

Strong Fathers; Strong Babies

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Background

- Infant mortality is the number of deaths per 1,000 live birth of children under one year of age (1).
- In Milwaukee, infant mortality disproportionately affects the African American population (43%) compared to the White population (13%). (2)
- Lack of fatherhood involvement can influence a child's cognitive development, emotional and social health (3).
- This research was conducted to become knowledgeable about the experiences of Black fathers and determine effective interventions that support Black fathers in their occupational role.

Methods

- Focus group methodology and qualitative analysis were used to answer questions such as the father's engagement level with their children, their knowledge about infant mortality in Milwaukee, and how the Strong Babies Campaign can educate them about important issues like infant mortality.
- The study consisted of 41 African American fathers between the ages 21-57. (4)
- The fathers participated in four separate focus groups with 8-12 men in each group to evaluate and analyze the Strong Babies Campaign.
- The Strong Babies Campaign is a health communication tool aimed at educating parents about improving their children's health and decreasing infant mortality.

Results

- According to the focus group participants, the Strong Babies Campaign did not effectively convey the message about child health or infant mortality.
- The fathers stated that the posters did not represent their role as a father.



Father Engagement Program Father Engagement Program. 2020, ihbs.us/father-engagement-program.

Conclusions

- A more in-depth analysis to verify themes is needed.

References

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