Recovery After Disaster: The Family Financial Toolkit On-Demand Videos

NDSU North Dakota State University

University of Minnesota Extension
Driven to Discover℠
Project Team

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Funding

- Smith-Lever Special Needs Grant
- Joint effort: NDSU & UMN
Project Goal

Individuals and families impacted by disaster will make decisions about the financial implications of a range of resources available to fund recovery after a natural disaster through use of just-in-time videos.
Objectives:

1. Be familiar with the Recovery After Disaster: The Family Financial Toolkit Just In Time Videos
2. Identify the value of disaster recovery videos
3. Discuss pilot session evaluation
4. Formulate strategies to provide local training and promote video use
5. Access the Toolkit and videos
Recovery After Disaster: The Family Financial Toolkit Story

- Research project with flood survivors
- Review of existing financial recovery guides
- Disaster recovery professionals focus group
- “Special Needs” grant from NIFA
- Piloted with flood survivors
- Reviewed nationally

www.extension.umn.edu/go/disaster-toolkit
Why Video?

- Natural disasters will continue
- Limited decision making resources available
- Complex decisions required
- Decisions made during time of great stress
- Multiple ways to distribute & access video
Community Engaged Process: Advisory Board

- Disaster survivors
- Disaster recovery professionals

**Charge:**
- Guide content, development, formats & distribution
- Determine topics, review scripts & videos
- Provide feedback
- Determine appropriate means of dissemination
Video Titles

- Financial Recovery After Disaster: Bouncing Back and Adapting
- Financial Recovery After Disaster: Finding Help
- Financial Recovery After Disaster: My Finances
- Financial Recovery After Disaster: Insurance Coverage
- Financial Recovery After Disaster: FEMA and SBA
- Financial Recovery After Disaster: Exploring My Options
Script Development

- Reviewed & selected script writing tool
- Drafted initial script based on Toolkit content
- Advisory board reviewed & provided feedback
- Revised scripts
- Identified ‘types’ of professionals & survivors to be interviewed
Recovery After Disaster: On-Demand Videos

- Advisory Board
- Script Writing
- Script Review
- Video Production
- Video Review
- Pilot & Evaluation
Financial Recovery After Disaster: The Family Financial Toolkit
Video Review

- Rough cuts developed
- Video reviewed by advisory board
- Feedback incorporated
Project Evaluation

- Advisory board evaluation of process
- Videos reviewed by survivors & professionals
- Feedback from agencies
- Video use
- Webinar evaluations
Pilot Study

Request to Emergency Managers in MN and ND and professionals appearing in videos, Extension Educators in other states

- View the 6 videos with staff, volunteers and/or disaster survivors
- Provide feedback regarding videos and additional educational materials
Professionals: How Would You Use Videos?

- Disaster Recovery Center
- Use in volunteer or staff training
- Share on social media
- Stream videos at meeting site
- Promote video URL/website
- Post on Public Access TV
Usefulness of Videos

Percentage responding

- Professional
- Survivor

Grade

A+  A  A-  B+  B  B-  C+  C  C-  D+  D  D-  F
Comments

It would better prepare me for a possible disaster.

The videos are very good. They combine subject matter experts with real people. The pacing is good and the information is presented in a way that viewers of all ages and educational levels can understand. Great job.

These are well done! Really liked how the worksheets were highlighted. I watched four videos on an IPAD mini, one on a laptop, and one on an Android.

Because we have already been through the processes in the video, we know a lot of the information. However, if you are facing a possible disaster, the information would be of considerable use.

After I watched the first two I had selected, I watched the others also because they were so interesting. So much of this information is the stuff we wondered to ourselves standing in our driveway after the tornado leveled our home.
Educational Materials & Training

Supplemental Materials include:

• Case manager training lesson plan
• How-to guide
• Bookmark
• Informational Poster
• Social media messages
Trainings

- AFCPE presentation - November 20th
- eXtension webinar - December 16th
- NEAFCS webinar (TBD)
- Webinars & in-person trainings in MN & ND
- Contact us for a webinar for your state
Getting The Word Out

- Advisory board members
- Professionals interviewed
- Press releases
- Social media & QR Codes
- Helping Families Recover Financially webinars

We welcome your ideas
Video Format & Distribution

- Youtube- NDSU & U of M Family Development channels
- DVDs for disaster recovery centers
- Webinars & online learning
- Apps
- Web links with agency partners
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