

Narrative –

As the Extension and 4-H programs across the country were sent reeling in March of 2020 due to Covid 19 cancelling and postponing events and traditional educational efforts, Arkansas 4-H quickly pivoted our educational efforts to online and social media. This effort involved 4-Hers, county agents, and state 4-H staff. Within days we were turning out educational videos geared towards youth and adults who were trying to wrap their minds and households around this growing pandemic as schools and businesses closed. Between March 23rd and February 15th we turned out 31 outdoor skills videos across all social media platforms reaching well over 60,000 people. These videos were released on timely topics such as Covid Education, ATV/UTV safety, Firearm Storage, Vehicle safety, campfire cooking, hunting and tree stand safety, Chainsaw safety, and Lawn trimmer basics. Again these were geared toward parents and youth at home during a pandemic who were craving outdoor adventure in a rural and outdoor recreation driven state.

Methods –

During the course of this series we utilized video and social media platforms. The videos consisted of hands on instruction, method demonstrations, visual displays, classroom style lecture, and virtual interaction.

Program activities –

Programs conducted were filmed on site for specific activities.

ATV and UTV safety walking through safety instruction from the field and cab of machines.

ATV and UTV – Before and after videos prepping for obstacles.

Firearm Safety – Included shooting demonstration, multiple demos of storage methods

Outdoor Cooking – site prep, tool selection, food safety, cooking methods, and all aspects of campfire cooking

Vehicle Safety – method demo and hands on instruction utilizing multiple speakers including 4-Hers who attended training at Teen Camp while learning vehicle maintenance class.

Hunting Safety – in field instruction on tree stand safety and types of deer stands.

Covid Safety – How to share outdoor equipment while still being covid safe. Hands on demo of cleaning and recommended cleaners for firearms and outdoor equipment.

Property Maint. – Method demos, equipment safety lecture, and overview

Results –

Over 60,000 views on facebook posts alone. Videos also posted to twitter, Instagram, and youtube for additional views and access later. Countless comments, messages, and emails asking for more info or expressing learned practices from videos.

Impact –

Youth and Parents stating that the videos were fun and edited to keep attention the entire time. Parent learned rules of the road and differences between machines before purchasing UTV and ORV. National 4-H Shooting Sports picked up shooting videos and shared along with multiple other states. First Covid and Firearm Safety videos from 4-H in the country. Multiple shooting coaches said they felt more comfortable holding practice as a result of the covid video. Campfire cooking was picked up and became a weekly Friday night social gathering among 4-Hers statewide when state was still locked down or in more isolation.

Multiple people thanked us for the UTV snow video for marking obstacles in the yard or pasture as record snow hit and this help their kids avoid obstacles that would have gone unseen in deep snow.

Evaluation-

Utilized calls, comments on social media, emails, and in person conversations to evaluate effectiveness and plan upcoming videos.

Outdoor Skills Channels – Broken into categories for youtube channel but views mentioned in application were from social media platforms – Instagram, Facebook, twitter, etc.

<https://www.youtube.com/playlist?list=PLK084QFBpKa84P0ZuGAZQEIU9qKIL2jkM>

Cooking Portion of the Videos

<https://www.youtube.com/playlist?list=PLK084QFBpKa9ZCmfnpixITJw7HCWWkaT>