

“Universal Dad”
Fatherhood Involvement Campaign—Follow-Up Form
3-5 questions (~5-min to complete)

The purpose of this information collection is to get feedback from the target audience of fathers on the proposed communication ideas (“creative concepts”) for the national media campaign. All responses are voluntary and will be kept private.

Key Objectives:

- Understand how the campaigns may or may not have had an impact on their lives as it relates to fatherhood
 - Attitudes and perceptions of fatherhood
 - Changes in behavior

Note:

This will be structured as a non-mandatory short survey (~5-min to complete). While we’ll aim for 30 completes, we won’t withhold incentives as this is more of a bonus ask from our participants.

Introduction

- Hey there! Thank you for completing this final part of the research study. We just have a few quick questions and then you’re all set! We really appreciate you helping us out 😊

Questions (3-5 min)

1. How do you think and feel about your role as a parent? How does this compare to how you felt before you signed up for this research study (pre-interview)?
2. Thinking back on the interview, what specifically do you remember about the ads we showed you? Think main message, stories, things to do, etc.
3. Since the interview, have you tried anything new as a dad? If so, what are those things? If not, how come (describe any potential barriers)?
4. How would you describe the overall impact of the ads on your life, if it had any influence at all?
5. Anything else you’d like to share with us?
6. What’s your full name?
7. What’s your email (please use the one you signed up for the research with)?

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