

Fathers 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, 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 kids. How many do you have? What are their names?
- What's the last time they did something that made you laugh?

Bright Spots + Dark Spots

- When is the last time you remember feeling proud of yourself as a father? Can you tell me about it?
- Has there been a time when you felt ashamed of yourself as a father?
- What kind of experiences make you want to be more involved?
- What kind of experiences make you feel discouraged about being more involved?
- Have you thought about what your children's lives would be like without you?

Importance of a Father

- Have you thought much about what it means to be a good father? What does a good father look like to you?
- Do you have a story from a time you felt like a good father?
- Do you believe it's essential for children to have involved fathers? Why?

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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?
- When's the last time you felt confused about a decision you had to make as a father?

Advice & Resources

- Who or what felt like a life-raft when you first became a father?
- 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

- Our next step is to speak to a family member who knows you well. In your screener you mentioned you would be comfortable with us speaking to a family member. Are you still comfortable with this?
 - (If yes) Great! Who would be the best person to speak with?
 - (If no) No worries, is there anyone else you'd be comfortable with us talking to, like a friend?
 - (If still no) Alright, thank you anyway!
- Thank them
- Turn off recording