



CAFÉ LATINO
SUPPORTING FLORIDA'S
LATINO COMMUNITY

Shifting Strategies due to COVID-19: From Traditional Extension Agents to Educational Video Producers

Francisco Rivera¹, Jonael Bosques², E. Vanessa Campoverde³, Germán Sandoya⁴, Victor Blanco⁵, Joao Bittar⁶, Angela Gonella-Díaz⁷, Daniel Gonzalez⁸, Edrick Marrero⁹, John Diaz¹⁰, Catalina Cabrera⁶, Juan Campos⁶, Marlia Bosques¹⁰, Trent Blare¹¹, Suzika Pagán¹²

1. UF/IFAS Extension Hillsborough County; 2. UF/IFAS Extension Hardee County; 3. UF/IFAS Extension Miami Dade County; 4. Everglades Research and Education Center; 5. UF/IFAS Extension Taylor County; 6. UF Veterinary Hospital; 7. North Florida Research and Education Center; 8. UF/IFAS Extension Palm Beach County; 9. USDA NRCS, Mayaguez Puerto Rico; 10. Gulf Coast Research and Education Center, Plant City Campus; 11. UF/IFAS Tropical Research and Education Center; 12. University of Puerto Rico Extension Service.



FARM
CREDIT
ASSOCIATIONS OF FLORIDA

Situation

Access to science-based information by minority Hispanic population in Florida has historically been difficult. The COVID-19 pandemic has made it even more challenging to devise traditional in-person educational programs for Extension clientele and communities. Furthermore, in Florida, access to critical information provided by Extension educators to underserved communities has typically been complicated due to cultural and language barriers.

Methods

To comply with our mission to provide quality, relevant education, and science-based expertise to solve Floridian's problems, Extension educators have created, edited, and released educational videos in Spanish. The goal was to breach these cultural barriers and deliver science-based information to this demographic, which constitutes more than 27% of the Florida population. Videos of around 20 minutes duration were created with experts in different fields such as livestock production, natural resources management, 4-H youth development, ornamental horticulture, hydroponic production, beekeeping, and marine science, among many other areas.

Results & Discussion

Through the YouTube video series collections titled: **Produciendo en Tiempos de Distanciamiento Social /Farming in Times of Social Distancing, Produciendo con Ciencia/Farming with Science, and DeerTalk**, agents

have created 96 videos in English and Spanish. From March 30th, 2020 when the first video launched until March 25th, 2021, the videos reached more than 5,400 views and summarized 28 hours of recorded time. Viewers have recorded 214.9 hours of watch time.

| Total Educational Video Estimated Value | | |
|--|---|-------------|
| Total Video Scripting value ⁽¹⁾ | \$14,400.00 | (96 videos) |
| Total Video Editing value ⁽²⁾ | \$36,000.00 | (96 videos) |
| Total Scripting for Translation value ⁽³⁾ | \$32,422.00 | (58 videos) |
| Total Educational video value ⁽⁴⁾ (average = \$12,000.00/video) | \$1,152,000.00 | (96 videos) |
| Value to the farmer in production practice change and implementation | ????? | |
| Breakdown of value estimates | | |
| (1) \$150.00/hour ----- | 2021 Average Video Production Cost (thumbtack.com) | |
| (2) \$75.00/hour ----- | How much should I charge for editing a 10-15 minute YouTube video? - Quora | |
| (3) \$419.25/15 min ----- | How Much Does It Cost to Translate a Video? [Rates, Factors & Savings] (alltranslate.com) | |
| (4) \$8K - \$16K/video ----- | Educational Video Production Overview - Demo Duck | |

Table 1. Estimated value of the Produciendo con Ciencia/Farming with Science educational video series is more than \$1.2 million for 2020.

Moreover, after doing a needs assessment and collaborations with other governmental organizations and institutions, educators developed one-on-one troubleshooting sessions for peers on video editing and designed workshops for community clients on specific topics. All of these efforts were developed to bring appropriate educational content to entities and families during the social distancing period of the COVID-19 pandemic. This ongoing video series can be accessed through the following CAFE-Latino channel link: <https://bit.ly/2GkNdXZ> containing relevant science-based interviews in the areas of livestock production, natural resources management, 4-H youth development, ornamental horticulture, hydroponic production, beekeeping, marine science, and other areas.

Conclusion

By utilizing innovative approaches and tools to remotely assist and educate Floridians, resilient Extension agents can still positively impact communities and advance the mission and initiatives of UF/IFAS. Other achievements include:

- **Increased agricultural awareness**
- **Impressions (50,930) and views (5,457) = Increased marketing for UF/IFAS Extension**
- **Best management practices implementation by Hispanic farmers**
- **Promoting efficiency and collaboration**
- **Increase accessibility of educational opportunities for new farmers, youth and communities.**

Click on the images or scan the QR code to access the videos:

