



# ENGAGING WIC DADS TO BUILD STRONG FAMILIES

In an analysis of more than 100 studies on parent-child relationships, researchers found that having a loving and nurturing father was as important for a child's happiness, well-being, and social and academic success as having a loving and nurturing mother. Some studies even indicated father-love was a stronger contributor to some important positive child well-being outcomes. As the nation's premier public health nutrition program, WIC can build on its demonstrated success in providing services to women, infants, and children by including dads in the WIC experience.

## YOUR ROLE IN ENGAGING WIC DADS

How can you help? By engaging with dads at your local WIC agency! WIC staff and partner organizations can also use this information when developing outreach messaging. Use [these shareable graphics](#) to reach dads on social media too!

### FAST FACTS ABOUT FATHERHOOD

- Positive father involvement is associated with positive social, emotional, and cognitive outcomes for children from infancy to adolescence, and into adulthood.
- Father involvement is related to positive child health outcomes in infants, such as improved weight gain in preterm infants and improved breastfeeding rates.
- When fathers are involved during pregnancy, mothers are 1.5 times more likely to receive prenatal care in the first trimester, which has positive implications for both maternal and infant health.

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### RECOMMENDATIONS FOR LOCAL WIC AGENCIES TO INCLUDE DADS IN THE WIC EXPERIENCE:

- In addition to bringing eligibility proofs, WIC participants are encouraged to invite dads!
- Brainstorm ways your team can engage dads.
- Put up dad friendly posters and decorations in your clinic.
- Interact with dads during education sessions! Ask for their perspectives.
- Ask if both parents have the WIC App downloaded on their phones.

