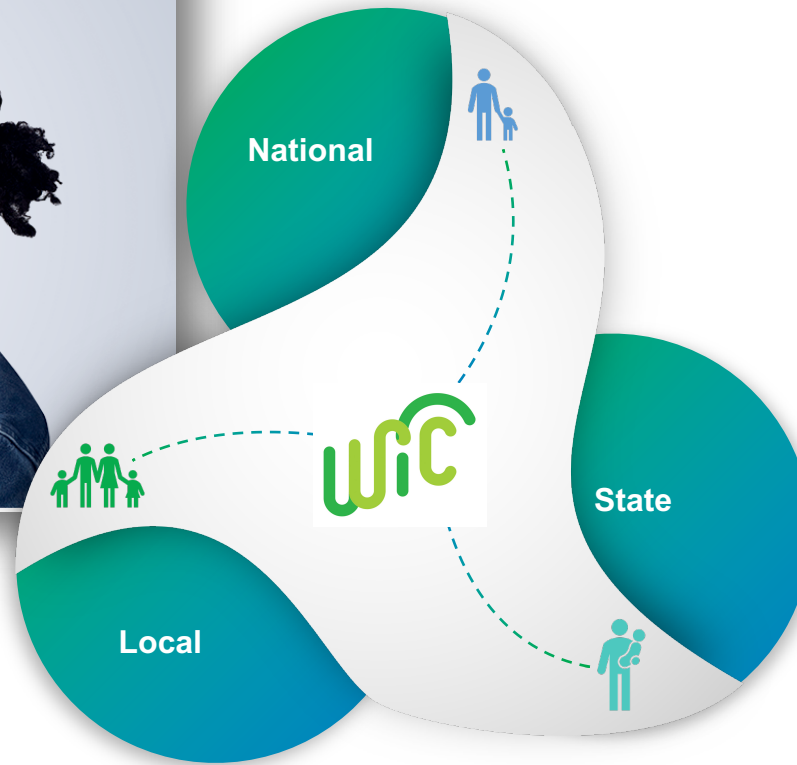


3rd Annual Washington State Fatherhood Summit

Engaging Dads in the WIC Experience



National Perspective

- **Todd Mountin** –
Chair of “Inclusion of
Dads” NWA task force



State Perspective

- **Micah Manu** –
State of George WIC
Program



Local Perspective

- **Ruben Lopez** –
Public Health
Foundation Enterprise
WIC, California

Engaging Dads in the WIC Experience – Capacity Building

State Level

- Maternal and Child Health Workforce Development Center Cohort
- National Fatherhood Institute
- Training for state staff
- MCH Workforce Development Cohort



----- State Perspective

- **Micah Manu** –
State of George WIC
Program

Local Level

- Needs Assessment- Father Friendly Check-Up
- Fatherhood Speaker Series
- Home Visiting Program Survey

Engaging Dads in the WIC Experience – Collaboration



----- State Perspective

- **Micah Manu** –
State of George WIC
Program

- Local Agencies
- Community Based Organizations
- Academic Partners (Morehouse School of Medicine)
- PRAMS



Engaging Dads in the WIC Experience – Coordination

- Strong Fathers, Strong Families Coalition
- Resource Guide



----- State Perspective

- **Micah Manu** –
State of George WIC
Program



3/17/21



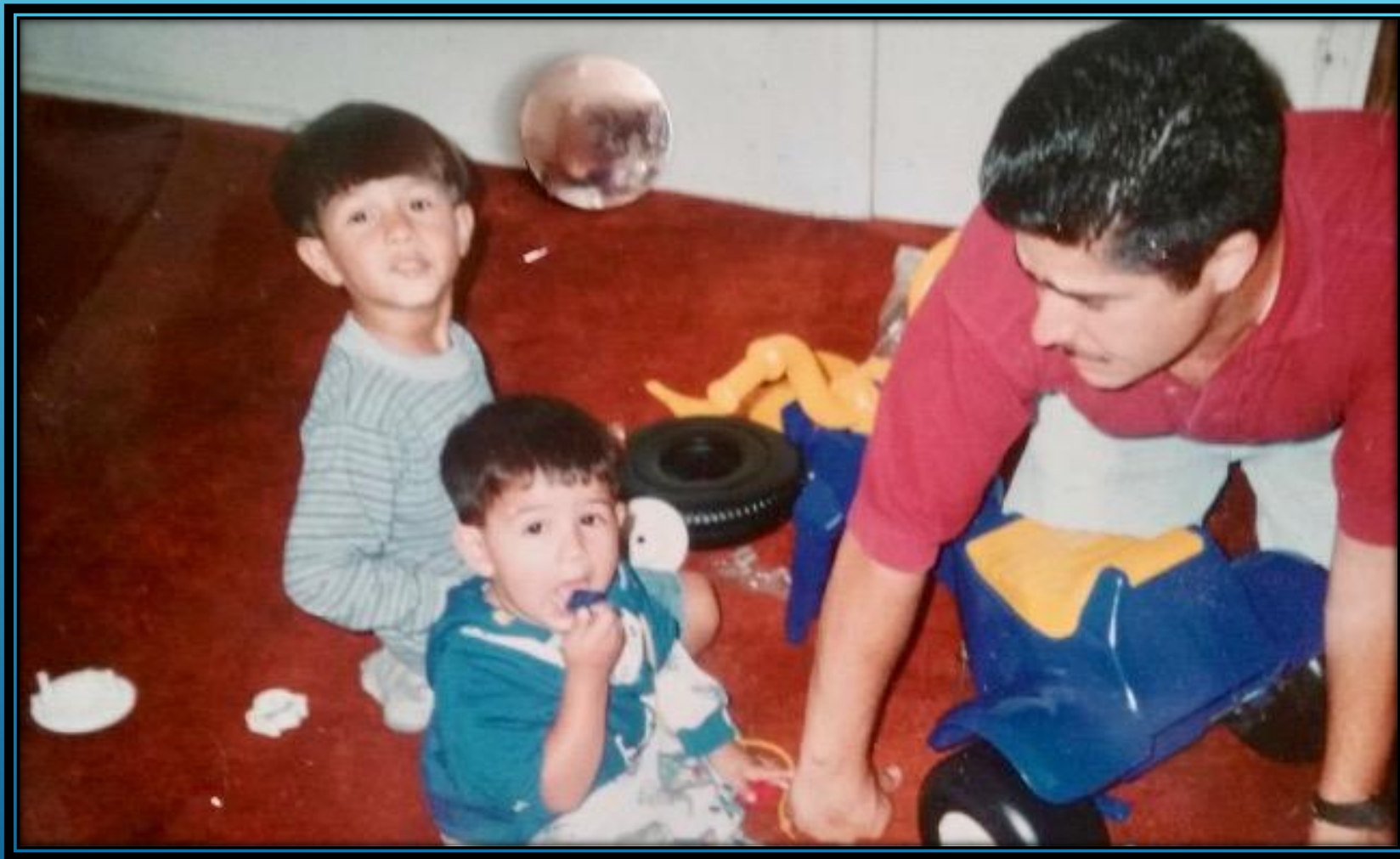
Learning Objectives:



By the end of the session, participants will learn how to:

- Assess their program for “men and dad friendliness”
- Create two strategies for including men and dads in their WIC settings
- Identify marks of a mature, vibrant, well-developed men and dads program

Men, Dads and WIC...That Was Then



Mom: It's My WIC Appointment. Wait In The Car.



Memories of Dads at WIC:

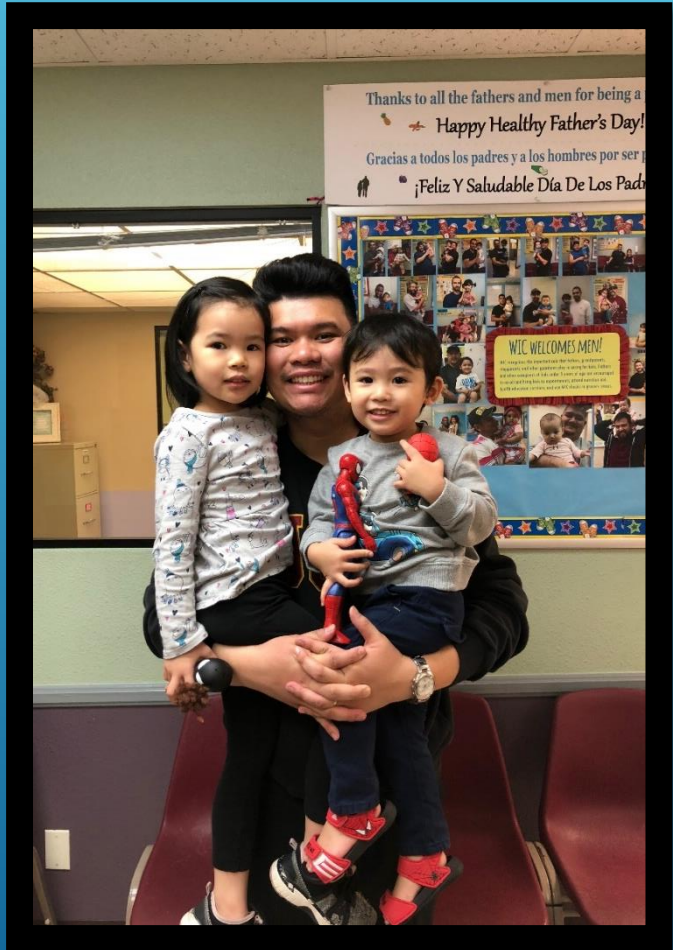
- Waiting in cars
- Dads walking in to the WIC Center saying, “my wife sent me. I have no idea what I’m here for.”

Why Men and Dads Matter



- Research shows that children and families do better when fathers are involved.
- Kids exhibit better school performance, increased self-esteem and improved relationships with peers, while parents feel less stress when they support each other and co-parent.
- The time is now to encourage men and dads to participate in activities and services when they visit WIC.

Today's WIC Dad



Men and dads at WIC have told us that they want to be more involved in child-rearing activities.

The time is right to encourage men and dads to participate in activities and services when they visit WIC.

Keep in mind that the men that raise children can be grandfathers, uncles, step-dads, adoptive dads or big brothers. Fathers come from diverse situations that do not reflect the traditional family structure.

Explain to dads that their involvement is vital for their child's development and success.

Getting Started...PHFE WIC Male Employee Committee



Committee Meeting Discussion Themes and Questions

How do men and dads feel when they visit our WIC Centers?

How do staff feel interacting with men and dads?

How can we do a better job of engaging and welcoming men and dads at WIC?

Mission Statement

The PHFE WIC program is committed to creating a “Male Friendly” environment by including men and dads in all aspects of WIC participation. All male caregivers are invited to attend nutrition education classes, included in nutrition counseling sessions, provided with referrals to local community agencies and given healthy and nutritious WIC foods in order to empower them to take an active role in the lives of their children and families.

Next Steps...



Surveys:

- Ask the dads
- Ask the staff

Dad Survey

What do dads want?

- Dads would like to see the WIC environment more men and dad-friendly
- Dads would like staff to be more welcoming and engaging
- Dads want men and dad-specific referrals from WIC

Staff Survey



Staff were asked about:

Assessing our program's strengths in welcoming men and dads

What does a "men and dad-friendly" WIC environment look like to you?

Assessing staff understanding of the importance of male involvement

Assessing staff comfort interacting and engaging men and dads at WIC

Two Main Themes Emerged from the Surveys:

Helping Men and Dads Feel Welcome During their WIC Visits

Staff Engaging Men and Dads at WIC



Helping Men and Dads Feel Welcome at WIC



PHFE WIC Public Website Posting

Can Men participate in WIC?

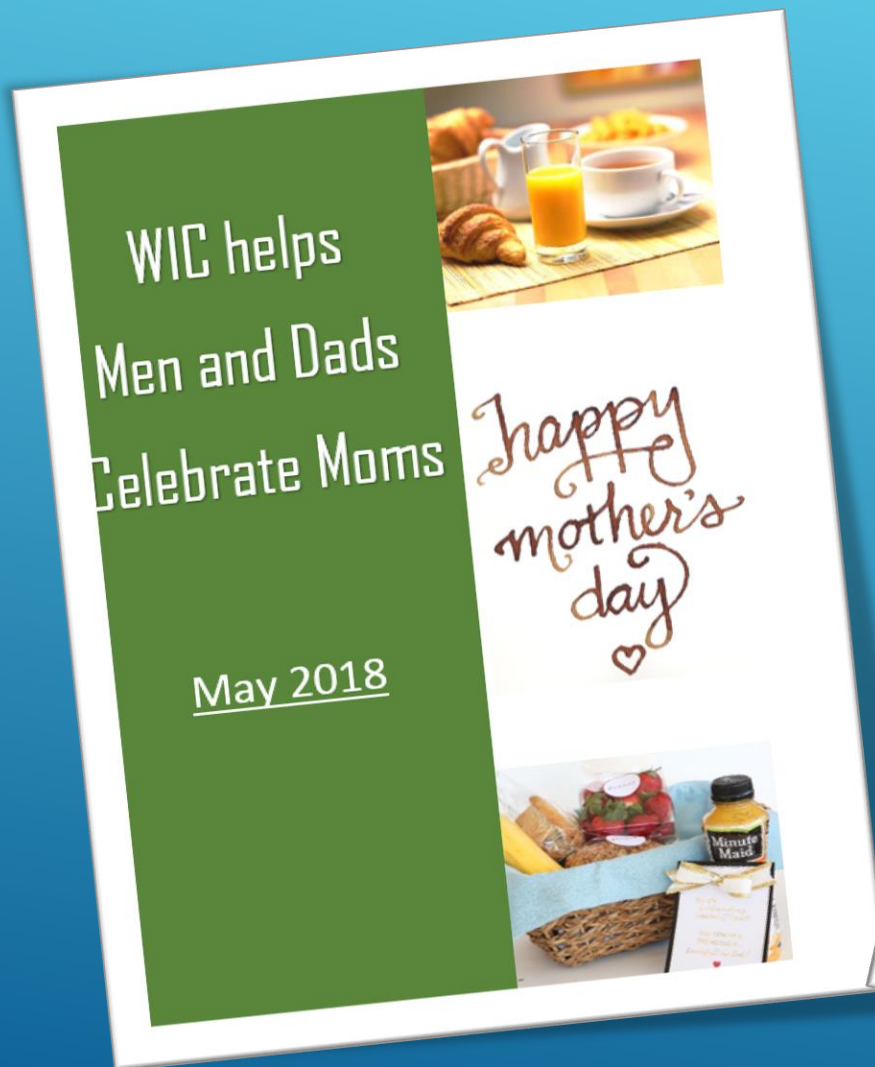
WIC welcomes men! WIC recognizes the important role that fathers, grandparents, step-parents, and other guardians play in caring for kids. Fathers and other caregivers of kids under 5 are encouraged to enroll and bring kids to appointments, attend nutrition and health education sessions, and use WIC checks in grocery stores. For all questions related to the PHFE WIC Program please call: (888) 942-2229.



Men and Dads Bulletin Boards





Men and Dads Celebrate Moms in May



June Father's Day Celebrations



FATHER'S DAY RAFFLE 	FATHER'S DAY RAFFLE 	FATHER'S DAY RAFFLE 
Name: _____ Phone # _____ Family ID _____	Name: _____ Phone # _____ Family ID _____	Name: _____ Phone # _____ Family ID _____
FATHER'S DAY RAFFLE 	FATHER'S DAY RAFFLE 	FATHER'S DAY RAFFLE 
Name: _____ Phone # _____ Family ID _____	Name: _____ Phone # _____ Family ID _____	Name: _____ Phone # _____ Family ID _____
FATHER'S DAY RAFFLE 	FATHER'S DAY RAFFLE 	FATHER'S DAY RAFFLE 
Name: _____ Phone # _____ Family ID _____	Name: _____ Phone # _____ Family ID _____	Name: _____ Phone # _____ Family ID _____

FATHER

PHFE WIC CELEBRATES

FATHERS

All Month Long
Men & Dads Matter at WIC

Family

Strength

Love

Health

#SuperWICDads

June 2018

PHFE WIC CELEBRATES

FATHERS

To Show Our Appreciation,
We Have Special Activities Planned
ALL MONTH LONG

• • • • •

 **ACTIVITIES FOR DADS, MOMS & KIDS**

 **\$50 TARGET GIFT CARD RAFFLE**

- **ATTENTION ALL Super WIC Men:** Visit your WIC center and complete the raffle form!
- Must enter by June 30th

 **HELP US CELEBRATE FATHERS BY:**

- Following us on Instagram or Facebook @PHFEWIC
- Uploading a photo of you, your family and/or WIC men
- Tell us how men in the child's life inspire them to be better
- Use the hashtag #SuperWICDad and tag @PHFEWIC

ONE ENTRY PER FAMILY
MUST BE A WIC PARTICIPANT OR ALTERNATE



Men and Dad Specific Referrals

A Father Really Matters:

A Resource Guide
for Fathers with
Young Children

Un Padre Sí Que Importa:

Guía de Recursos
para Padres de
Niños Pequeños



Catcher A.J. Ellis
and First 5 LA kids

Receptor A.J. Ellis
y niños First 5 LA

Visit First5LA.org/Parenting for more tips
and resources on being a great parent.

Visite First5LA.org/Parenting para más consejos
y recursos para ser un gran padre.


first 5 la
Giving kids the best start

Staff Engaging Men And Dads At WIC

- Staff trainings
- Male employee committee
- Annual Fatherhood Solution conference
- San Bernardino Men's conferences
- Monthly men and dad activities

Getting the Word Out: Media Events for Men and Dads



WIC Celebrates Men and Dads with Congressman Jimmy Gomez

















Marks of a Mature, Vibrant, Well-Developed Men and Dads Program



Ask Yourself these Questions...

Do staff know the names of the dads who walk in to receive WIC services?

Does your agency provide training opportunities for staff on how to engage men and dads?

Has your staff forged relationships with agencies that provide services to men and dads?

Are there pictures of men and dads in your WIC Centers?

Are events scheduled for men and dads to attend?

Do you have men and dad specific referrals available?

Does your agency have men and dad specific nutrition education opportunities?

WIC...Making A Difference

