



## Media Release

# Dads4Kids New TV CSA Ad for All Year Round “You Are the One I love” for Father’s Day + 10 Reasons Why Dads Should Read to their Children

Dads4Kids is excited to announce that their newly released TV Community Service Announcement (CSA) called “You Are the One I love” for Father’s Day for All Year Round is now being played on Free to Air TV all over Australia.

The TV CSA advert shows the benefits of fathers reading to their children. John Kennedy, an Indigenous Dad, is featured in the TV CSA advert reading to his children. (See ‘Ten Reasons Why Dads Should Read to Their Children’ below)

Check out [‘You are The One I Love’](#) new Dads4Kids TV Community Service Announcement.

“You Are the One I Love” Dads4Kids TV ad: <https://youtu.be/zZEyiZnYXsw>

The short 30 second TV CSA ad that goes to TV can be seen [here](#).

The good news is [Channel 7](#) is airing this ad nationally. [Southern Cross 10](#), [Channel 44](#), [SBS NITV](#), [Prime 7 Regional](#), [WIN TV](#), [Australian Christian Channel](#), and [Imparja TV](#) have said yes too.

Dads4kids is fully aware that this is a hard time for families and for children. Warwick Marsh, CEO of Dads4Kids said, *“Due to the incessant negative COVID-19 media coverage fathers, families and children are living in a sea of sadness and pessimism. Therefore, the TV CSA of a father singing to and affirming his children in a positive way is critically important. We believe it will help turn the tide of youth suicide which sadly has been on the increase during the COVID lockdown period. Love is a powerful commodity that we cannot do without. Our new TV CSA embodies both hope and love.”*

Warwick Marsh former touring muso and CEO of Dads4Kids wrote the song titled, “You are the One I Love”. Sony award winning producer, Peter Stevenson from [Turnaround Music](#), added a fantastic arrangement. Warwick’s daughter Melodie and Sharon Stevenson improved some of the lyrics and Chris Andrews, a strong but tender singer, became the hopeful and loving voice of Aussie Dads.

## 10 Reasons Why Dads Should Read to their Children

By Warwick Marsh

**Dr. Seuss said, “The more that you read, the more things you will know. The more that you learn, the more places you’ll go.”**

This famous children’s book author was certainly across his subject. Here are 10 good reasons why you should read to your children. Hopefully you are inspired.

## 1. Dads Bring Something Special to the Reading Equation.

Harvard trained [Dr Elisabeth Duursma said](#), “In most families mothers are the ones who read most frequently to their children. A recent study conducted by the Booktrust in Britain found that mothers are 50 per cent more likely to read to their children than fathers...”

*When fathers are very involved in children's daily activities and routines, children are less likely to have behavioural problems, are more social and do better in school. In our research though, with 500 low-income fathers in the US, we found that when fathers read frequently to their children at a young age, this had an impact on their language development one year later and their literacy development two years later. We were quite surprised by this finding.*

*What was even more striking, was that mothers' book reading did not have this significant impact on child development. When we looked more closely at what was happening during book reading interactions, we found that fathers used more abstract and complex language.”* Many [other experts](#) say the same thing.

## 2. Children Want To.

83% of children across [all age groups](#) say they love to be read to. Many children say they miss getting read to as they get older. Kristen Harmeling, a researcher at YouGov, a consulting firm that helped Scholastic to conduct the study said one clear message for parents from this survey is to “start early and stay at it”.

## 3. Develop a Love of Reading.

Readers are leaders. Research shows that motivation, interest, and engagement are enhanced when reading aloud. This can improve children's attitudes about books and foster a love of reading. Ideally [create a daily habit](#) to read to your children. This is a great excuse to turn the TV off.

## 4. Teach New Concepts in a Fun Way.

Reading books is a great way to introduce new concepts to children in a fun and comfortable way. If you are already reading to them regularly it will be easy to introduce books on topics and concepts that are new to them. The stories in the books and the stories you tell, will introduce them to different speech sounds, [new vocabulary](#), and a love for knowledge.

## 5. Build Vocabulary.

The more words you use, the more words a child knows and can use. Children's books have been shown to use more unique words than television, movies, or other media. New words encountered in context are easier to define and understand. The [best way to learn](#) is by example.

## 6. Improved Academic Success.

Reading advances learning. Numerous studies show a direct correlation between reading to a child and academic success. Students who are read to have a higher aptitude for learning and more positive attitude about school. Linguistic information is best stored in the brain auditory.

Children who listen to books being read over many years are more likely to develop competence in written and verbal communication skills. According to [research](#) conducted by [Murdoch Children's Research Institute \(MCRI\)](#) when fathers read to their children, it has a significant impact on their language development. Their study, which involved 405 two-parent families, asked them about their reading habits with their children. The [study looked](#) at children's reading habits at age two and compared their language and literacy abilities 2 years later at age four.

Results found that fathers who read to their children at age two had predicted better language development at age four.

## 7. Reading Builds the Brain.

Children understand at a higher level than they can read. Learners can typically comprehend text that is 2 or more grade levels above their independent reading level. Science shows that reading for young or old [stimulates the brain](#).

## 8. Improved Decision Making & Critical Thinking.

Reading out loud allows you to develop your child's critical thinking skills. By asking your child to think about things outside of what is contained in the story, it helps them grow and develop their imagination and critical thinking skills.

When reading with your child, you have the opportunity to discuss topics and ideas that might not come up in the normal course of events. Children's author Katherine Patterson said, "*Books are a dress rehearsal for life*". When children pick their own books, they tend to pick the same type of texts (over and over). If Dad helps in the book pick, the children are more open to change. Children tend to be more open to new genres and themes when read aloud. Reading helps children [build skills for life!](#)

## 9. Fathers are Role models.

This is the case for both boys and girls but especially for boys. If the only person they ever see reading to them is their mother or (usually) female teacher, they start to see reading as a female activity. Fathers reading helps to prevent this belief. When your child sees you reading, or when you read to them, you set a good example and tell them that reading is important and valuable.

Research with families in the Guelph Family Health Study found that [modelling by fathers, but not mothers](#), of healthy food intake was associated with a healthier diet among their children, which points to the unique role of fathers.

Likewise an extensive Bureau of [Statistic's study by the Swiss Government](#) showed that if a father goes to church regularly, regardless of the practice of the mother, between two thirds and three quarters of their children will become churchgoers (regular and irregular). In statistical terms, a child is 19 times more likely to follow the father's leadership in this area than a mother's leadership.

It seems that children look to fathers as leaders in the family. Fathers are important role models for their children.

## 10. Bonding & Building Relationships.

In some ways this is the most obvious and the most important reason. Spending time reading with your child is an opportunity to get closer, both physically and emotionally. Even if you don't snuggle up, just being close to your child to share a book can foster [much deeper bonding](#) and build a much better relationship.

Get the dust off those books and start reading with your children. Grandads can do it too.

Walt Disney's words of wisdom come to mind, "*There is more treasure in books than in all the pirate's loot on Treasure Island*".

For an interview with Warwick Marsh

Phone: 0418 225 212

More info about Dads4kids: [www.dads4kids.org.au](http://www.dads4kids.org.au)

It might be possible to interview Indigenous dad, John Kennedy, featured in the TV CSA. Phone and find out!