



Video Outreach Project

Expanding Resource Advocacy and Awareness to Marginalized Populations

About the project:

Disability Rights Ohio is creating animated videos in a variety of languages to increase awareness of the organization and the services we offer.

Informing development through focus groups:

In order to best inform and maximize the development and distribution of these videos, we are engaging with underserved communities across the state to identify their specific content and language needs. Results from these focus groups will be used to inform the style, available language, and distribution plans for the videos.

Background:

Throughout the last year, Disability Rights Ohio performed targeted outreach to targeted populations of marginalized individuals across Ohio: From the Spanish-speaking community in Toledo, the Appalachian population of Marietta, and the Bhutanese-Nepali refugee community of Columbus. In each instance, it became clear that those who would substantially benefit from our advocacy, our resources, and our assistance were not aware of our organization or were unclear or unsure of what we offered.