



Discussion Guide for Virtual Focus Groups
And In-Depth Interviews

Full Time Dads (General Market)	2	2	4
Non-Custodial/Partial Custody (General Market)	3	2	5
Full Time Dads (Spanish Dominant)	1	1	2
Non-Custodial/Partial Custody (Spanish Dominant)	1	1	2
Alaska Native + Native America Dads (Mix of Non-Custodial/Partial Custody)	1	0	1
TOTAL	8	6	14

About the Discussion Guide:

A discussion guide is a tool used to facilitate the flow of discussion. The guide is not a script. The moderator will explore opportunities as they present themselves during the discussion. An effort will be made to obtain perspectives from all respondents; however, time constraints may not allow us to pursue every question in detail from all participants.

(NOTE TO MODERATOR: please read):

This collection of information is voluntary and will be used for formative purposes only so that we may develop well informed public communications programs. A federal agency may not conduct or sponsor, and a person is not required to respond to, nor shall a person be subject to a penalty for failure to comply with a collection of information subject to the requirements of the Paperwork Reduction Act unless that collection of information displays a current valid OMB Control Number. The OMB Control Number for this information collection is 0970-0531. Public reporting for this collection of information is estimated to be approximately [45 minutes (if one-on-one interview)/90 minutes (if focus group)] per response, including the time for reviewing instructions, completing and reviewing the collection of information. All responses to this collection of information are voluntary. Send comments regarding this burden estimate or any

other aspect of this collection of information, including suggestions for reducing this burden to:
C&C Multicultural, 8041 San Hilario Cir, Buena Park, California, 90620.

INTRODUCTION

- Introduction of moderator and explanation of session.
 - **Ground rules:**
 - Be in a quiet/private space—no distractions (dogs, children, background noise); no multitasking, no answering phone, texts, no walking around, etc.
 - No driving during the interview - we will have to disconnect you if you do.
 - Have paper and pencil ready to take notes.
 - Audio/video recording for note-taking purposes only.
 - Please be open and honest in your feedback.
 - What you say is always the right answer; there are no wrong answers. We just want to learn about you and your experiences.
- We're doing research on fathers and getting your reactions to a few advertising ideas to see what you think.
 - Independent worker; not representing company, product or brand.
 - Not trying to sell anything.
 - Feel free to say whatever you feel/like, no right or wrong answers.
- Introduction of participants:
 - Name (no last name)
 - Household composition
 - Occupation/school

CONTEXTUAL SETUP

First of all, I want to make it clear that this is a judgment-free area so feel completely free to say whatever you want to say without being concerned about what anybody thinks. With that said, let's talk a little about who you are.

1. Where do you live and who lives in your home?
2. When you are not being a dad, what do you enjoy doing in your free time?
3. How many children do you have?
4. What age is your child (children)?
5. Where does your child reside?
6. How often do you get to see your child?

7. When you are with your child, about how much time do you spend with them?
8. Who helps take care of your child?

ROLE AS A FATHER

Let's talk a little about who you are as a father.

1. When you first learned that you were going to be a father, what was your reaction? What emotions were you experiencing?
2. If you could use three words to describe yourself as a dad, what words would you use?
3. What is your overall role as a dad? Give me some examples.
4. What are your favorite things about being a dad? What are the things you love about being a dad?
5. What are some of the things you do with your child?
6. What does it mean to be a **responsible** dad? What does that look like?
7. What does it mean to be an **involved** dad? What does that look like?
8. When you think about being a dad, what are some of the positive emotions that you feel?
9. How essential do you feel you are to your child? Why do you feel that way? Where do those impressions come from?
10. Has your life changed since you became a father? If so, in what ways?

PARENTING CHALLENGES

You mentioned that your life has changed since you became a father.

1. What would you say are some of the challenges you face being a dad?
2. Do you consider yourself a young dad compared to other dads? If so, what are some unique challenges that you think dads like you face?
3. What do you think has changed, if anything, around dad culture today? What does it mean to be a dad today compared to say, your dad?
4. What if anything has changed, around male culture today? What does it mean to be a man today compared to say your dad?
5. What are some of the things that might stop you from being a more **engaged or involved** dad?
6. What are some of the challenges you feel you can control, and what are some challenges that you feel you have no control over?
7. What makes these challenges difficult to deal with?

8. What emotional impact do you think they have on you? What emotional impact do you think they have on your child?
9. What do you think is causing you to feel this way?
10. Do you feel that you are supported in your role as a dad? Why or why not? What would being supported look like?

OVERCOMING CHALLENGES

1. Think back to some of the things that you told me you loved about being a dad and also think about some of the things you said you found challenging about being a dad.
2. These are some of the things you mentioned were the benefits and challenges of being a dad [*moderator to review what arose in earlier discussion*].
3. How are you dealing with them now?
4. What do you think is the best way to deal with those challenges?

MOTIVATORS

5. What motivates you as a dad? What are some examples?
6. What do you think dads your age need in order to become more involved dads?
7. What do you want for your children in the future?
8. Does thinking about your child's future motivate you as a dad? In what ways?

MENTAL HEALTH EXPLORATION

Let me switch gears a little before we dismiss. We talked a lot about the benefits and challenges of being a dad and the overall experience of what it means to be a dad.

1. When you think about mental health, what does that look like? What does it mean to be mentally healthy?
2. How do you deal with the day-to-day challenges of being a father?
3. Is mental health a priority for you?
4. Do you ever struggle with your mental health?
5. Does mental health impact your ability to be a dad? In what ways?
6. What do you think can be done to improve that situation?

REACTION TO PLATFORM AND CREATIVE

Now I'm going to show you some ads that are currently out there that are targeted at fathers. I want you to take a look and tell me what you think about them.

Link to stimuli: [#Dadication | Fatherhood.gov \(English language groups: Durrell :60 and Oscar :30; Spanish language groups Oscar :30 and Juan :30, Spanish versions\)](#)

1. What is your overall reaction?
2. Did you relate to the ad? Did you feel the ad was speaking to fathers like you? If so, why or why not?
3. What did you like about the ad?
4. Did you find it encouraging? What was encouraging about it?
5. Was there anything in particular that really stood out for you?
6. What did you think about the stories that were being shared? Are these stories relevant to you?
7. Was there anything you did not like about the ad?
8. Did the ad (or stories of the dads) come across as authentic?
9. Did they motivate you in any way?
10. Do you ever look for tips on being a dad? Where do you look?
11. What are some good tips that have helped you?

CLOSING (5-minutes)

Additional questions from the team?
Thank and dismiss!