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## Microlearning Practices for Reaching Today's Communities with Emergency

### Management Messages

Today's communities are diverse, social, and tech-savvy; bombarded by interactive and graphic marketing messages daily. A mix of generations are active in social media to obtain Emergency Management (EM) information. Over the past 5 years, more than one dominant platform has emerged to include Facebook, Instagram, Snapchat, and TicTok. The overload of colorful and ascetically pleasing information makes it challenging for Emergency Managers to engage with local communities before, during, and after an emergency. It is currently common practice to inform the public with infographics covering EM themes, especially during national observance weeks and months. These campaigns typically cover many topics in a single post or graphic to offer a complete picture of the theme. These posts and graphics are usually wordy and of low graphic quality due to limited budgets and access or skill in graphic design. EM posts are easy to scroll past and do not engage with community members to prompt discussions. Information is pushed out with the expectation its value is self-evident. While standard social media posts and graphics will always have their place in EM, Emergency Managers must also learn to incorporate more engaging practices in our public outreach, like Microlearning. Microlearning is a pedagogical model that focuses on singular components of a theme that is engaging. Microlearning is learner-centric, concise, accessible, and uses real-world examples to tell the story and explain the value of the information. A microlearning activity for EM would begin with a 1-4 minute single concept video

followed by a few multiple-choice or true-false questions, the sharing of additional resources to learn more, and conclude with an open-ended question through a discussion forum. We need our communities to be more than just aware of local and national threats. We need engaged communities applying knowledge and skills learned to help keep them and their families safe.

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