



LONG BEACH

DEPARTMENT OF HEALTH
AND HUMAN SERVICES

Father Friendly Long Beach Initiative

June 19, 2018



H I S T O R Y

- In 2016, First 5 LA complimented funding from the Office of Family Assistance, New Pathways for Fathers and Families (LCFFP) to support the launch of a father friendly campaign.
- Awarded funding for **Engaging Fathers Initiative**.
- Father Friendly Advisory Committee Established August, 2017.
- Father Friendly Campaign launched January, 2018.

FATHER FRIENDLY COMMITTEE

The City of Long Beach Father Friendly Program Team established a Father Friendly Advisory Committee comprised of:

- Local Businesses
- Government
- Key Institutions
- Service Providers
- Non-profits
- Fathers

FATHER FRIENDLY ADVISORY COMMITTEE GOALS

1. Create father friendly spaces and places.
2. Improve systems and policies to better engage and serve fathers.
3. Improve service coordination and capacity to serve fathers among agencies, organizations and institutions.
4. Strengthen families and communities so that all fathers and their families can thrive.

PARTNERS





FATHER FRIENDLY GUIDELINES

1. Portray Positive and Diverse Father Friendly Images



2. Train Staff on Father Friendly Practices



3. Changing Stations in Men's and Family/Gender-Neutral Restrooms



CAMPAIGN SUCCESS

The Father Friendly Social Media Campaign Reached Over 209,000 Long Beach residents!

- 113,000 video views
- 1,269 clicks
- 41,000 engagements

Become Recognized as Father Friendly!

[Sign Up To Receive A Father Friendly Decal!](#)

If you do all these steps, you will receive this amazing Decal!



[Sign Up](#)

VISIT US AT: <https://longbeach.gov/fatherfriendly>



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FATHER FRIENDLY INITIATIVE

#FATHERFRIENDLYLB #LBDADSTHRIVE

The City of Long Beach is a large, active and diverse city and we strive to create places and spaces that are welcoming for all the residents in our community. We invite you to join our movement to create a **Father Friendly Long Beach** for all! The City of Long Beach is encouraging businesses, agencies and organizations to implement father friendly policies and practices that make places and spaces better for the whole family. This campaign works to acknowledge the important role that fathers play in their child's life; fathers are caregivers, nurturers and role models to their children. Let's empower and celebrate our dads by building a supportive community that will let fathers, their children and the whole Long Beach community thrive!



VIEW THE FATHER FRIENDLY PHOTO GALLERY

[FATHER FRIENDLY HOME](#)

[FATHER FRIENDLY PRINCIPLES](#)

[FATHER FRIENDLY GUIDELINES](#)

[PARTNERS](#)

Join The Conversation!

Take a photo or video of amazing fathers in Long Beach. Use **#FatherFriendlyLB** and **#LBDadsThrive** on Twitter, Instagram or Facebook to share your Father Friendly photos.



FATHER FRIENDLY PRINCIPLES

1. Fathers are leaders in our community.
2. Policies that make spaces better for fathers, make spaces better for the entire family.
3. Long Beach embraces the diversity of all fathers in our community.
4. Long Beach intentionally provides space for fathers to care for their children.
5. Long Beach promotes the role and engagement of fathers.
6. Long Beach celebrates fatherhood with diverse visual representations of fathers.
7. Agencies, organizations and businesses provide professional development for all staff on the importance of engaging with fathers.
8. Long Beach considers father friendly employment practices in policies and hiring.
9. Long Beach offers father-specific services and programs that work to specifically incorporate fathers.

THE VALUE OF CREATING A FATHER FRIENDLY LONG BEACH

- Strengthen all families; fathers, mothers and children.
- Acknowledge the important role that fathers play in their child's life; fathers are caregivers, nurturers and role models to their children.
- Inclusive of all fathers!

CALL TO ACTION!

1. Adopt the guidelines and principles
2. Sign Up for a Father Friendly Decal at:
<https://longbeach.gov/fatherfriendly>
3. Refer fathers who are interested in our Life Coaching and Fundamentals of Fatherhood program at:
 - **562-570-3285 or 562-437-7706**
 - FatherFriendlyLB@longbeach.gov
 - lcffp@longbeach.gov
4. Join us on **Saturday, June 23rd** at our **“Park It With Dad”** free community event at Houghton Park from 11am-2pm to celebrate all dads and families!



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CALL

562-570-3285 or 562-437-7706

EMAIL

lcffp@longbeach.gov

VISIT

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