

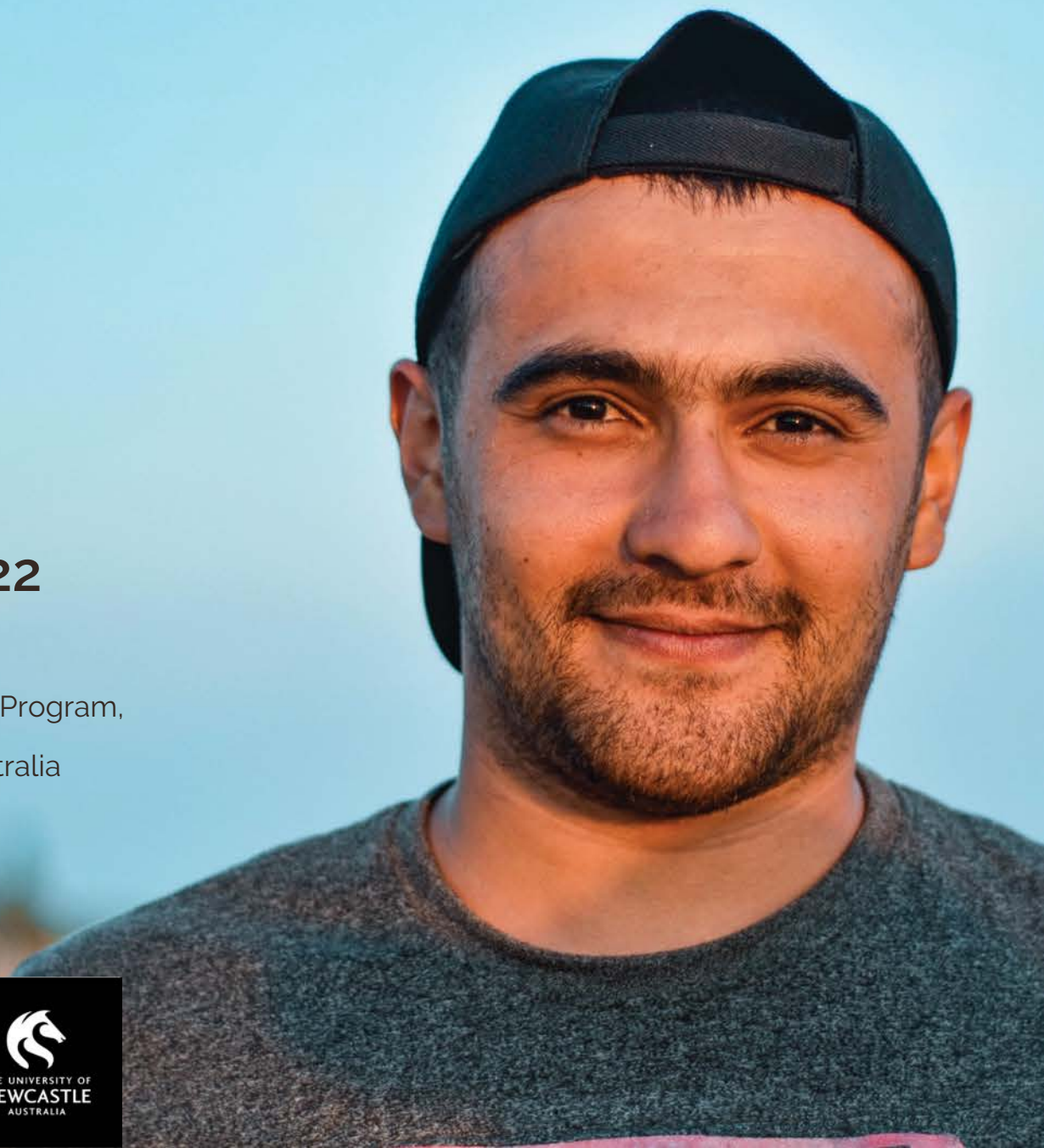


PRESENTATION TO

ECDAN Global Initiative to Support Parents

Working Group on Fatherhood May 4 2022

ASSOCIATE PROFESSOR RICHARD FLETCHER Fathers & Families Research Program,
College of Health, Medicine & Wellbeing, University of Newcastle, NSW Australia





ACKNOWLEDGEMENT



We acknowledge the traditional owners of the lands on which we live and work and we pay our respects to all Aboriginal and Torres Strait Islander peoples and their elders past, present and emerging.

THE PROGRAM

SMS4dads Australia



SMS4DADS AUSTRALIA COMPONENTS



HOW MANY MESSAGES

240 brief text messages – 3 per week

Sent from 12 weeks gestation to 48 weeks post birth



MESSAGE THEMES

- Father-infant attachment
- Father-mother team parenting
- Father self-care



TONE

The messages are 'from the baby'

EXAMPLE MESSAGES



ATTACHMENT

Babies come with personality dad. Getting to know my personality can make being my dad much more rewarding for you.



COPARENTING

If you've been at work all day you might be able to support mum by taking me out for a walk dad. This will also give us more bonding time.



SELF CARE

Hey dad. I am going to triple my weight in the first year of life. Don't let this happen to you too



INFORMATION

80 links to parenting/mental health websites

MOODCHECKER

Mood checker every 3 weeks

MENTAL HEALTH

K6/K5 Distress Scale

PARTICIPANTS

Over 9,000 enrolments with > 80% complete

FEEDBACK

Overwhelmingly positive



SMS4dads International

SMS4DADS KENYA (SMS4baba) & COLOMBIA (SMS PAPÁS)



SMS4BABA with Prof. Amina Abubakar, Dr Vibian Angwenyi, Stephen Mulupi

- Embedded into CDMC (*Child Development in Marginalized Communities*) study by Aga Khan University
- 296 messages translated (*including cultural translation*) to Kiswahili



SMS PAPÁS with Dra. Laura Ospina Pinillos, Dr. Henry Esteban Porras Rosero, Pontificia Universidad Javeriana, Bogotá, Colombia

- Pilot study: 6 weeks of messages. 20 fathers interviewed.
- 30 messages translated (*including cultural translation*) to Spanish

SMS4DADS COLOMBIA (SMS PAPÁS)



INTERVIEWER

Could you give an example of how the messages were helpful?



PAPA ONE

They gave useful advice on things that you really don't know as a dad. They focus on, for example, the different cries the child makes and the attention that you have to give him.

When I heard him cry sometimes in your role as a parent you say, *"it's better to leave him alone to detach him a little bit"*, but they need a little more attention – so the messages were really very useful

SMS4DADS COLOMBIA (SMS PAPÁS)



INTERVIEWER

Did you show the messages to anyone?

PAPA TWO

Her

INTERVIEWER

What did she tell you about the messages?



PAPA TWO

That for example the one about placing the baby face down for a certain amount of time, she didn't know that, She thought we had to wait until the baby was older and stuff like that. They were really – they were very helpful.

SMS4DADS COLOMBIA (SMS PAPÁS)



It helped me understand my wife, through the nights with the tiredness and stress. The truth is that it helped us a lot. I put into practice all the messages, what they said.



When she is breastfeeding you should bring her water because that helps hydrating her a lot. I can help her by paying attention to her... to give her recognition when she is doing things right.

OPPOSITE RISER KEY-
SLOT, CABLE OVER
POST HOOK, AND
TIGHTEN WINCH

WARNING
DO NOT
CAR UN
TIEDOW
SECUR
KEY



SMS4DADS COLOMBIA (SMS PAPÁS)



The messages reaffirmed and reminded me of the importance that the father has in the relationship with the first moments of the baby's care.

That it is not only a burden that the mother should carry but that it should be shared, and, in my case, I am clear about that, and it has always been that way, but the messages helped to reaffirm that



SMS4dads 

Thank you

