



**THINK
DADS**

Think Dads Campaign Toolkit



Created by Small Steps Big Changes
Giving every child the best start in life



Overview

Small Steps Big Changes (SSBC) have developed a suite of bespoke father-inclusive campaign materials with local dads.

- Available to all, to support your father-inclusivity agenda and to engage with dads
- Form part of the SSBC Father-Inclusive Strategy/Offer





Campaign Assets



Poster Set

Think Dads poster set. Four posters are available to download in a variety of print sizes*.

Display in your settings to reflect your father-inclusive approach.

[Click here to download.](#)

*A4 prints can be requested and additional bespoke print sizes are available upon request.





Social Media Graphics

Think Dads social media graphics. 20 graphics are available to download.

Use the graphics across your social media channels to reflect your father-inclusive approach and encourage dads to engage with you/each other.

[Click here to download.](#)





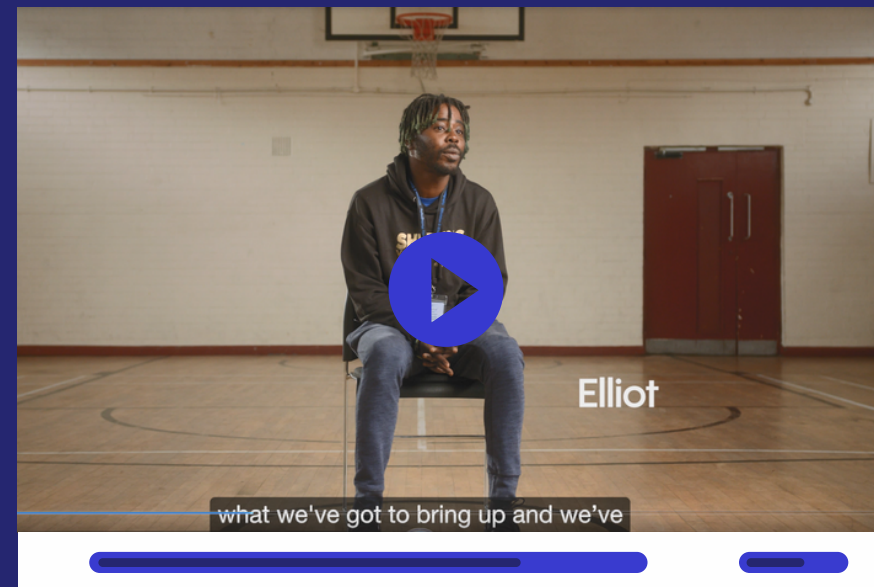
Video

Think Dads videos. Four local dads bravely shared their stories with us. Videos available:

- An Insight into Modern Fatherhood (compilation)
- Dre's Story
- Seb's Story
- Elliot's Story

You can use the videos across your social media channels, on your website, at conferences...just about anywhere to reflect your father-inclusive approach and encourage dads to engage with you/each other.

[Click here to access the videos.](#)





Additional Materials



Window Sticker Pin Badge

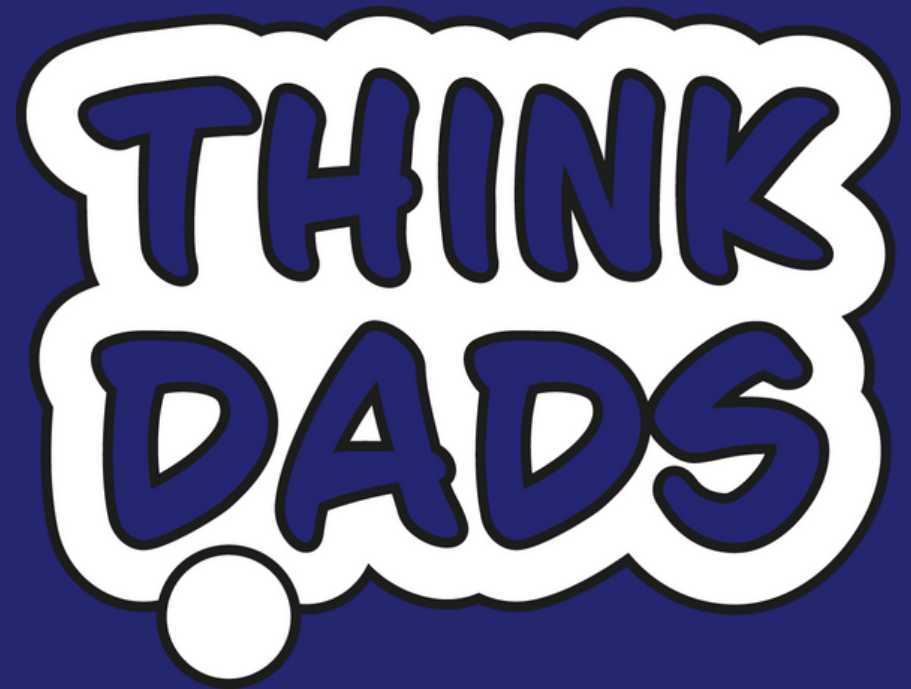
Think Dads window stickers and badges are available upon request.



Logo

Think Dads Logo. Chosen by local dads. Use the logo to reflect your father-inclusive approach and encourage dads to engage with you/each other.

[Click here to download.](#)





Contact Us

For additional information or to discuss the campaign assets:

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