



Date: February 23, 2018

To: Patrick H. West, City Manager *T.M.*

From: Kelly Colopy, Director of Health and Human Services *KC*

From: Mayor and Member of the City Council

**Subject: Father-Friendly Long Beach Campaign**

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On February 12, 2018, the City of Long Beach Center for Families and Youth launched a Father-Friendly Long Beach Campaign (Campaign) as part of an ongoing effort to support fathers and their families who live, work, and play in Long Beach. It was developed and supported by an advisory committee consisting of representatives from key institutions, non-profit service providers, business owners, as well as community members and fathers, to encourage local businesses, agencies, and organizations to adopt guidelines and implement best-practices/principles (attached) that support fathers and their children.

The Campaign also hopes to increase access to needed care and supportive services for fathers so they can create a safe, secure, and stable environment for their families. The primary goal is to transform Long Beach into a father-friendly environment that strengthens all families. When fathers are present and involved, children have improved health outcomes and are twice as likely to enter college, or find stable employment after high school.

The Campaign is designed to reach Long Beach residents through a combination of direct outreach, print media, and social media. It will generate awareness around the importance of father-friendly places and spaces and encourage agencies, organizations, and businesses to become father-friendly through a series of action steps starting with:

1. Professional staff development on father-friendly practices;
2. Providing changing tables in all restrooms (male, female, family, and gender-neutral); and,
3. Displaying diverse images of fathers playing an active role in their child's life.

Agencies, organizations, and businesses who commit to these initial steps will receive a decal to show their commitment to making the Long Beach a father-friendly city. The public can also access information through the Department of Health and Human Services Father-Friendly webpage: <http://www.longbeach.gov/fatherfriendly>, which contains links to organizations providing services and support for fathers and their families. The following hashtags have also been developed to raise awareness: #LBDadsThrive, #FatherFriendlyLB.

**Father-Friendly Long Beach Campaign**

**February 23, 2018**

**Page 2**

The Father-Friendly Long Beach team selected to partner with Keen Social, LLC (Keen), based on their expertise in social media campaign development and paid social advertising. Keen worked with the father-friendly staff and advisory committee to develop, implement, and manage the creation and launch of the social media campaign. Keen is also drafting and posting father-friendly content created for the Campaign through March 2018. The tools and materials are being transitioned to a City staff member for ongoing management and expansion of the campaign. The cost of the Campaign is \$15,000, which was funded by a grant from First 5LA.

For more information about the Father-Friendly Long Beach Campaign, and ongoing father-friendly initiatives and activities taking place year-round, please contact Rosa Velazquez-Gutierrez, Director, Center for Families and Youth, at (562)-570-3276.

**ATTACHMENT**

**CC. CHARLES PARKIN CITY ATTORNEY  
DOUGLAS P. HAUBERT, CITY PROSECUTOR  
LAURA L. DOUD, CITY AUDITOR  
TOM MODICA, ASSISTANT CITY MANAGER  
KEVIN JACKSON, DEPUTY CITY MANAGER  
REBECCA GARNER, ASSISTANT TO THE CITY MANAGER  
DEPARTMENT HEADS**

# City of Long Beach Father-Friendly Principles

1. Long Beach recognizes that fathers are leaders in our community and works to value and celebrate their unique contributions to raising children.
2. Long Beach knows that policies that make places and spaces better for fathers, also make places and spaces better for the entire family.
3. Long Beach embraces the diversity of fathers in our community in regards to race, ethnicity, sexual orientation, gender identity, language, ability and family formation.
4. Long Beach agencies, organizations and businesses intentionally provide space for fathers to care for their children (i.e. changing tables in all restrooms (male, female, family and gender-neutral restrooms)).
5. All Long Beach educational spaces value and promote the role and engagement of the father.
6. Long Beach agencies, organizations and businesses celebrate fatherhood with diverse visual representations of fathers playing an active role in their child's life.
7. Long Beach agencies, organizations and businesses provide professional development for all staff on the importance of engaging with fathers.
8. Long Beach agencies, organizations and businesses consider father-friendly employment practices in policies and hiring.
9. Long Beach agencies, organizations and businesses offer father-specific services and programs that work to specifically engage and incorporate fathers.