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Intellectual and Developmental Disability Awareness Video

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Abstract

Hope Services, a non-profit organization in Monterey County, has experienced a decrease in the number of clients with intellectual and developmental disabilities (IDD) participating or engaging in the services provided. This community has to work against the restrictions and barriers established by the current global pandemic while also working to debunk the stigma surrounding their capabilities. Individuals with intellectual and developmental disabilities are being dismissed from employment and community engagement opportunities by the misinformation surrounding their disability. To address this issue, a video highlighting clients within the Employment, Media and Community Connections program was created for use with staff, potential clients, and employers to show the varying services provided to aid in the life and independence of IDD individuals. The recommendation for the agency is to continue creating visual content that is accessible and easy to show what Hope Services can do for IDD individuals.

Key terms: developmental disabilities, employment, housing, opportunities, stigma

Agency and Community Served

The growing concern of a group of parents of children with special needs about the treatment of young people with developmental disabilities established the vision of Hope Services. Hope's mission is to "improve the quality of life for people with developmental disabilities and mental health needs" (Hope Services, 2022). Throughout eight different counties in California, including Monterey County, Hope Services has worked with over 3,500 participants and their families (Hope Services, 2022). To assist people with developmental disabilities, Hope Services provides various programs that target different age groups, from infants to seniors. The agency's programs consist of children, mental health, community living services, and day programs or employment and training services. More specifically to the Salinas location, Hope Services focuses on the Employment, Media & Community Connections program for individuals over eighteen, serving clients with intellectual disability, cerebral palsy, epilepsy, autism, and Down syndrome.

Problem Model Background and Literature Review

Problem Statement

Hope Services has experienced a decrease in the number of clients with intellectual and developmental disabilities (IDD) participating or engaging in the services provided. At issue, this community has to work against the restrictions and barriers established by the current global pandemic while also working to debunk the stigma surrounding their capabilities. The social exclusion of these individuals has reduced potential employment and volunteer opportunities, and they are losing life skills that aid in their independence (Cooney et al., 2006). The inaccessibility to such programs that aid individuals in these areas have resulted in a 12% increase in anxiety and depression among clients (Hope Services, 2021). Without proper

information exposure to IDD individuals in schools and employers, social stigma and exclusion will affect their lives.

The in-person programs for individuals with developmental disabilities were cut during the global pandemic, and since then, the agency has tried to adapt and rebuild its programs. Although the goal is to have the agency return to what it once was, individuals with developmental disabilities are at a higher risk of contracting this virus, which is a barrier for them (Ross, 2021). As a result, people with special needs are experiencing higher unemployment rates, a toll on their mental health, and a sense of dissatisfaction with their lives.

Contributing Factors

Global Pandemic

With COVID-19 restrictions, Monterey County transitioned from in-person to online participation, making it challenging to provide educational and health-related services to clients. Individuals experienced an exclusion to services and activities because of inaccessibility to technology, family support, community housing, and informational services about transitioning to an online format (Navas et al., 2020). Due to the minimal participation of clients online, many services, such as the Employment, Media & Community Connections program from Hope Services, were either cut short or discontinued until further notice. Limiting these resources backtracks their personal and professional development. If cutting these services wasn't enough, it changed the routine of the lives of people with special needs and further contributed to the decline of their mental health (Rosencrans et al., 2021).

Stigma

Another significant contribution to the underserved community of IDD individuals is the social stigma created towards their diagnosis and capabilities. Before knowing them personally,

potential employers and society often establish negative opinions toward individuals with special needs. These opinions not only encourage stereotypes and negative social perception, but individuals with IDD internalize these beliefs and alter their perception of themselves, creating “self-stigma” (Jansen-van Vuuren & Aldersey, 2020). As a result, individuals with IDD become discouraged from participating or engaging in the services provided. Caregivers and the public also contribute to the growing beliefs about the capabilities of individuals with special needs. This is why organizations like Hope Services offer life skills to people with special needs to overcome their diagnosis (Pelleboer-Gunnink, 2019).

Communication Barriers

Communication barriers and minimal human interaction have become an obstacle in the working environments of people with special needs and disabilities. With intellectual and developmental disabilities, they experience speech and vision impairments, are hard of hearing, and may have writing difficulties (Lorenz et al., 2016). Employers need to be aware of IDD individuals' obstacles to work efficiently in non-disabled working environment. When a person with IDD has a hard time with training or job tasks, employers or trainees tend to dismiss the individual rather than working with them through their disability. Outside of the working environment, people with special needs are being excluded from conversations or talked to in a higher tone of voice, filling in words for them and speaking in shorter sentences (Communication Barriers, n.d).

Consequences

Mental Health

Due to the restrictions placed in protection from COVID-19, families and caregivers are in charge of the client's education and care, which takes a heavy toll on all parties' mental health.

The education and care of an individual with disabilities were part of multiple negative impacts experienced by parents and caregivers. They also had to worry about meeting the clients' health care needs while exposing themselves to a higher risk of contracting the virus to meet their own financial needs (Fisher et al., 2022). This issue highlights the importance of organizations like Hope Services, which help families and caregivers take care of their family members or patients. These programs also serve as a getaway for the clients to socialize and build relationships with others.

Unemployment

Without contributing services from organizations, IDD individuals are not helped with finding employment. The Autism Society of America (2018) reported a gap between employed adults without disabilities and adults with disabilities. The staggering difference was 71.4% of non-disabled employed adults and 32.5% of disabled employed adults. The transition to an online format affected the clients through increased unemployment rates and caused organizations to lose out on contracts with employers that hired their clients. The stigma surrounding IDD individuals and their capabilities has employers turning them away or paying them less than the minimum wage (Doyle, 2021). People with special needs need to be a part of the workforce, and factors such as stigma and limited resources contribute to the high unemployment rates.

Life Dissatisfaction

Being active members of their community and in the agency gives all people with intellectual and developmental disabilities a sense of belonging and purpose. Not being able to obtain employment or access the organizations' services takes away the life satisfaction of individuals. They often rely on a job for an extra source of income for themselves and their

families and to obtain medical insurance (Autism Society, 2018). Those who cannot attend the in-person outings and activities feel left out and discouraged from participating. Without human interaction and building relationships contributes to the anxiety and depression that many clients experienced during the global pandemic and still do today.

Problem Model Diagram

Contributing Factors to Agency	Problem	Consequences to Agency
<ul style="list-style-type: none"> - Global Pandemic - Stigma - Communication Barriers 	<p>Monterey County has a large community of persons with disabilities who are underserved.</p>	<ul style="list-style-type: none"> - Unemployment - Mental Health - Life Dissatisfaction

Capstone Project Proposal

The proposed project was the development and creation of an intellectual and developmental disability awareness video highlighting the EMCC program. This visually represents the clients' capabilities and willingness to be active members in their communities with the help of Hope Services. The project explored the clients during their outings in the community, at their place of employment, and during their volunteer opportunities. In addition, the video provides insight into the services offered and can be used for potential donors and employers while bringing awareness to the public about people with intellectual and developmental disabilities in Monterey County. To evaluate the effectiveness of this project, responses were collected from a survey provided to those who watched the video. This survey served as a tool to collect the viewers' knowledge of anyone who may need the services mentioned and gain subscribers to the agency's newsletter.

Project Justification

Before this proposed project, Hope Services did not have any visuals specific to the Salinas location that properly represented the clients' capabilities and needs. After the global pandemic restrictions, many community outings and employment opportunities that clients were being provided with were cut. Coming back from the global pandemic, the agency had to start from the ground up and work to gain back or create new opportunities for their clients. This video shows the hardworking skills and dedication of the clients to be active members of their communities while also wanting to be independent. This video can be used by staff members at Hope Services in Salinas to be a creative and informative representation of the agency's vision and mission.

Project Description and Implementation Process

The first step was to discuss the proposed project with the clients to see if they wanted to be involved and what they were comfortable with. This discussion included going through the clients' restriction forms for using their images and determining which clients were focused on community outings and which were only on-site. Next, it was essential to coordinate schedules with the staff and receive approval from management on outings with the clients to record videos. Through this planning, I was able to accompany the clients to their volunteer sites with the Hope, Horses and Kids organization and shadow them during their outings in the community. Then, I worked alongside my mentor to go over pictures, video clips, video scripts, and survey questions used in this project. Finally, I gathered data from the survey questionnaire and concluded whether the video properly represented the agency and clients from the viewers' perspective.

The implementation process consisted of working collaboratively with clients, staff, and my mentor. Hope Services supported my project by providing camera equipment and video

editing software. Staff encouraged me to come along with them during their work duties and gain first-hand experience working with individuals with developmental disabilities. Most importantly, my mentor allowed me to be openly creative with the direction of the video and put me in contact with former interns from the agency that have worked with video editing and recordings.

Project Results

The expected outcome of this project was to provide staff with an informational video that can be used to show potential employers, clients, and donors about the services offered by Hope Services. This will help create employment or volunteer opportunities for individuals with IDD and show that they are more than their disabilities. Making this video will also help disprove the stigma surrounding developmental disabilities and bring awareness to the community of Salinas. To measure the results of this project, I presented the video to the virtual weekly staff meeting that included management officials from all eight counties that this agency serves. After watching the video, ten staff members and peers responded to a link to a Google Form. They answered questions about their knowledge of the agency and developmental disabilities. They also had the opportunity to provide any feedback or opinions about the information presented in the video.

This video was viewed 25 times through the YouTube link, and ten individuals responded to the survey. One respondent (10%) did not know about Hope Services, while 90% did. A split between the ten respondents (50%) said they knew someone who needed the services mentioned, and the other 50% said they did not. Over 80% of respondents said they were very knowledgeable about developmental disabilities, and 20% had only some knowledge. Along with the survey, feedback was also shared in which they expressed the accuracy and opinions

over the information mentioned. Lastly, Hope Services gained one new subscriber to their newsletter through this survey.

The project could not be shared with potential employers, clients, or donors during a quarterly meeting with those members due to a change of the meeting's date to after May. Due to the date change, I was able to arrange to present the project with my mentor at the weekly management meeting on April 19, 2022. Although the expected outcome was not met, staff members will be using this video as a reference and showcase the EMCC program.

Conclusions and Recommendations

The global pandemic had a significant negative impact on this already underserved population that now has to work twice as hard to regain the number of clients and employers involved with the agency. In conclusion, the proposed capstone project provided a new resource for Hope Services to help them in this area. It is a great way to show how the EMCC program works and how well clients thrive during this service. It also highlights the importance of these types of programs that serve people with special needs and how it contributes to their overall emotional and physical well-being.

My recommendation for the agency, based on my findings, is to continue to create videos that share information and awareness about people with special needs. Videos are an easy way of sharing information and news even more now after the global pandemic and should be used. Hope Services should also consider becoming an active participant on social media platforms to reach a higher audience. Also, collaborating with K-12 and post-secondary schools, such as CSUMB, is a great way to reach students who may be experiencing intellectual and developmental disabilities and are unaware of the available resources.

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Appendix A

Implementation Plan

1	Intellectual and Developmental Disability Awareness Video	Rocio Barron			
2	Task	Timeline	Parties Involved	Materials/Services Needed	Completed Product
3	Hope from Home online services	Thursday's 9-1pm	Rocio, mentor, clients, staff, other intern	Zoom, laptop, curriculum	<input checked="" type="checkbox"/>
4	Discuss with clients about project	February 3rd	Rocio, clients, mentor	Google docs, zoom, laptop	<input checked="" type="checkbox"/>
5	Ask for volunteers to participate in video	February 20th	Rocio, clients, mentor	Google docs, zoom, laptop	<input checked="" type="checkbox"/>
6	Develop questions for interviews	March 3rd	Rocio, mentor	Google docs, zoom, laptop	<input checked="" type="checkbox"/>
7	Get questions approved by mentor	March 8th	Rocio, mentor	Google docs, zoom, laptop	
8	Gather selected clients for interview video	March 10th	Rocio, clients, mentor	Zoom, laptop, organizer	<input checked="" type="checkbox"/>
9	Set up equipment	March 17	Rocio	Camera, mic, recording program	<input checked="" type="checkbox"/>
10	Begin recordings	March 17	Rocio, clients, staff	Camera, mic, recording program	<input checked="" type="checkbox"/>
11	Edit clips and recording	April 1st	Rocio	Camera, mic, recording program	<input checked="" type="checkbox"/>
12	Develop and put video together	April 11	Rocio, mentor	Camera, mic, recording program	<input checked="" type="checkbox"/>
13	Implement: Present video to agency's meeting	April 15	Rocio, mentor, clients, staff, other intern	Zoom, laptop, YouTube	<input checked="" type="checkbox"/>
14	Evaluate: Reflect on mentor, staff, & clients reactions/feelings towards video presented	May 1st	Rocio, mentor, clients, staff, other intern	Google docs, zoom, laptop	<input checked="" type="checkbox"/>

Survey

Employment, Media and Community Connections Program Informational Video Survey

The Employment, Media and Community Connections program provides services and support that improve the quality of participants' lives and encourage them to be valuable members of their community. With the help of this video, Hope Services and the services they provide could be recognized amongst multiple communities and gain more awareness within Monterey County. Thank you for taking the time to view this video and taking this quick survey !

rociobarron17@gmail.com [Switch account](#)

* Required

Do you know someone who may be in need of the services mentioned ?

Yes

No

What knowledge did you have about individuals with developmental disabilities?

No knowledge

Some knowledge

Very knowledgeable

Is there any information that was missing from this video or information that should not be included ?

Your answer _____

Before watching this video, did you have any knowledge about Hope Services?

No

Yes

If you would like to subscribe to Hope Services newsletter, please include your email, first name, and last name in this section.

Your answer _____

Submit
Clear form

Table 1. Knowledge of Hope Services

Before watching this video, did you have any knowledge about Hope Services?

10 responses

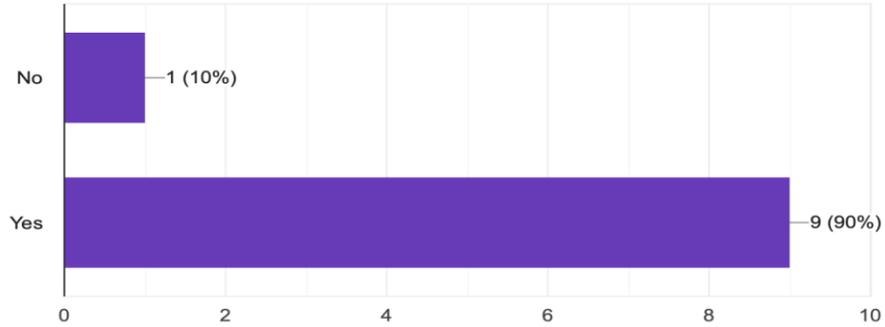


Table 2. Knowledge of someone in need

Do you know someone who may be in need of the services mentioned ?

10 responses

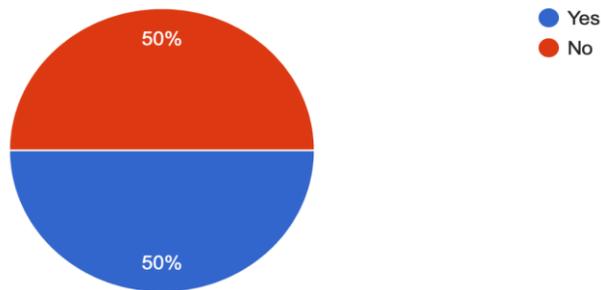


Table 3. Knowledge of IDD

What knowledge did you have about individuals with developmental disabilities?

10 responses

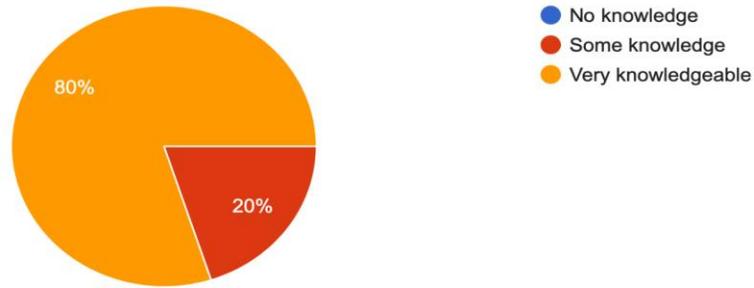


Table 4. Feedback

Is there any information that was missing from this video or information that should not be included ?

9 responses

Great job describing the EMCC program.
The presentation was very informative. Great tool for increasing awareness of the services Hope Services offers.
None
The video is informative and displays the program accurately.
No
The video was well organized and informational, a great representation of Hope Services.
The video covered it all. Awesome Job!
everything was great!
I feel it was well done and had the right information to inform the public.

Table 5. Newsletter Sign-Up

If you would like to subscribe to Hope Services newsletter, please include your email, first name, and last name in this section.

2 responses

already included .
dibarra@csumb.edu

[Video Link](#)

The image shows a YouTube video player interface. The video content is a photograph of a modern, single-story building with a light-colored facade. A prominent entrance is framed by a grey structure with the text "hope services" and a logo. To the right of the entrance, the address "744B" is visible. The video player includes a progress bar at the bottom of the video frame, showing a timestamp of 0:05 / 1:54. Below the video, the title "Hope's Employment, Media and Community Connections Program" is displayed, along with "Unlisted" status, "25 views", and the date "Apr 18, 2022". The uploader's name "Rocio Barron Campos" and "2 subscribers" are also visible. On the right side of the player, there are buttons for "ANALYTICS" and "EDIT VIDEO", and a "Recently uploaded" section showing a thumbnail for "Health Educator Career Presentation" by the same user.