



Back to School with Dad encourages Dads to play a more active role in their children’s schooling journey

Singapore, 29 December 2020 – Over 40,000 families in 32 schools will be taking part in Back to School with Dad for the next academic year in 2021. Back to School with Dad is an initiative organised by the Centre for Fathering and DADs for Life which aims to encourage fathers to accompany their children to school on the first two days of a new school year, so as to reassure the children of their interest and involvement in their academic journey.

Since 2006, the Centre for Fathering has been encouraging fathers to take time out from work in the first two days of the school year to ease their children into a new class. A Back to School with Dad card has also been designed for fathers to write a note of affirmation and encouragement, so their children can be pleasantly surprised during recess when they find it with their lunch box.

“When I send my children to school, I’ve noticed that they would always look back at the school gate to see if I am still there before they enter the school. This made me realise that my presence reassures them that Daddy will always be there, watching their backs,” said Mr Bryan Tan, CEO, Centre for Fathering and DADs for Life. “We hope that many more schools will appreciate the importance of a father’s involvement in his child’s schooling journey and pledge their support towards the Back to School with Dad initiative.”

Minister of State for Education and Social and Family Development, Ms Sun Xueling, said, “All parents play crucial roles in raising their children and enabling them in their schooling journey. Typically, we tend to see mothers being more involved in this process. But fathers are important too, and should partner their spouses more concretely in this endeavour. Back to School with Dad is therefore an excellent initiative, and I encourage all our schools to embrace it to encourage father-child bonding. While the initiative focuses on the first two days of the school year, I hope this serves as a catalyst for more sustained efforts. We hope to see all fathers making more time to send their children to school and to write notes of encouragement to them on a regular basis.”

The dates for Back to School with Dad in 2021 are 4 and 5 January 2021. For more information about Back to School with Dad, go to fathers.com.sg/back-to-school-with-dad.

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About Centre for Fathering, DADs for Life and MUMs for Life

Centre for Fathering (CFF) is a non-profit organisation founded in 2000 to promote active and involved fathering and address issues caused by fatherlessness in Singapore. The organisation aims to turn the hearts of children towards their fathers by empowering more fathers to be better role models and an enduring inspiration to their children. Since 2015, CFF has been the driving force behind Singapore's nation-wide fathering movement - DADs for Life which seeks to inspire and mobilise fathers to become more involved with and a good influence to their children... for life. Under the DADs for Life umbrella are initiatives such as DADs@School, Back to School with DAD, Eat With Your Family Day and Celebrating Fathers – to encourage fathers to spend time with their families and create a culture that promotes active fathering. MUMs for Life is a ground-up movement to celebrate a mum's unique identity as a woman, daughter, wife & mother. Our key partner is DADs for Life because we believe that mums and dads play irreplaceable and complementary roles in parenting together.

CFF is Made For Families

CFF is proud to be part of the ecosystem supporting families in Singapore, and identify ourselves as an organisation that is Made For Families. Made For Families represents the different ways – big and small – in which Singapore supports families. Companies, organisations and community groups can adopt the brand mark to identify themselves as promoting the value of family in our society. Together, we can build a society that is Made For Families, by laying a foundation of support, from family-friendly spaces and workplaces, products and services, and family-bonding activities. Visit go.gov.sg/MadeForFamilies for more information.