



STATE OF MICHIGAN

DEPARTMENT OF HEALTH AND HUMAN SERVICES
LANSING

RICK SNYDER
GOVERNOR

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IV-D MEMORANDUM 2017-008

TO: All Friend of the Court (FOC) Staff
All Prosecuting Attorney (PA) Staff
All Office of Child Support (OCS) Staff

FROM: Erin P. Frisch, Director
Office of Child Support

DATE: April 3, 2017

SUBJECT: Introduction of New and Revised Paternity Establishment Materials

UPDATE(S):

Manual

Form(s)

RESPONSE DUE: None

POLICY EFFECTIVE DATE: Upon receipt

PURPOSE:

OCS and the Michigan Department of Health and Human Services (MDHHS) are launching a marketing campaign for paternity establishment that will begin April 3, 2017 and run through June 25, 2017. The campaign is intended to raise awareness about the importance of paternity establishment, with an emphasis on Early Paternity Education for unmarried, expectant parents.

As part of this campaign, OCS and MDHHS are introducing the following new paternity establishment marketing materials:

- Poster: *Give Your Child the DADvantage* (MDHHS-Pub-1183);
- Tabletop display stand insert: *Give Your Child the DADvantage* (MDHHS-Pub-1184); and
- Takeaway card: *Give Your Child the DADvantage* (MDHHS-Pub-1185).

The campaign materials will also include a clear plastic tabletop stand that displays the insert and has a brochure pocket for holding a supply of the takeaway cards.

In addition, OCS and MDHHS have made revisions to three existing paternity establishment publications:

- *What Every Parent Should Know About Establishing Paternity* (DHS-Pub-780);
- *Fatherhood: Taking Responsibility for Your Child* (DHS-Pub-806); and
- *DNA – Paternity Testing Questions and Answers* (DHS-Pub-865).

The revisions to the DHS-Pub-806 include a new title: *Fatherhood: Give Your Child the DADvantage*. Also, the title of the DHS-Pub-865 has been changed to *DNA – Paternity Testing*.

Finally, this memorandum announces revisions to the OCS *Publication Order List* (DHS-1454) to reflect the addition of the new paternity establishment marketing materials, the new titles of the DHS-Pub-806 and the DHS-Pub-865, and the removal of a publication that is no longer available.

DISCUSSION:

A. Marketing Campaign: Early Paternity Education

OCS teamed up with MDHHS Communications to develop a new paternity establishment advertising campaign that will run from April 3, 2017 through June 25, 2017. The slogan for the campaign is: “Give Your Child the DADvantage!”

The objective of the campaign is to raise awareness about the importance of paternity establishment. When an unmarried mother gives birth, establishing paternity after the baby is born gives her child all the same legal rights and benefits as a child born to married parents. Because the law does not automatically accept the biological father as the legal parent, a man must sign the *Affidavit of Parentage* (AOP) (along with the mother) after the child’s birth to establish himself as the legal father. OCS and MDHHS want to educate unmarried parents about the importance of signing an AOP to establish legal fatherhood.¹

Additionally, OCS and MDHHS intend to provide this education to unmarried parents *in advance* of their child’s birth so they will be better prepared to establish paternity after the baby is born. OCS’s focus on Early Paternity Education will ensure that parents will be informed about paternity and ready to sign the AOP at the hospital after the child’s birth. Unmarried, expectant parents ages 18-49 in Michigan are the target audience of this marketing campaign.

B. Marketing Materials and Strategy

1. New Early Paternity Education Materials

a. Description

¹ More information about paternity establishment can be found on the MDHHS child support website pages [Paternity Establishment](#) (accessible through the *Parent Resources* page) and [Hospital Resources](#).

The materials² include the following:

- 1) A poster (MDHHS-Pub-1183), which includes the text: “Give Your Child the DADvantage. Establish paternity when your baby is born.”
- 2) A clear plastic tabletop stand that:
 - a) Displays the insert (MDHHS-Pub-1184); and
 - b) Has a brochure pocket for holding a supply of the takeaway cards (MDHHS-Pub-1185).

The insert includes the text: “Give Your Child the DADvantage. Establish paternity when your baby is born,” as well as the phone number and website for the child support program.

In addition to the tagline, “Give Your Child the DADvantage,” the takeaway card includes the phone number and website for the child support program. It also states the importance of establishing paternity when the baby is born, describes the benefits of having two involved parents, and lists the four things parents need to do before putting the dad’s name on the birth certificate.

b. Distribution of Marketing Materials

OCS and MDHHS Communications will distribute the new marketing materials through the Doctor’s Office Network, an advertising network serving pediatric, family practice, and OB/GYN offices. This includes 165 locations in the Detroit area and 25 locations each in Grand Rapids, Flint, Saginaw, and Lansing.

OCS will use the new paternity establishment materials in future outreach efforts for Early Paternity Education; IV-D staff are encouraged to do the same.

OCS is developing plans to distribute an initial supply of the new marketing materials to IV-D Prosecuting Attorney offices and combined offices. OCS will also make the materials available to other locations and programs that serve unmarried, expectant parents, including:

- Birthing hospitals;
- Health clinics and prenatal health care providers;
- The Maternal Infant Health Program (MIHP);
- The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC); and

² At this time, the new publications will not be translated into any other languages.

- MDHHS offices.

2. Media Plan for the Marketing Campaign

OCS and MDHHS will advertise paternity establishment and educate unmarried parents and the public through:

- a. The Doctor's Office Network;
- b. Google Adwords, pay-per-click ads that run across the Google search engine and use paternity-related keywords to find relevant users;
- c. Online digital display ads that use keywords to target users searching for information on paternity establishment and parental rights; and
- d. A series of e-communications through the GovDelivery system. OCS will send custom emails regarding paternity establishment to the following audiences:
 - 1) Child Support: General Updates (approximately 3,000 subscribers) – One communication in April;
 - 2) Child Support: Parent Newsletter (approximately 60,000 subscribers) – Two communications: one in May and one in June; and
 - 3) Birthing Hospitals (approximately 100 subscribers) – One communication in April.

C. Outreach to IV-D Staff

In addition to this IV-D Memorandum, OCS will inform IV-D staff about the paternity establishment marketing campaign through:

- The Child Support Updates call;
- FOC and PA User Groups; and
- Michigan Family Support Council spring conferences.

D. The DHS-Pub-780, DHS-Pub-806 and DHS-Pub-865: Revisions and Distribution

1. Revisions

OCS has significantly rewritten all three publications to simplify the language and make the content easier for parents to understand. Also, OCS and MDHHS worked with a marketing company to redesign the publications with new colors, pictures and graphics, including the new Michigan child support logo. The redesign of the publications makes them welcoming, family-friendly, and more relevant to customers. The revisions also reduce the negative perceptions about child support that some parents (particularly fathers) have, and focus on the positive benefits to the child when both parents are involved in their child's life.

The Spanish versions of the DHS-Pub-780 and DHS-Pub-865 (DHS-Pub-780-SP and DHS-Pub-865-SP) are not being revised at this time.

2. Distribution

OCS will distribute the updated publications to the following throughout Michigan:

- a. 83 birthing hospitals; and
- b. 83 IV-D offices (PA and combined offices).

Hospitals are required to keep supplies of the DHS-Pub-780 and DHS-Pub-865 in stock and to provide them to unmarried parents. After the initial distribution package is sent, OCS will remind hospitals to maintain their stock of these two brochures.

OCS will also make the updated publications available to other locations and programs that serve unmarried, expectant parents, including MIHP, MDHHS and WIC.

E. Ordering Supplies of Materials and Accessing Materials Online

Any agency, hospital, health care service provider, or IV-D office may order a supply of the new and revised materials by completing and submitting the OCS *Publication Order List* (DHS-1454).

Links to the revised DHS-1454 and PDFs of the new and revised publications are available on the:

- [Public Materials](#) page on mi-support; and
- MDHHS child support website pages: [Forms and Publications](#), and *Hospital Resources*. The *Paternity Establishment* page contains the new and revised publications, but not the DHS-1454.

The new and revised publications are not attached to this memorandum.

The revisions to the DHS-1454 are as follows:

1. The title of the DHS-Pub 806 has been changed to: *Fatherhood: Give Your Child the DADvantage*.
2. The title of the DHS-Pub-865 has been changed to *DNA – Paternity Testing*.
3. The following new publications have been added to the publication list:
 - a. *Give Your Child the DADvantage* – Poster;
 - b. *Give Your Child the DADvantage* – Tabletop Display Stand Insert; and
 - c. *Give Your Child the DADvantage* – Takeaway Card.

4. The clear plastic tabletop stand that displays the insert and holds a supply of the takeaway cards has been added to the form. The stand is listed separately from the insert and takeaway card on the order form, and may be ordered separately.
5. The following publication has been removed from the publication list because it is no longer available: *The Power of Two: Voluntarily Acknowledging Paternity DVD* (both the English and Spanish versions).³

The revised DHS-1454 is attached to this IV-D Memorandum.

NECESSARY ACTION:

Retain this IV-D Memorandum until further notice. Begin using the new paternity establishment marketing materials and the revised paternity establishment publications. Offices are encouraged to keep a sufficient supply of these materials and publications in stock.

REVIEW PARTICIPANTS:

Program Leadership Group

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None

ATTACHMENT:

DHS-1454: *Publication Order List*

EPF/EW/SM

³ The federal Office of Child Support Enforcement, the producer of the video, indicates on its [website](#) that this DVD is no longer available.