



HIGHLIGHTS: 19 AUGUST 2020 – 8 APRIL 2022



Family Man helps dads and other caregivers **practice positive parenting techniques**, which leads to improvements in child behaviour, reduced stress for dads, and **improved family functioning**.

Using **evidence-based strategies**, Family Man users learn positive parenting techniques through watching three interactive online episodes, or through engaging with other features including articles or daily text messages with parenting tips.

Unlike other parenting programs, Family Man is **designed specifically with dads** in mind.

KEY FINDINGS

REACH AND ENGAGEMENT



Almost **4.9 MILLION** impressions



Over **200,000** users came to the product



24,350 users started Episode One and **3,556** finished Episode Two



Over **50%** of users were dads

OUTCOMES



89% of users felt they **learnt more** about positive parenting



80% of users **felt confident** to implement **positive parenting techniques**



83% of users **had shared** (or were planning to share) Family Man with their **parenting partner**

FATHERS AND CAREGIVERS HAD STARTED TO USE POSITIVE PARENTING BY:



Providing **positive attention** to their children in response to **positive behaviour**



Engaging calmly with their children



Successfully using the **timeout technique**

"I felt like I was really lacking, or not doing a good job as a parent. Then I saw Family Man – and sometimes you just need somebody with all the research and the data and all the hard work that's been done"

- Father from the UK

"I think that Family Man has made a significant difference to my son, and a significant difference to me"

- Father from Australia

"I've been a better parent and Family Man has contributed to that for sure. I see that change in my kids and that makes me proud"

- Father from Canada