets their agencies.

RECENT PARTNER LIST

Department of Social Services
Department of Children and Families
Department of Correction
Department of Developmental Services
Department of Housing
Department of Labor
Department of Mental Health and Addiction Services
Department of Public Health
Department of Veterans Affairs
Office of Early Childhood
State Department of Education
Judicial Branch Court Support Services Division
Judicial Branch Support Enforcement Services
CT State Colleges and Universities



Budget

DELIVERABLES

- Campaign creation
- Project coordination
- Video production
- Video booth management
- Social media
- Website maintenance
- Graphic design
- Content creation
- Press Relations - journalists will be encouraged to participate and interview

COST ESTIMATE

Tour prep (meetings, planning, web content writing, web fees, booth prep)	\$2 - 3K
Production (marketing materials, web maintenance, social media site updating, admin)	\$3 - 4K
Launch & tour - 4 locations (transportation, tour personnel, coordination, video equipment, materials, PR, social media, web updating, video management, commissioner video)	\$14 - 16K
Post production (editing & production of final video, social media promotions, PR)	\$6 - 8K
Total Range	\$25-31K*
*Additional locations	\$4K / ea.





Client References

Garth Harries

President & CEO, The Connecticut Project

GarthHarries@ctproject.org

(475) 900-9211

Laureen Avery

Director, UCLA Center X Northeast Region

avery@gseis.ucla.edu

(401) 497-8108

Dr. Monette Ferguson

E.D., Alliance For Community Empowerment

mferguson@alliancect.org

(203) 366-8241

Charles Griggs

Director of Administration & Fund Development, BNT

charles@bntweb.org

(203) 290-4255 x115