



# Connecticut Fatherhood Initiative Dear Dad Tour 2025

## **Dear Dad Tour Summary**



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## Goals

- 1) Increase Public Awareness
- 2) Exposure of Connecticut Fatherhood Initiative
- 3) Video Production Technical Assistance
- 4) Event Services
- 5) Public Relations Consultation





Come tell your story!

**Saturday, June 8**  
Hartford Taste Festival  
Pratt & Trumbull St, Downtown  
Hartford, CT 06810  
Noon - 9pm



## AVP Activities

- 1) Campaign creation (Concept and Scheduling)
- 2) Project coordination (Working with crews and site hosts)
- 3) Video production (Proper recordings of subjects)
- 4) Video booth management (Installation and transport)
- 5) Social media (Pre and post event posts and SM management)
- 6) Website maintenance (Content and design updating)
- 7) Graphic design (As needed related to event promotions)





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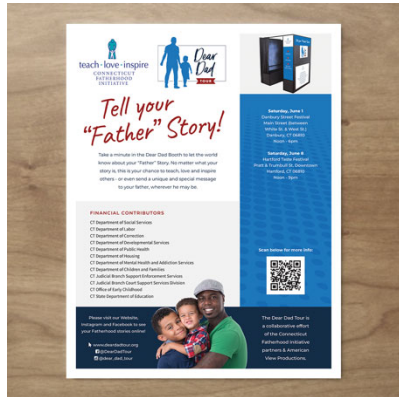
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## AVP Activities

- 8) Content creation (as needed related to event promotions)
- 9) Media / Press Relations - journalists will be encouraged to participate and interview
- 10) Identification of Tour Cities / Towns / Events
- 11) Create and provide release forms to all DDT participants.
- 12) Distribute the CFI materials at every stop on the annual tour / where the booth is set up.





## AVP Activities

- 13) Created and Distribute CFI Business card to visitors
- 14) Provide participants with branded swag.





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## Highlights

- 1) Reporting daily on weekly updates on tour
- 2) Produced booth videos for each event and posted on social media and website
- 3) Posted daily with videos, testimonials, etc.
- 4) Consistent updates to the website





## Press



Sent out press alerts to local media for each tour event & followed up

1. News 12 Profile coverage
  - a. NewsBreak.com (online media)
  - b. MSN.com
  - c. Allevvents.in



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## Identifying Sites

Identifying Tour sites between Mother's Day and Father's Day during time period.

- a. Fairfield County Foodie Fest, Trumbull – May 17
- b. Naugatuck Duck Day -June 1
- c. Hartford Taste Festival – June 7
- d. Danbury Street Festival - Cancelled







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# By the Numbers

## Campaign Reach & Engagement:

### Video Collection & Coverage:

- Trumbull  
15 Stories; <https://tinyurl.com/bddntphp>  
News 12 Feature; <https://youtu.be/8iFwjCqC6h0>  
Highlight Video; <https://youtu.be/S5j9dJzTX0s>
- Naugatuck:  
35+ Stories; <https://tinyurl.com/4u9wumn8>  
Highlight Video; <https://youtu.be/wCs0yRykVDQ>
- Hartford:  
16 Stories; <https://tinyurl.com/5c29r2y4>  
Highlight Video; <https://deardadtour.org/hartford/>





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## By the Numbers

### Social Media Output:

- Facebook: 47 posts  
3,033 views (↑ 45% vs. previous two months)
- Instagram: 47 posts  
2,598 views (↑ 28% vs. previous two months)
- Media Outreach  
Strategic media releases sent 1 week prior to each event  
Follow-up calls and reminder releases every Friday before tour stops ensured coverage and visibility





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## By the Numbers

### Website:

- Create 2025 tour page with locations and map pins
- Update footer ribbon with upcoming tour dates (as they happen)
- Add video playlists to menu

### Graphic Design:

- 2025 flier
- QR code sign
- Business cards





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05-18-24 New Haven 04



05-18-24 New Haven 05



05-18-24 New Haven 07



05-18-24 New Haven 08



05-18-24 New Haven 10



05-18-24 New Haven 11

## To Summarize

**To summarize, we have produced a total of 70 videos to date!** This not only surpasses our goal of 10 videos per event but nearly doubles it, which is fantastic news. **The more videos we create, the more people learn about the CFI Dear Dad Tour 2025, and the more they talk about it with their family and friends.**





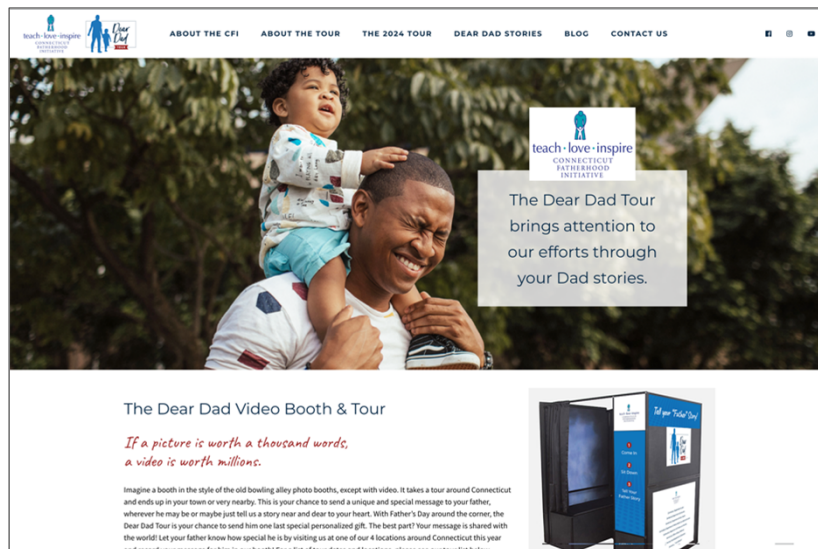
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## Recommendations

- Solicit Public or Private Sponsor/Partner
  - Retail or Public
- Consider Alternative venues in the respective communities
  - Cross Promotions
- With appropriate funding consider mobile unit





[deardadtour.org](https://deardadtour.org)



Recap video



**Strategic Plan Domain 1 Committee: *Fathers Economically Stable***  
**Quick-Access Resource List for Providers**

Economic Stability Area	Resource	What you'll Find
<b>EMPLOYMENT</b>	<b>CT Department of Labor (DOL) website, American Job Center page:</b>  <a href="https://www.ct.gov/dol/american-job-centers">American Job Centers (ct.gov)</a>	The American Job Center (AJC) system is a partnership of organizations that provide workforce assistance to job seekers and employers. This collaboration of state, regional, and local organizations helps prepare and train workers and offers services that help business and industry find talent. AJCs have services for everyone, regardless of employment status.
	<b>CTHires website:</b>  <a href="https://www.cthires.com">CTHires</a>	To register in many AJC workshops at locations across the state, individuals must register in CTHires (CT Helping Individuals and Employers Reach Employment Success) which is designed to provide integrated services to individuals and employers.
	<b>CT DOL website, Services page:</b>  <a href="https://www.ct.gov/dol/services">Services (ct.gov)</a>	This page provides links to various services including jobseeker assistance, youth employment, career exploration, unemployment assistance to name a few.
	<b>The CT Office of Workforce Strategy Career ConneCT website:</b>  <a href="https://www.careerconnect.org">CareerConneCT</a>	Career ConneCT provides individuals with FREE training for high-demand careers. Eligible participants will gain the skills needed for a job in 4 to 24 weeks, work with a career coach, and get connected to employers that are ready to hire.



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<b>EMPLOYMENT SERVICES FOR PEOPLE WITH DISABILITIES</b>	<b>ADS / Bureau of Rehabilitation Services:</b> <a href="https://portal.ct.gov/ADS/Bureau-of-Rehabilitation-Services">Welcome to Bureau of Rehabilitation Services (ct.gov)</a>	The Bureau of Rehabilitation Services (BRS) is Connecticut's vocational rehabilitation program. We help individuals with disability to prepare for, enter and maintain employment through a wide range of services that best fit your need and will lead to your success.
<b>ADULT EDUCATION</b>	<b>Adult Education Website, Programs:</b> <a href="https://portal.ct.gov/SDE/Adult-Ed/Adult-Education-Instructional-Programs">https://portal.ct.gov/SDE/Adult-Ed/Adult-Education-Instructional-Programs</a>  <a href="https://portal.ct.gov/-/media/SDE/Adult-Ed/providerdirectory.pdf">https://portal.ct.gov/-/media/SDE/Adult-Ed/providerdirectory.pdf</a>	<p>This page links to the free instructional programs offered through CT Adult Education. Connecticut Adult Education offers three distinct pathways for adults to attain a high school diploma (GED, CDP, and NEDP). CT Adult Education also offers instruction for foreign-born adults who wish to become United States citizens. Additionally, CT Adult Education also has programs designed for adults who have limited proficiency in the English language or whose native language is not English.</p> <p>The second link provides a list of all adult education agencies and contact information across the CT.</p>
<b>HIGHER EDUCATION</b>	<b>CT State Community College website:</b> <a href="https://ctstate.edu">https://ctstate.edu</a>	This is the new website for the CT State Community College (as of July, 2023, the 12 community colleges have been consolidated into a single accredited college). It shares statewide opportunities, both on the credit and noncredit (workforce development) sides.

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<b>SUPPORTS FOR INCARCERATED FATHERS</b>	<b>CT Department of Correction (DOC) website, Programs &amp; Services page:</b>  <a href="https://www.ct.gov/doc/Programs-and-Services">Program and Services (ct.gov)</a>	<p>This page provides the listing of programs offered at each DOC facility, including educational and vocational training, substance abuse treatment, parenting, anger management, domestic violence counseling, health education, sex offender treatment, religious services and many more.</p> <p>Fatherhood Program Providers should contact Counselor Supervisor Adrienne Kerwin with any questions about programs via email at <a href="mailto:Adrienne.Kerwin@ct.gov">Adrienne.Kerwin@ct.gov</a></p>
<b>CHILDCARE</b>	<b>CT Office of Early Childhood (OEC) Website, Programs &amp; Services page:</b>  <a href="https://www.ctoec.org/child-care-and-camps/">https://www.ctoec.org/child-care-and-camps/</a>	<p>The Office of Early Childhood (OEC) helps make sure that childcare programs and camps are safe, healthy places for children to learn and grow. Learn about your options for licensed childcare programs and camps.</p> <p>The easiest way is to <a href="#">use the 2-1-1 Child Care online search tool</a>. The tool allows you to search by name or location and can give you key information about programs in your area, including:</p> <ul style="list-style-type: none"> <li>• Ages of children they serve</li> <li>• Costs</li> <li>• Hours</li> <li>• Inspection and violation history</li> <li>• Provider's experience and qualifications</li> </ul>

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Economic Stability Area	Resource	What you'll Find
<b>MENTAL HEALTH AND ADDICTION SERVICES</b>	<b>CT Dept. of Mental Health and Addiction Services (DMHAS) website, Supported Employment Services page:</b> <a href="#">Supported Employment Services (ct.gov)</a> <a href="#">DMHAS Supported employment providers (ct.gov)</a>	<p>This page provides a list of DMHAS partner agencies to offer a recovery-oriented system of care for persons in recovery who are seeking employment or education while experiencing behavioral health conditions. Employment strategies are tailored to meet individual needs. Services may include career planning, job search assistance, job placement, on- and off-the-job coaching, and career advancement services.</p>
	<b>Programs and Services page:</b> <a href="#">Programs and Services (ct.gov)</a> Crisis Services: 1-800.467.3135 or 2-1-1 24/7 Access Line: (800) 563-4086 Bed Availability: <a href="#">Connecticut Addiction Services (ctaddictionservices.com)</a> <a href="#">Connecticut Mental Health Services (ctmentalhealthservices.com)</a> <a href="#">www.LiveLOUD.org</a> <a href="#">www.drugfreect.org</a> <a href="#">Medications for Substance Use Disorders   CTBHP Providers</a> <a href="#">NORA - Naloxone + Overdose Response App (ct.gov)</a>	<p>This page, and the additional links provided here, provide quick access to numerous programs and services available through DMHAS, including how to find services by geographical area of the state. These resources can assist individuals' with their economic stability goals.</p>

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Economic Stability Area	Resource	What you'll Find
<b>HOUSING</b>	<p><b>CT Department of Housing Website:</b>  <a href="http://www.ct.gov/doh">www.ct.gov/doh</a></p> <p><a href="https://portal.ct.gov/DOH/DOH/Housing/Programs">https://portal.ct.gov/DOH/DOH/Housing/Programs</a></p> <p><a href="#">Call 211 for Essential Community Services   United Way 211</a></p> <p><a href="http://cthcpv.org">CT Housing Choice Voucher Program (cthcpv.org)</a></p> <p><a href="http://www.cthousingsearch.org">www.cthousingsearch.org</a></p>	<p>This link brings you to the list of all DOH funded programs from affordable housing resources to homeless services, including the Coordinated Access Networks and homeless shelters.</p> <p>If experiencing a housing crisis individuals can visit this webpage or call 2-1-1 for assistance.</p> <p>This website lists all public housing authorities that have a current open waitlist and instructions to apply for that waitlist.</p> <p>This website lists affordable housing properties and any vacancies they may have.</p>

# Calls from fathers

Calendar Year	Call from Parents	% from Fathers
2020	45,600	20%
2021	45,385	17%
2022	51,814	15%
2023	37,046	16%
2024	34,702	15%

## Top Towns of Fathers

1. Hartford
2. New Haven
3. Waterbury
4. Bridgeport
5. New Britain
6. Stamford
7. Meriden

*\*60% of all 211 calls, on average, are from individuals who identify as female*

Received at least one call from a father in 147 of the CT towns

# Web searches related to fatherhood/parenting

Search Term	CY2019	CY2020	CY2021	CY2022	CY2023	CY2024
<b>Fathers</b> (fatherhood, fatherhood initiative, fatherhood programs)	109	217	396	969	2,095	2,328
<b>Parent Support Groups</b>	436	582	915	1,576	3,530	4,283
<b>Parenting Education &amp; Home Based Parenting Education</b>	531	798	1,015	1,566	1,804	3,063
<b>Co-Parenting Workshops</b>	666	725	1,152	1,062	2,337	2,405
<b>Parent to Parent Networking</b>	116	238	314	466	370	461
<b>Teenage Parents</b>	28	20	149	337	564	491

# Top needs of fathers

CY2020	CY2021	CY2022	CY2023	CY2024
Psychiatric Mobile Response Teams	Psychiatric Mobile Response Teams	At Risk/Homeless Housing Related Assistance Programs	At Risk/Homeless Housing Related Assistance Programs	At Risk/Homeless Housing Related Assistance Programs
Communicable Disease Control	Rent Payment Assistance	Electric Service Payment Assistance	Rent Payment Assistance	Housing Search and Information
Electric Service Payment Assistance	At Risk/Homeless Housing Related Assistance Programs	Rent Payment Assistance	Housing Search and Information	Rent Payment Assistance
Rent Payment Assistance	Electric Service Payment Assistance	Housing Search and Information	Psychiatric Mobile Response Teams	Rental Deposit Assistance
At Risk/Homeless Housing Related Assistance Programs	Housing Search and Information	Food Stamps/SNAP	Electric Service Payment Assistance	Food Pantries
COVID-19 Diagnostic Tests	Food Stamps/SNAP	Landlord/Tenant Assistance	Temporary Financial Assistance	Low Income/Subsidized Private Rental Housing
Food Stamps/SNAP	Temporary Financial Assistance	Gas Service Payment Assistance	Food Stamps/SNAP	Soup Kitchens
Temporary Financial Assistance	Medicaid	Housing Related Coordinated Entry	Food Pantries	Food Stamps/SNAP
Housing Search and Information	Low Income/Subsidized Private Rental Housing	Low Income/Subsidized Private Rental Housing	Landlord/Tenant Assistance	Landlord/Tenant Assistance
Gas Service Payment Assistance	Gas Service Payment Assistance	Psychiatric Mobile Response Teams	Low Income/Subsidized Private Rental Housing	Psychiatric Mobile Response Teams

Mental Health
Healthcare/Insurance
Utility Assistance
Housing
Financial Assistance
Food



# Calls from fathers

Race (CY24)	%
Black	27%
Other	27%
Unknown or Refused	25%
White	20%
Asian/P.I.	1%
American Indian	1%

Ethnicity (CY24)	%
Non-Hispanic	48%
Hispanic	30%
Unknown or Refused	22%

Language (CY24)	%
English	88%
Spanish	11%
Other (Arabic, Portuguese, Creole, Dari, French, Pashto, Italian, Urdu, Farsi, Swahili)	1%