

## **Social campaign project "Dad can do it too"**

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The project was started out of the important need to promote the partnership model of the family. Our society is constantly struggling with the problem of inequality between men and women. In relation to parenting, the stereotype that it's only up to the woman to take care of the children and the house is still relevant. And while the man should take care of the finances, as a father he's only a background for the mother. This is a really serious problem that can negatively affect not only the man as the father figure, but also the entire family.

The goal of this campaign is to strengthen the positive image of dads as active and loving parents who are involved with their children. The campaign also aims to promote the partnership model of the family, which is, the equality between mother and father.

"Dad can do it too" campaign started out as part of an undergraduate thesis. Also, an online survey was conducted for the campaign. The questionnaire was spread electronically across the świętokrzyskie region. The survey was structured in that way so both women and men could participate in it. This form allows to gain a broader perspective of the problem.

The survey was created to study the father's role in the child's life, and that's including how the father spends his free time with the child (the form, the hours, etc). The survey also addressed parental responsibilities. The questionnaire takes into account the father's profile (age, place of residence, type of work he does and the amount of time in which he does it). The main research objective was:

- to find out parents' opinions on the role of the father in the child's life,
- to confront the opinions of men and women,
- profiling activities that activate the role of the dad in the child's life.

345 questionnaires were studied.

The study showed that:

- fathers evaluate themselves in a positive way, but in a much more critical way than women,
- most female respondents rate the father of their child or children "at the highest level",
- women have a better perception of fathers in their role as dads than they do of themselves (which contain the issue of involvement),
- it was much easier for men to list the activities they cultivate with their children, while women partly had no knowledge of this subject.

The project also includes an analysis of past activities of other organizations, a proposal for activities in both offline and online zones, involves influencers, opinion leaders and has ambassadors. In addition, the "Dad can do it too" campaign has a promotional product in the form of a book, which is a combination of a diary and challenges for dad and child.

The program provides for activities on platforms such as Facebook, Instagram, TikTok and YouTube. Here are some examples:

- the #superdad2024 contest, designed for moms, involves posting a post (in the form of a photo or video). The post is meant to showcase the extraordinary parenting skills of men.
- podcast series names "Dad reads to kids". It is based on the possibility of submitting one's dad/partner/son to appear in an episode. The series is also designed to promote reading to children - a family tradition/ritual can emerge from this. In addition, in the age of the Internet, this is an activity that dads can do from the other side of the world (remotely through various messenger-type communicators).
- the spot showing children of different ages (from the youngest, to teenagers, to old men). The characters in the spot answer the question of what is his best memory related to their dad. The film is meant to emphasize how important the role of a father is in a children's life.

