

## Expert 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 experts, 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 fathers 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 us a little bit about your experience with fathers -- particularly less-involved fathers. In what ways do you interact with them?

### Models for Fatherhood

- In your experience, what influences what type of father -- and how involved of a father -- a man becomes?
- Have you ever witnessed a man's model for what makes a good father change?
- How are expectations of masculinity shaping expectations of fathers? Is that changing?

### Contradictions and Insecurities

- What discourages men from being more involved as fathers?
- What do most men get wrong about what it means to be a good father?

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- In your experience, what are men's biggest insecurities when it comes to fatherhood? Can you give me an example?
- Have you seen men sabotage themselves from becoming better fathers?

**Becoming a Better Father**

- Is there something you've seen inspire men to become a more involved father?
- What makes the difference between an involved father and not involved father? Is there a difference in self-belief systems, support or something else?

**Advice and 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/patient of yours to be a more involved father, what would you say to him?
- What resources do you recommend to fathers (especially young fathers)?

**Concluding**

- Thank them
- Turn off recording