24/7 Dad™ is a unique, comprehensive set of fatherhood programs developed by a team of nationally and internationally recognized fathering and parenting experts and with input from fatherhood practitioners.

24/7 Dad™ includes a basic fathering program (24/7 Dad A.M.™) and a more in-depth program (24/7 Dad P.M.™), each consisting of 12 two-hour sessions. Each program can be implemented in a group setting or in a one-on-one home-based setting. At the end of each program, fathers and mothers come together to discuss the developments the father has gone through and how it has affected their relationship and family life. Each program stands on its own as a complete program that includes pre and post-assessment evaluation tools.

Both the 24/7 Dad A.M.™ and 24/7 Dad P.M.™ programs focus on five characteristics that a father needs to be a great dad 24 hours a day, 7 days a week. Both programs cover universal aspects of fatherhood so that men of all cultures, races, religions, and backgrounds can benefit from either program. Organizations can combine programs so that fathers complete the 24/7 Dad A.M.™ program and then transition into the 24/7 Dad P.M.™ program. When a father completes either program, he becomes a “24/7 Dad” who:

- Is aware of himself as a man and aware of the significant impact he has in his family. He is in touch with his moods and feelings/emotions, his capabilities, his strengths, and his limitations.
- Is a man who takes care of himself. He gets annual physicals, eats the proper foods, exercises to stay in shape, has a strong spiritual connection with his community, and chooses friends who reinforce his healthy choices.
- Is very aware of the significant role he has in the family. He is a positive role model. He capitalizes on his knowledge of the unique contributions (e.g., skills) he brings and that his wife/the mother of his children brings to raising his children (i.e., the difference between “fathering” and “mothering”).
- Is a nurturing parent who clearly understands and accepts the importance his parenting skills have in developing the physical, emotional, intellectual, social, spiritual and creative needs of his children.
- Works to build and maintain healthy and supportive relationships with his children, wife, family, friends, and community.