



U.S. Department of Health and Human Services
Administration for Children and Families
Office of Family Assistance

Effective Outreach Strategies for Working with *Hip-Hop Pops*

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NFI's mission:



To improve the well-being of children by increasing the proportion of children growing up with involved, responsible, and committed fathers in their lives.



Male Developmental Hernia

- You can exist in a role that you are not prepared to function effectively in.
- You cannot make manhood/fatherhood choices with a boyhood mindset.
- Boyhood, Manhood & Fatherhood are part of a developmental process. Some males enter and exit stages prematurely.



Hip-Hop is not:

- Race—Not Black Culture
- Economic class
- Gender
- Geographic Location
- Age
- Criminal Status



Hip-Hop is a culture that includes:

- Diverse Races & Ethnicity
- Diverse Economic classes
- Diverse Geographic Locations
- Art
- Walk
- Communication
- Dress



Hip-Hop Culture has perceived values (Positive):

- Entrepreneurism
- Respect For Art
- Respect for Mothers
- Respect for Fatherhood role
- Supports Society's outcasts
- Social Consciousness



Hip-Hop & Fatherhood Role

“We’re becoming fathers, and we’re doing something that our fathers didn’t do.”

Snoop Dog (Celebrity Rapper)



Hip-Hop & Fatherhood

“Shout to the real dads who go out into the world and grind for their children in a way that helps children even outside of their home. That’s the sign of a good father to me.”

Billy Sunday

XXL Magazine

Fathers Day 2007



Hip-Hop Culture has perceived values (Negative):

- Over-value mothers' role & give fathers a pass
- Supports Society's outcasts
- Violence
- Immoral Sexual Behavior
- Materialism (Silver Rights vs. Not Civil Rights)
- Low value for Marriage
- Low value of traditional family formation
- Low value of traditional economic progress

Is this Hip-Hop?

Richmond plans new jail



2006, EVA RUSSELL/STIMES-DISPATCH

Many inmates at the Richmond City Jail play cards to combat monotony. The jail, built to hold 882 inmates, now holds about 1,500.

Is this Hip-Hop?



Is this Hip-Hop?





Is this Hip-Hop?

Curtis "50 Cent" Jackson

\$150 million

50 Cent has come a long way from his early days dealing drugs in Queens, NY, and getting shot nine times. The reigning king of hip-hop wealth banked \$100 million after taxes when his stake in Vitamin Water's parent, Glacéau, was bought by Coca-Cola as part of a \$4.1 billion deal. His portfolio also includes the popular G-Unit clothing line and record label, plus films, videogames and a slew of platinum albums, including 2007's *Curtis*.



Hip-Hop: Negative Perceptions

Dr. Daubi Abe, Professor at Seattle Central Community College, in a Seattle Times article calls out the “rims, jewelry and thongs” that have reduced hip-hop culture and its music from the early 90’s instrument of social change and political commentary for blacks to one of materialism.



Hip-Hop: Generation Perspectives

- ◆ For those born 1965-1988 -- Hip-Hop is an art form & has nothing to do with race.
- ◆ For those born 1945-64 -- Hip-Hop is a violent aberration of music and culture.

Los Angeles Times 8/22/01 Emory Holmes II & Emory Holmes III



Negative Perception:

“Hip-Hop culture plays a major role on individual conception of family formation and fathering.”

Be a Father to Your Child: Real Talk From Black Men on Family Formation, Love and Fatherhood.



Father Engagement Strategies

- You must know your community
- You must know your target population
- You must know the type of resources available in your organization



Hip-Hop Pops: Outreach Strategies

- Incorporate and/or allow inclusion of hip-hop culture artistic expression in your program.
- Promote & Develop Entrepreneurial opportunities—not just the traditional career path.
- Include stress management sessions in program.
- Work with Barbers & Barbershops to promote your program services.
- Work with urban clothing stores to promote your program services.
- Work with mother of father to promote your program services—and mother of child when & where appropriate.



Male Tip: Service Location & Resource Distribution

The program service location should be appropriate for the target population, as should the type of resource materials.



Notable Quote

“The primary task of every civilization is to teach the young men to be fathers.”

-Margaret Mead



Thank You!

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