



# Emergency Plan Training Video Project

FEBRUARY 25, 2011

## Types of Videos

Our Emergency Plan Training Videos include four different types or styles of videos:

**1. Functional Protocols:** These videos depict action steps and considerations for core functions such as lockdowns, evacuations, reverse evacuations, sheltering in place and room clear.

**2. Incident Specific Protocols:** These videos depict action steps for protocols dealing with specific types of incidents such as fires, earthquakes, chemical spills, riots, sexual assaults, missing students, reporting procedures for child abuse incidents, weapons, school bus accident, etc.

**3. Group Specific Protocols:** These videos provide training for specific teams or groups of people such as our Crisis Response Team and "SAFE Team" procedures, as well as Family Reunification procedures.

**4. Video Tabletop Scenarios:** These videos are depictions of a variety of school crisis situations such as an angry parent with a knife, a gun on campus, etc. They allow staff to practice in a more realistic manner for various emergency situations.

## For More Information:

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## Our Project Design

Through a series of "Readiness and Emergency Management for Schools" grants from the U.S. Department of Education's Office of Safe & Drug Free Schools, the Lincoln County School District continues to develop and refine our emergency plans and procedures for our schools. We have forged solid relationships with our emergency response partners and community service agencies and have worked closely to create emergency procedures that are highly customized for our schools. They are based on the needs of our schools, the specific hazards we face in Lincoln County, and our emergency service agencies' procedures and response capabilities.

In addition to our written emergency plans and procedures, and working closely with our local emergency service partners, we have developed a series of twenty-five short staff training videos that correspond to our written plans. Here are some of the benefits these videos provide:

- Custom videos allow us to train our personnel on our specific procedures that have been developed with significant input from our local public safety personnel.
- The use of concise videos ranging from 2 to 12 minutes in run time makes it easy for building administrators to train staff in a flexible manner that fits with the way our K12 schools operate.
- The use of video provides clear documentation because we can demonstrate exactly what an employee was shown to do for specific situations.
- The use of video creates a sustainable approach, which allows for periodic retraining and training of new personnel. Our district has a lifetime license to the videos and can update the content ourselves if our procedures change in the future.
- Video is highly effective because the person being trained can literally see what they need to do, which helps staff retain the information provided and improves the consistency in the way they perform our written procedures.
- The cost of training has been dramatically reduced since staff no longer have to travel to attend a training— they can simply access it online. It also saves us the cost of bringing in outside trainers.

OR OR OR

### WHERE TO SEE OUR SAMPLE VIDEOS:

<http://www.safehavensinternational.org/LCSD-Samples/>

User Name: guest

Password: lcsd-samples

## Legal Limitations for Using Our Sample Videos

Our videos have been shown at a number of regional, state and national school safety conferences and have generated considerable interest and numerous inquiries from other school systems. In an effort to help those who want to utilize video in a similar manner, we have created links to sample video segments along with a list of tips and lessons learned from personnel who assisted in this project.

The sample video segments are made available solely to help other school districts see examples of how custom school safety videos can be utilized to provide training and practice for their personnel. The videos contain specific content that is based on our local conditions and area public safety response agency capabilities. This means that the specific content shown in our videos might not be appropriate for other school districts.

Inappropriate use of these sample video segments as training tools could result in injury or even death. In addition, these videos contain some video footage and content that is copyright protected.

Our district and the vendor are providing access to these videos for use as conceptual samples only. We ask that you respect the intellectual property of our district and of our vendor and utilize them only in the authorized manner.

The information in this document is intended to assist you in using these training concepts to create similar training tools for your agency based on your local emergency procedures.

A good video training tool is useless if it is not based on solid emergency procedures developed in cooperation with local emergency response agencies and community partners.

# Video Production Tips & Lessons Learned



## Customize

Write your scripts to correspond with your specific emergency plans and procedures. Ask your local emergency response agencies to review and edit your scripts.

Film in your own schools and communities. Staff and students will have more ownership of the project if you do.

It is important that you say and depict your video footage content appropriately, as people will usually recall what they see and hear under the stress of an actual incident. Avoid showing staff or students depicting incorrect procedures.

Plan your logistics carefully, playing close attention to the details. The more organized you are, the better your video will be. It is surprisingly easy to lose an entire morning, afternoon or day of filming because someone forgot a simple yet important detail such as testing schedules or handing out release forms to students ahead of time.

## Release Forms

Use a specific release form for this type of project. Indicate on the release form what the footage will be used for, but give your agency enough breadth to use footage in the future – for example if you re-edit the videos, post the videos to the web, use them in PowerPoint, etc – you will need to provide language in the release form indicating this.

Make sure release forms are turned in before taping day. If you spend a day taping scenes with a class and ask them to bring back the release forms the next day, a single refusal by a parent would mean that you have to destroy all of the footage that includes that student – a difficult task to do in editing.

You can also achieve positive PR by using release forms properly – since this is a way of informing parents that you really are taking strides to increase safety in the district.

[www.lincoln.k12.or.us](http://www.lincoln.k12.or.us)

## Choosing the Right Vendor

Finding the right vendor to produce your videos is key to the success of your project. Here are a few tips to consider:

**1. Be very clear in your scope of work** for your request for proposals (RFP). Our grant application and RFP were very specific as to the number and types of videos we wanted to produce.

**2. Require and check multiple references** for similar school safety video projects. This can help you ensure that the vendor has experience filming in the extremely challenging K12 school setting. A vendor who knows how to work with building administrators, staff and students will make your filming flow better and will be less disruptive to the school.

**3. Require sample videos from vendors.** The difference in video quality, editing and scripting can vary dramatically between vendors. Seeing and comparing samples will help you evaluate vendors better.

**4. Advertise your RFP widely.** We advertised our RFP nationally and received a number of competitive bids from both local as well as national vendors. The most qualified and lowest cost bid was from across the country but still offered a lower cost, more services and add-ins than other bidders.

**5. Locate a firm that has both professional video and school safety expertise.** Having a vendor that understands the details of the content being scripted, filmed and edited can make a significant difference in the final videos. At the same time, make sure that the vendor will understand and work with your local needs while producing the video, and will not just be providing you with stock video that is not congruent with local needs & procedures.

**6. Require a finite budget for your project.** Many video production companies try to have an open-ended contract so they can charge additional fees beyond the initial budget. This can end up raising the cost of your project considerably. Vendors try to do this to protect themselves, but a school system's budget realities are very different from those in the film & video industry and you probably cannot afford for your cost to double or triple from the initial estimate. Several of our vendors agreed to a fixed budget.

### – SAMPLE VIDEO RELEASE FORM –

Date \_\_\_\_\_

School or District Letterhead

(School Name) has hired a professional video production company (Name of Film co.), to produce a series of school safety training videos for our schools. The videos will be used to train staff, students, parents, emergency service agencies & community members on various school safety and emergency procedures. The videos may also be made available to other school districts and agencies around the country.

Your school/organization has been selected to participate in this video project which will be filmed in our schools & communities on (dates). Please read and sign this "Video Release Form" if you agree to participate/have your child participate in this video project. Thank you!

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I hereby release to (School & Film co.) the rights to my/my child's image, likeness and sound of voice, as recorded with video and still images for the purpose of producing one or more of the following commercial products: training videos, presentations, testimonials or any marketing material related to these media. This includes all types of media (print, video, audio, etc.) existing now or in the future.

For the opportunity to participate in the above-identified video program, I agree that the videos may be broadcast and distributed without limitation through any means and I shall not receive any compensation for my/my child's participation.

I further agree that my/my child's participation in the program confers upon me no rights to use, ownership or copyright. It is understood that (School & Film co.) are under no obligation to broadcast the above-identified videos.

I hereby release any and all claims against (School, Film co.), and other participating agencies arising in connection with the usage of my/my child's image, likeness and voice. I acknowledge this release is firm and final and understand that (School & Film co.) and its staff may proceed in reliance thereon.

Student Name \_\_\_\_\_ Student Signature \_\_\_\_\_ Date: \_\_\_\_\_

Parent/Guardian Name \_\_\_\_\_ Parent/Guardian Signature \_\_\_\_\_ Date: \_\_\_\_\_

For more information about this video project, please contact \_\_\_\_\_, at \_\_\_\_\_.

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