

SAMPLE: Product Development Writing

SUBJECT: print publishing, public health and human services, state government

Douglas Cramer, Writer | Editor; douglasramer.com, douglasramer@live.com

How to Be a Better Father [Development Guidance EXCERPT]

The purpose of this handbook will be to help fathers of children of all ages to develop a better understanding of the rewards, responsibilities, and challenges of fatherhood in general and the needs of their own children in particular. Through the interactive component of this product, fathers should be able to both clarify their own situation and, by reflecting on this situation, strengthen the skills essential for successful fathering. ...

The core message of this product should be that, regardless of the nature of the relationship between the reader and his children: his children need him; he can be of assistance to his children; and that by better understanding his unique circumstances and fathering in general, and by being open to change, it is possible to become a better father. ...

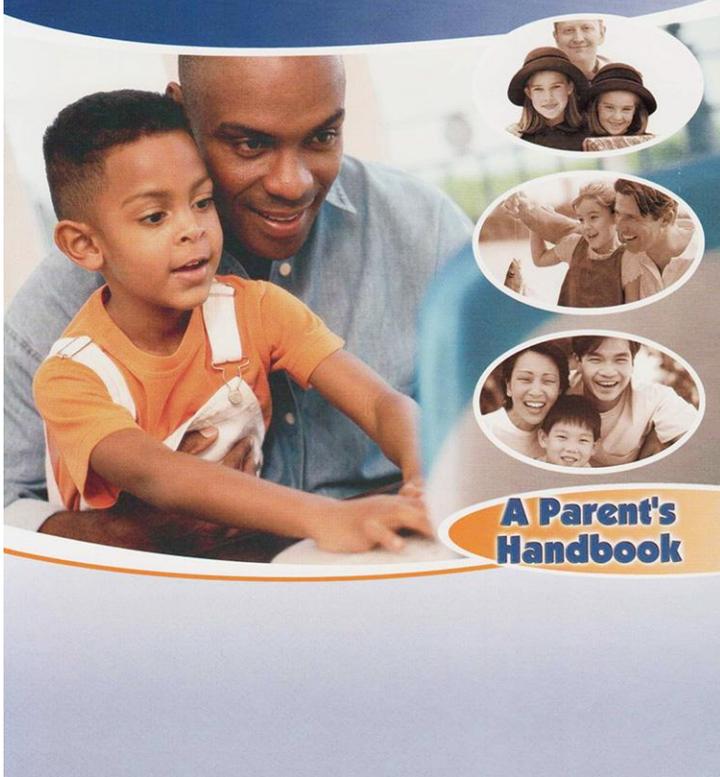
There are common fathering issues and concerns that this handbook should address. These include:

- **The Problem of Poor Fathering:** General information about the epidemic of poor fathering facing society, and the key underlying issues. These include a lack of preparation for fatherhood, the lack of positive role models, and prevalent stereotypes, myths, and misconceptions about the role of a father.
- **Child Development:** The developmental needs of children of different ages, and the role a father can play in meeting them. These include physical health (such as regular medical attention, exercise, and nutrition); mental health (such as building self-esteem); academics (such as reading); social skills; and avoidance of high-risk behavior (such as alcohol and drugs, and high-risk sexual practices).
- **Discipline:** The concept of loving discipline, and how it differs according to the age of the child. This would include addressing the differing capabilities of children as they grow, the need for consistent rules, no hitting, and the importance of praising good behavior.
- **Involvement:** The importance of being involved with your children, and the different ways to be involved with children of different ages. This would include family activities, one-on-one time with children, and getting involved at your children's school.
- **Financial Responsibility:** The challenge of addressing the financial needs of your children, including the importance of savings, future educational expenses, and child support. It is also important to address how to balance work and family.
- **Spouse or Partner:** The importance of creating a good working relationship with the mother of your children – and how to go about it – so that you provide the best possible parenting environment for your children.
- **Needs of the Father:** Coping with the burdens of fatherhood. This includes information on stress and anger management, the need to monitor your own health, the value of connecting with other fathers, and resources that are available for help and support. ...

Completed Project, Parenting Skills Workbook Published by Channing Bete Company

[EXCERPTS from 30-page workbook printed for state government agencies]

How to Be a Better Father



A Parent's Handbook

Children need their fathers' love even before they are born.

Plan now to take time off after the birth.

If you live with your partner, ask her how long she'd like you to stay home. Explore your options for taking time off. For example:

- Find out if your workplace offers paid paternity leave.
- If you get vacation days and can save them up, start saving now.
- The Family and Medical Leave Act, a federal law, affects companies with 50 or more employees. It requires companies to give men and women who've worked for a year or more up to 12 weeks' unpaid leave after the birth (or adoption) of a child.
- If you plan to take unpaid leave, start putting money aside now.

Love your child by being there for your partner.

- Go with her to her ultrasound exam. You'll see the first "picture" of your baby! Sometimes it can reveal the baby's sex. Talk with your partner about whether you want to know it now—or would rather be surprised.
- Understand your partner's moods. The physical changes of pregnancy can cause mood swings. They can also make her feel tired, unattractive and fat. Don't tease her about her shape. Tell her she's beautiful.
- Go with her to prenatal classes.
- Take over more of the chores.
- Touch her belly and feel the baby kick (between 4 and 6 months). Share her awe.

**WELCOME
to
Monday Night
Childbirth Class**

