

Essential Skills Investigation (ESI) DVD Media Tools

Essential Skill Program or Initiative Elements	Description																												
1. Title of Initiative	Essential Skills Investigation (ESI) DVD Media Tools																												
2. Delivery Organization (Name) <ul style="list-style-type: none"> Sector <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Not for Profit <input type="checkbox"/> First Nations, Métis, Inuit <input type="checkbox"/> Business <input type="checkbox"/> Other (specify) 	Aboriginal Essential Skills Guiding Team (AESGT)																												
3. Contact Details	Colleen Yamamoto Project Coordinator essentialskills.guidingteam@gmail.com																												
4. Website or Other Information Source	www.aesgt.com																												
5. Funder(s) <ul style="list-style-type: none"> Amount of funding 	In-kind contribution and funding through various member organizations of AESGT and partners: See below Information not available																												
6. Other Partners involved Will attach list of AESGT members – current list attached	<table border="1"> <thead> <tr> <th>Partner name</th> <th>Role</th> <th>Responsibilities</th> </tr> </thead> <tbody> <tr> <td>Douglas College – The Training Group</td> <td>Funder Script Participant</td> <td>Provided technical advice on Essential Skills language</td> </tr> <tr> <td>ACCESS – Urban ASET/AHRDA</td> <td>Funder</td> <td>Funding partner all three DVD's</td> </tr> <tr> <td>Canadian Automotive Repair Sector Council (CARS)</td> <td>Funder</td> <td>Funding partner for ESI II and III Promoted the translation of ESI I and II into French Requested creation of Facilitator Guide to accompany ESI DVD, so ESI II & III have Facilitator Guides to accompany them (Paid for ESI II Facilitator Guide)</td> </tr> <tr> <td>Métis Nation of BC</td> <td>Funder Script Participant</td> <td>Provide technical advice on Essential Skills language</td> </tr> <tr> <td>Sto:lo Nation Community Development</td> <td>In-kind contribution Script Participant Actor</td> <td>Additional technical and creative advice on script Participant acted in all three movies</td> </tr> <tr> <td>Nadia Design – Seabird Island First Nation</td> <td>In-kind contribution Graphic Art</td> <td>Created all graphics for ESI DVD's and ESI Facilitator Guides</td> </tr> <tr> <td>Bear Image Productions</td> <td>In-kind contribution Production Company</td> <td>Created ESI DVD Media tools for AESGT by: Participating in script development, Production, Filming, Editing, Assisting with Distribution</td> </tr> <tr> <td>BCARDS (prior to ASET)</td> <td>Funder BC/Yukon network of AHRDA's</td> <td>Funding partner for ESI I</td> </tr> </tbody> </table>		Partner name	Role	Responsibilities	Douglas College – The Training Group	Funder Script Participant	Provided technical advice on Essential Skills language	ACCESS – Urban ASET/AHRDA	Funder	Funding partner all three DVD's	Canadian Automotive Repair Sector Council (CARS)	Funder	Funding partner for ESI II and III Promoted the translation of ESI I and II into French Requested creation of Facilitator Guide to accompany ESI DVD, so ESI II & III have Facilitator Guides to accompany them (Paid for ESI II Facilitator Guide)	Métis Nation of BC	Funder Script Participant	Provide technical advice on Essential Skills language	Sto:lo Nation Community Development	In-kind contribution Script Participant Actor	Additional technical and creative advice on script Participant acted in all three movies	Nadia Design – Seabird Island First Nation	In-kind contribution Graphic Art	Created all graphics for ESI DVD's and ESI Facilitator Guides	Bear Image Productions	In-kind contribution Production Company	Created ESI DVD Media tools for AESGT by: Participating in script development, Production, Filming, Editing, Assisting with Distribution	BCARDS (prior to ASET)	Funder BC/Yukon network of AHRDA's	Funding partner for ESI I
Partner name	Role	Responsibilities																											
Douglas College – The Training Group	Funder Script Participant	Provided technical advice on Essential Skills language																											
ACCESS – Urban ASET/AHRDA	Funder	Funding partner all three DVD's																											
Canadian Automotive Repair Sector Council (CARS)	Funder	Funding partner for ESI II and III Promoted the translation of ESI I and II into French Requested creation of Facilitator Guide to accompany ESI DVD, so ESI II & III have Facilitator Guides to accompany them (Paid for ESI II Facilitator Guide)																											
Métis Nation of BC	Funder Script Participant	Provide technical advice on Essential Skills language																											
Sto:lo Nation Community Development	In-kind contribution Script Participant Actor	Additional technical and creative advice on script Participant acted in all three movies																											
Nadia Design – Seabird Island First Nation	In-kind contribution Graphic Art	Created all graphics for ESI DVD's and ESI Facilitator Guides																											
Bear Image Productions	In-kind contribution Production Company	Created ESI DVD Media tools for AESGT by: Participating in script development, Production, Filming, Editing, Assisting with Distribution																											
BCARDS (prior to ASET)	Funder BC/Yukon network of AHRDA's	Funding partner for ESI I																											
7. Third Party Contractors involved	<table border="1"> <thead> <tr> <th>Name</th> <th>Role</th> <th>Responsibilities</th> </tr> </thead> <tbody> <tr> <td>National Life Work Centre</td> <td>Partner for ESI I & II</td> <td>Translated ESI I & II into French</td> </tr> <tr> <td>Deaf Literacy Initiative ON</td> <td>Partner for ESI I & II</td> <td>Translated ESI I & II into close captions for Deaf Stream Created Facilitator Guide for ESI I and translated ESI II for Deaf Stream</td> </tr> </tbody> </table>		Name	Role	Responsibilities	National Life Work Centre	Partner for ESI I & II	Translated ESI I & II into French	Deaf Literacy Initiative ON	Partner for ESI I & II	Translated ESI I & II into close captions for Deaf Stream Created Facilitator Guide for ESI I and translated ESI II for Deaf Stream																		
Name	Role	Responsibilities																											
National Life Work Centre	Partner for ESI I & II	Translated ESI I & II into French																											
Deaf Literacy Initiative ON	Partner for ESI I & II	Translated ESI I & II into close captions for Deaf Stream Created Facilitator Guide for ESI I and translated ESI II for Deaf Stream																											

Essential Skill Program or Initiative Elements	Description
8. Location (Name of city, community, etc.)	British Columbia/Yukon Region
9. <ul style="list-style-type: none"> • Location Type Filmed in various locations in BC Used in many communities and locations	<input checked="" type="checkbox"/> Urban <input checked="" type="checkbox"/> Rural <input checked="" type="checkbox"/> Fly-in (accessible only by air) <input checked="" type="checkbox"/> First Nations, Métis, Inuit community <input checked="" type="checkbox"/> Prison <input type="checkbox"/> Other:
<ul style="list-style-type: none"> • Scope of Program 	<input checked="" type="checkbox"/> National <input checked="" type="checkbox"/> Provincial/territorial <input checked="" type="checkbox"/> Local <input checked="" type="checkbox"/> Special interest group (in-house program)
10. Target Audience - All <ul style="list-style-type: none"> • Age 	<input checked="" type="checkbox"/> Youth (15-25) <input checked="" type="checkbox"/> Adult <input type="checkbox"/> Other (specify):
<ul style="list-style-type: none"> • Gender 	<input checked="" type="checkbox"/> Male <input checked="" type="checkbox"/> Female <input type="checkbox"/> Other (Specify):
<ul style="list-style-type: none"> • Group 	<input checked="" type="checkbox"/> First Nations <input checked="" type="checkbox"/> Inuit <input checked="" type="checkbox"/> Métis
11. Participant Eligibility Criteria:	None, can be used by all – (DVD or Internet access)
12. Year Program/Initiative Started	2006
13. Year Program/Initiative Ended <ul style="list-style-type: none"> • Why did the program end? 	Ongoing There are plans to produce another DVD. Deaf Literacy Initiative in Mississauga would like to make ESI IV for the deaf stream but require funding
14. Description of Initiative <ul style="list-style-type: none"> • Overview 	ESI DVD media tools were created to spread awareness of Essential Skills in a creative and humorous manner. For many of us working with programming through the AHRDA/ASET, our initial mandate was and continues to be to deliver employment and training programs within Aboriginal communities on/off Reserve. ESI DVD media tools enabled us to introduce the concept of Essential Skills quickly and allow participation at a new level. Facilitator Guides were developed for ESI II and ESI III and can be used by a variety of groups (depending on needs) to enhance the delivery of the DVD and expand the learning process.
<ul style="list-style-type: none"> • Topics covered 	<ul style="list-style-type: none"> • Awareness of Essential Skills • The nine Essential Skills – some covered in depth and some lightly touched on • Essential Skills and their role in work safety • Learning is multi-faceted depending on group needs • Knowledge and skills required in certain types of work environments

Essential Skill Program or Initiative Elements	Description
<ul style="list-style-type: none"> Duration of program (# of sessions) 	Dependent on Facilitator – there are 3 DVD’s <ul style="list-style-type: none"> ESI I in English, French and close captioned for Deaf Stream community ESI II in English, French and close captioned for Deaf Stream community, with accompanying Facilitator Guide ESI III in English, with accompanying Facilitator Guide For example: ESI I was being used by Douglas College during their Introduction to Essential Skills and Phase I of their Foundations Programs. Both courses have varying lengths.
<ul style="list-style-type: none"> length of each session 	Each DVD is approximately 15 minutes long
15. Number of times offered per year	Information not available
16. Number of participants per intake	Depends on how users format their workshops Can be used by individuals or in groups.
17. Completion rate (%)	N/A
18. Which Essential Skills are covered (check all that are covered) ESI I – All essential skills covered ESI II – Continuous Learning ESI III – Working with Others and Thinking Skills	<input checked="" type="checkbox"/> Reading Text <input checked="" type="checkbox"/> Document Use <input checked="" type="checkbox"/> Numeracy <input checked="" type="checkbox"/> Writing <input checked="" type="checkbox"/> Oral Communication <input checked="" type="checkbox"/> Working with Others <input checked="" type="checkbox"/> Thinking Skills <input checked="" type="checkbox"/> Computer Use <input checked="" type="checkbox"/> Continuous Learning
19. Main Objectives	Awareness, learning, quick and immediate understanding of the impressions of the 9 Essential Skills at work and how they can affect work safety and our ability to work alone or as part of a team
20. Does the program include special emphasis on: (check all that apply) We filmed with Aboriginal actors/actresses and used an Aboriginal Film company. However the emphasis remains on Essential Skills.	<input checked="" type="checkbox"/> Culture <input checked="" type="checkbox"/> Language - Using clear and every day language that speaks to the user <input type="checkbox"/> Tradition
21. Type of Intervention: (Check more than one if applicable) How these materials are being used:	<input checked="" type="checkbox"/> Awareness Building <input type="checkbox"/> Assessment of skills <input checked="" type="checkbox"/> Development of Learning Plan – used as part of learning plans in various sessions <input checked="" type="checkbox"/> Training or Skill Development <input type="checkbox"/> Tool Development <input type="checkbox"/> Other:
22. Type of delivery approach: (check all that apply) DVD’s are used with these approaches as reported by users	<input checked="" type="checkbox"/> Lecture <input checked="" type="checkbox"/> Seminar, discussion <input checked="" type="checkbox"/> Personal reflection-awareness training <input checked="" type="checkbox"/> Project/Theme Based <input checked="" type="checkbox"/> Skill practice by participants in sessions <input type="checkbox"/> Skill practice by participants in work place <input checked="" type="checkbox"/> Interview/consultation with stakeholders <input type="checkbox"/> Other:

Essential Skill Program or Initiative Elements	Description
23. Staff/Practitioner Training and Background	Would be helpful to have training in Essential Skills
24. Tools and Resources Used to Implement program (e.g., assessment tools, video tapes of practice, etc.)	ESI II and III come with Facilitator Guides
25. Difficulties or Barriers encountered	<p>Feedback has been very positive, however one group out of Montreal thought that ESI II storyline was a bit scary.</p> <p>Continuing to have difficulty securing further funding. Joined the Deaf Literacy Initiative in a proposal to film ESI IV specific to the needs of the Deaf Stream and the sight impaired. Were unable to acquire the funding.</p>
26. Monitoring and Evaluation Mechanisms. Please provide details on how you assess the following:	
<ul style="list-style-type: none"> Achieving general program goals 	<p>Distribution began by sending out evaluation forms with each purchase, but these were rarely returned, even when asked just to have them faxed back. Continue to receive feedback that the ESI DVD Media tools enable both the facilitator and the participant to become engaged in a very positive and dynamic way.</p> <p>Attended CONNECT Scales workshop in Feb/2013. ESI DVD tools are being promoted through this new tool.</p>
<ul style="list-style-type: none"> Tracking program adherence by participants 	Managed by individual users.
<ul style="list-style-type: none"> Tracking program adherence by Staff 	Managed by individual users.
<ul style="list-style-type: none"> Assessing participant skill attainment 	When AESGT members use the tool we offer a list of questions to ask participants after each viewing.
<ul style="list-style-type: none"> Assessing participant knowledge acquisition 	Doing exercises as specified in the Facilitator Guides will assist in determining how well the participant is learning.
<ul style="list-style-type: none"> Assessing changes in participant attitudes 	Sitting through each viewing with participants while they are watching the ESI DVD's allows one to assess change in participant attitudes. One team member tried to present the topic of ES to a group including Council Members. The presentation was difficult at best. After discussions, we realized that by using the ESI DVD first, in the early part of the morning, we had a swift change in the perception, attitude and way that the follow up information was received.
<ul style="list-style-type: none"> Program Impact including key results or outcomes 	<p>By the end of 2010 these were the results of distribution from our ESI DVD media tools. (We are just reviewing stats for 2011-12)</p> <p>ESI I – 518 ESI II – 848 ESI III – 118 ESI II FG Package – 49 ESI III FG Package – 61</p>
27. Lesson Learned	<ul style="list-style-type: none"> Using media creatively to our key audiences was a great way to promote awareness. Partnerships with other organizations to assist with their mandate helped us to create more exciting DVD storylines. Networked with as many organizations as possible

Essential Skill Program or Initiative Elements	Description
	<p>to develop the script so that content was relevant and true.</p> <ul style="list-style-type: none"> • Important to keep to our original mandate - awareness
<p>28. Reporting (what and to whom)</p>	<ul style="list-style-type: none"> • All reporting is to the AESGT as a unit. As a rule, the team connects by phone twice a year or more, and once a year face-to-face. • Provide AESGT updates on new users who are interested in funding an ESI project • Report new information about ESI media tools i.e. CONNECT Scales promoting our tools in their new product being launched in Ontario • Consult with the AESGT team on financial concerns • Develop Memorandum of Understanding with partners – ESI DVD's may not be reproduced nor can end user charge fees for their use.