

## SRDC October Regional Spotlight

### Preparedness and Partnerships: key actions to mitigate the impact of Disaster and Emergencies

#### Series of Bilingual Videos on Preparing for Natural Disaster or Emergencies

*Did you know that disasters can happen anytime, anywhere, or even when you least expect them? Think about the Coronavirus pandemic... how prepared were you?* This is the starting point of the series of bilingual videos on Preparing for Natural Disasters or Emergencies. These videos were inspired by the fact that we are often caught by surprise when disasters hit. They seek to connect the public with the importance of knowing what to do before, during, and after a disaster or emergency.



The series of bilingual videos on Preparing for Natural Disasters or Emergencies were created to a) increase awareness of the importance of being prepared, b) promote specific actions/ideas to help people be prepared, and c) recognize the communities' needs and strengths to respond prior, during and after a disaster. They also aim to provide organizations and programs an evidence-based educational tool to promote dialogue and engagement on disaster and

emergency preparedness.

The videos were designed with the Latinx Community in mind. However, they can be used by any person and/or group seeking resources to get started on the journey of Emergency and Disaster Preparedness and Response.

The topics of the videos included in the series are:

- Introductory video
- Importance of being prepared
- Family planning in case of natural disasters or emergencies
- Being aware of, and responding to, alerts for natural disasters or emergencies
- Having a Family Emergency Kit
- Having a Financial Emergency Kit

The creation of these videos also represent an example of a successful partnership and collaboration. The videos were developed through the collaborative partnership of Cintia Aguilar from NC State Extension, Daniela Archibold from the Church World Service, and Esmeralda Dominquez from the Episcopal Farm Worker Ministry.



The videos are free to use as an educational tool by a program, agency, educator, or community leader. The development team centered the content around cultural competency and adapted the materials to be understood in different Latinx cultures from Central and South America. The videos can be adopted and/or adapted but original branding, resources, and content cannot be modified.

Two events, one in English and one in Spanish, were held to launch the series of videos were in August 2021 with a participation of 27 community programs and agency representatives. The videos were well received by the participants as reflected in the following comment: *These videos are very engaging and looking forward to sharing these.*

### Ideas to use the videos as education tool

- Disseminate videos to your network with both Latinx and non-Latinx groups
- Organize events to show the videos, follow up with group discussion, and end with action ideas
- Have the video available at waiting rooms
- Share videos in social media outlets, especially in those used by Latinx communities like WhatsApp and Facebook groups.

Click [here](#) to access the videos. Enjoy them!

