

## **Family Member Conversation Guide**

The purpose of this document is to guide the conversation and list out the types of questions that will be asked of fathers' family members, as part of the customer feedback that will inform communication materials that will be used as part of a national media campaign. Responses are voluntary and will be kept private.

### **Introduction**

- We're conducting a research study to understand the challenges father's face today.
- It would be helpful if I could record this call for my own notes. Our conversation is anonymous, it's just for me to refer back to. Would that be okay?
- [reconfirm once recording begins]

### **Transition to Interview**

- Tell me a little about your relationship to ( ).

### **Bright Spots + Dark Spots**

- When is the last time you were proud of him as a father? Can you tell me about it?
- Has there been a time when your father let you down?
- When have you seen him be extra motivated to be involved?
- When have you seen him discouraged from being more involved?
- What do you think your life would be like without him?

### **Importance of a Father**

- What does a "good father" look like to you?
- Do you believe it's essential for children to have involved fathers? Why?

### **Being a Father Today**

- What do you think makes a good father today? Is that different than in the past?
- Is it harder to be a father today than in the past?

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- Are there times you've seen ( ) confused or frustrated about something he had to do as a father?

### **Advice & Resources**

- If you could give all new fathers a single piece of advice, what would you want to say to them?
- What was your experience that led you to say that?
- If you were tasked with trying to inspire a friend of yours to be a more involved father, what would you say to him?

### **Concluding**

- Thank them
- Turn off recording

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