



WA MCaFHNA Symposium

# Dads support for mums and bubs

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# 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.*

# SMS4dads TEXT PROGRAM

- 12 weeks gestation to 48 weeks post birth
- 3 messages per week
- Father-baby, father-partner, self care



# Father infant attachment

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

I will try to communicate with you from a very early age with my face, my voice and my hands. Learn to understand my signals

# 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.

Working together in these early months is important. How can you find agreement on the best thing to do when caring for your baby? [Txt STOP to OptOut]

## 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 [URL]

4dad: Tell a mate how it is going. Even if they don't have kids. Having a mate who knows what is happening can help to keep you on track. [Txt STOP to OptOut]

# What do dads say?

It gave me great timely advice on things to look out for or to help me and the sms was good because I didn't have to go searching for the information when I was tired from late nights and busy with work and learning how to be a dad

I was able to speak to my wife more and find common ground,

I felt more confident to talk to her about these things.

It was a conversation starter with my wife.

## MESSAGING **Father infant attachment**

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

I will try to communicate with you from a very early age with my face, my voice and my hands. Learn to understand my signals



# Free resources

**SMS4dads**

Get tips, info & support

*There's not a lot out there that speaks directly to dads. SMS4dads supports men in their role as fathers.*

**JOIN UP**  
**IT'S FREE**

SMS4dads sends support & info to dads via their phones. It's FREE and is now available to ALL DADS across Australia

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**SMS4dads**

SMS4dads sends support & info to dads via their mobile phones. It's FREE and is now available to ALL DADS across Australia

There's not a lot out there that speaks directly to dads, SMS4dads supports men in their role as fathers.

**WHAT ARE THE MESSAGES LIKE?**

Texts are linked to the baby's birth date – so they fit with what's usually going on. Messages are written by health professionals, and many are from the "VOICE" of the baby – so it feels like your bub is talking to you.

- Hey dad, I am going to triple my weight in the first year of life. Don't let this happen to you too.
- Although it's noisy in here, I'll be able to hear your voice from about 20 weeks. Try telling me about the things we will do together.
- Most dads feel stressed if their new baby cries a lot. How have you coped this week with settling your baby?
- My first poo is going to be black, sticky and look like tar. I'm working on it for you now dad.

**WHAT DO DADS SAY?**

This has been a massive support. Every tip helped form the dad I've become in these small ways.

So far over 5000 dads have signed up. How's that for you?

SMS4dads helped me more than I could ever try to express. I'd most the encouraging advice and texts.

SMS4dads has been amazing – thanks for helping us dads out.

*It was like a mate tapping me on the shoulder*

If you know a new or soon-to-be dad, let them know about SMS4dads. It's FREE and it's now available to ALL DADS across Australia

**JOIN UP**

**SMS4dads**

## SMS Tips for Deadly Dads

SMS4dads sends short texts with tips, info and links to your phone just when you and your baby need it

**SMS4dads**

## DEADLYDADS

The text messages helped me navigate the big change in lifestyle as a new dad

**SIGN UP**  
SMS4DeadlyDads.com  
**IT'S FREE!**

**INFO & SUPPORT FOR DADS ACROSS AUSTRALIA**

# Sample the messages

## Get a taste of SMS4dads

Try out the **SMS4dads sampler** to road test a few messages.

You'll receive 8 example messages over one week to get a sense of the content of messages and what it's like to receive them on your phone.

Name

Email

Mob no

Mainstream or Aboriginal and Torres Strait Islander

# Speaking for the baby

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- Messages from SMS4dads
- Images to engage dads
- Free to download
- One page simple handouts also available

## Watch me, Dad!

Watch me on the  
change table dad. I  
might start rolling  
over soon and I don't  
know I can't fly.

I gotcha!





Scan to RSVP

Upcoming meeting:

## Speaking for the Baby: Linking Text and Illustrations

This presentation launches a new series of free resources for parents and perinatal health professionals: a suite of new illustrations representing positive father-baby interaction based on SMS4dads messages.

Bronwyn Leigh and Richard Fletcher will share the theoretical and research underpinnings to these illustrations and explore how they might be used to help parents curiously wonder about the internal experience of their baby.



**Wednesday**  
**12 November 2025**  
**7-8:30 PM AEDT**



**Online meeting**  
**Link via network meeting page**

### GUEST SPEAKERS



CPD  
accreditation  
available

Thank you

[www.sms4dads.com](http://www.sms4dads.com)

