



BOARD OF SUPERVISORS

HONORABLE BOARD OF SUPERVISORS
1221 Oak Street
Oakland, CA 94612

February 3, 2015

SUBJECT: Approve Resolution of the Board of Supervisors of the County of Alameda, State of California

Fellow Members of the Board:

RECOMMENDATIONS:

Adopt the attached "Resolution Supporting Adoption of Father-Friendly Principles" which urges service agencies and service providers who contract with Alameda County service agencies county-wide to also adopt the Father-Friendly Principles. In addition, the resolution encourages Alameda County service agencies to participate in the Father-Friendly Principles training and follow-up activities. Alameda County will also engage educational institutions and private sectors to both develop trainings and promote positive images depicting fathers of color with their children as part of a public awareness campaign so that Alameda County will be home to healthier men and children.

DISCUSSION/SUMMARY:

Studies show that there are many fathers who come up against significant barriers that make involvement difficult or impossible, particularly for low-income men and men of color. There is research demonstrating that children who have involved, responsive fathers experience positive outcomes including higher levels of self-esteem, and greater academic success and life satisfaction. By adopting the Father-Friendly Principles, Alameda County will bring the needs of men and their relationship with their children to the forefront by training male service providers county-wide to implement the Father-Friendly Principles as follows:

- That fathers and the needs of fathers, be included in the structure and delivery model of all family services in Alameda County agencies and organizations.
- That Alameda County programs, agencies and organizations be open, supportive, helpful, and inclusive towards the needs of fathers and provide father-specific services and/or programs, all

of which further the goal of increasing fathers' involvement in their children's lives.

- That outreach materials, illustrations, posters, brochures and other collateral materials include positive and diverse images of fathers being fathers, and that facilities provide father-friendly environments with materials consistent with the needs and interests of men and fathers.
- That Alameda County family service programs, agencies and organizations create positions that serve fathers, and actively recruit men to fill those positions in order to better address the needs of fathers. To facilitate recruitment, we recommend development of a career track for father services, e.g. active recruitment of young men into social services with scholarships, internships and explicit advertising that "men are strongly urged to apply".
- That Alameda County programs, agencies and organizations working with families strive to provide training for all staff on working with men and on fatherhood issues.
- That Alameda County programs, agencies and organizations develop program policies that include a clear expectation that fathers should and will participate
- That Alameda County agencies and organizations make every effort to create the image that its programs are designed for fathers, as well as for mothers and children

FINANCING

Adopting the "Support Adoption of the Father-Friendly Principles" does not require any additional net county cost.

Respectfully submitted,



Richard Valle, District 2



Keith Carson, District 5

Cc: County Administrator
County Counsel
All Service Agencies of Alameda County

COUNTY OF ALAMEDA BOARD OF SUPERVISORS

RESOLUTION NUMBER: R-2015- 39

Resolution Supporting Adoption of Father-Friendly Principles

WHEREAS, Alameda County's Mission is to enrich the lives of Alameda County residents through visionary policies and accessible, responsive, and effective services; and

WHEREAS, there are many fathers who would like to be actively and positively involved in the lives of their children however, there are significant barriers that make that involvement difficult or impossible, particularly for low-income men and men of color; and

WHEREAS, studies have shown that children with involved, responsive fathers score higher on measures of emotional intelligence, have higher levels of self-esteem, and experience greater academic success and life satisfaction; and

WHEREAS, the Alameda County Fathers Corps was developed to increase involvement of fathers in their children's lives by focusing on factors specific to the needs of men and the challenges they face in fulfilling their role as fathers; and

WHEREAS, the Alameda County Fathers Corps created the Father-Friendly Principles bringing the needs of men and their relationship with their children to the forefront by training male service providers countywide to implement the Father-Friendly Principles; and

WHEREAS, by adopting the Father-Friendly Principles Alameda County programs, agencies and organizations will lead by example and engage the educational institution and private sector to join us in proactively improving the lives of children and their fathers; and

WHEREAS, the Father-Friendly Principles are as follows:

- That fathers and the needs of fathers, be included in the structure and delivery model of all family services in Alameda County agencies and organizations.
- That Alameda County programs, agencies and organizations be open, supportive, helpful, and inclusive towards the needs of fathers and provide father-specific services and/or programs, all of which further the goal of increasing fathers' involvement in their children's lives.
- That outreach materials, illustrations, posters, brochures and other collateral materials include positive and diverse images of fathers being fathers, and that facilities provide father-friendly environments with materials consistent with the needs and interests of men and fathers.
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- That Alameda County programs, agencies and organizations working with families strive to provide training for all staff on working with men and on fatherhood issues.
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- That Alameda County agencies and organizations make every effort to create the image that its programs are designed for fathers, as well as for mothers and children.

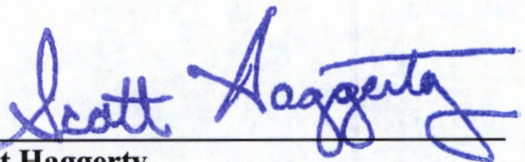
NOW THEREFORE, this Board of Supervisors, County of Alameda, State of California, does hereby adopt the Father-Friendly Principles and urge service agencies, service providers who contract with Alameda County service agencies county-wide to also adopt the Father-Friendly Principles and participate in the Father-Friendly Principles training and follow-up activities; and Alameda County will engage educational institutions and private sectors to both develop trainings and promote positive images depicting fathers of color with their children as part of a public awareness campaign so that Alameda County will be home to healthier men and children.

THE FOREGOING was PASSED and ADOPTED by a majority vote of the Alameda County Board of Supervisors this 3rd day of February 2015, by the following vote:

AYES: Supervisors Carson, Chan, Miley, Valle & President Haggerty

NOES: None

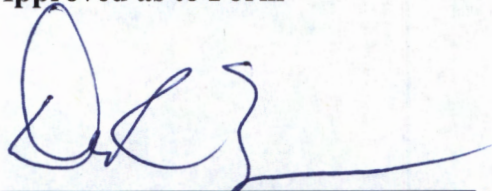
EXCUSED: None



Scott Haggerty
PRESIDENT, BOARD OF SUPERVISORS

ATTEST:
Clerk, Board of Supervisors

By R. Barkley, Deputy

Approved as to Form


Donna R. Ziegler
County Counsel

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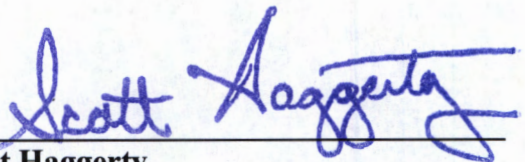
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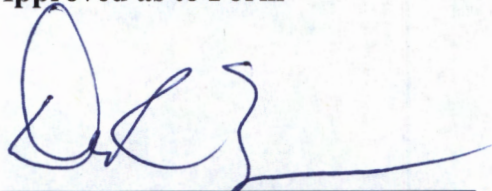
EXCUSED: None



Scott Haggerty
PRESIDENT, BOARD OF SUPERVISORS

ATTEST:
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