**NOFO: School-Age Trauma Training (SATT)**

# APPENDIX: Statement Of Objectives

**TITLE:** School-Age Trauma Training (SATT) – *High School Student Training for Life Saving Techniques to Traumatic Injuries*

**TECHNOLOGY AREAS:** Mass Causality Survival Techniques; Medical Triage; Trauma; Citizen Corps; Citizen Emergency Response Teams; bleeding control (e.g. dressing, tourniquets, etc.)

**OBJECTIVE:** This school-age training initiative is designed to enhance a bystander's ability to take decisive, lifesaving action to assist victims with traumatic injuries. The training is intended to provide the knowledge necessary to stabilize the injured and control severe bleeding until first responders arrive on the scene. The effort is aimed at a broad youth-based approach through public/private schools, not-for-profit organizations, faith-based and other civic communities of interest. The training provides research-validated guidance to stop uncontrolled bleeding from traumatic injuries using materials readily found at an incident or worn by the victim and citizen responders. The primary target audience is high school age students.

The development, delivery and operational maintenance of School-Age Trauma Training (SATT - final name of training to be proposed by grantee and approved by the Federal Emergency Management Agency (FEMA)) is intended to establish a long term, self-sustaining mechanism (e.g. no further Federal funding beyond Phase III) to deliver, free to the public, lifesaving trauma training to high school-age citizens for mass casualty events.

**PROBLEM STATEMENT:** "Uncontrolled bleeding is the number one cause of preventable death from trauma. The greater number of people who know how to control bleeding in an injured patient, the greater the chances the patient surviving that injury. You can help save a life by knowing how to stop bleeding if someone, including yourself, is injured.[1]"

Since 2000, school shootings have occurred in 43 of 50 states, resulting in over 250 deaths to students and teachers and hundreds more injured. There have been 7 targeted shootings at schools in the first 45 days of 2018 alone.

Similar to how students learn health education and driver's education, they must learn proper bleeding control techniques using commonly available materials; including how to use their hands, dressings and tourniquets. Victims can quickly die from uncontrolled bleeding within five to 10 minutes; however, anyone at the scene can act as immediate responder and save lives if they know what to do.[2]

[1] STOP THE BLEED Campaign. American College of Surgeons; The Committee on Trauma and BLEEDINGCONTROL.ORG
[2] https://Bleedingcontrol.org

**GOAL:** The goals of this initiative are to; 1) develop and implement a Business Plan for a self-sustaining mechanism to implement lifesaving curriculum and techniques into high schools and other youth-based communities of practice (e.g. faith-based and other civic communities and distribution mechanisms; 2) develop research-validated content and multimedia materials, training and applications available through various mediums and distribution channels; 3) develop an on-line mechanism to promote the discovery, access and sponsorship (e.g. donations and philanthropic contributions) of SATT trainings and materials; and 4) implement and maintain SATT training and materials to make it available to the broadest available community at no cost to the public and low or no cost to the recipient organizations who are sponsoring/hosting the training.

**APPROACH:** This Notice Of Funding Opportunity (NOFO) Announcement for this Cooperative Agreement will be a three (3) Phased approach to: 1) design and develop both a business plan to implement, deliver and sustain the SATT training (Note: final name of training to be proposed by grantee and approved by FEMA) as well as draft the training content, materials, and delivery mechanisms for performing the training at youth-based communities of practice; 2) develop the final SATT content, materials, audio/visual learning aids and delivery mechanisms for test and evaluation and pilot demonstration and successfully implement the business plan; and 3) implement, operate and maintain all SATT-associated aspects of the self-sustaining program.

The training is expected to advance the goals and objectives of the Federal Emergency Management Agency's (FEMA) Individual and Community Preparedness Division (ICPD)[3]. The training will complement the Citizen Responders initiatives (e.g. "You Are the Help Until Help Arrives", Citizen Corps Councils, Community Emergency Response Team (CERT) Program, etc.) and the Youth Preparedness initiatives (e.g. National Strategy for Youth Affirmers and Youth Preparedness Council).

**PHASE I: School-Age Trauma Training (SATT) Design (6 months from award)**

**Task 1. Project Management** - The Recipient(s) will provide project management services to ensure the success of the cooperative agreement. The Recipient(s) shall provide periodic reports that shall be filed monthly with the appropriate point of contact at DHS, concurrent with usage statistics, engagement reports, and evaluation monitoring documentation. The Recipient(s) shall develop an initial Project Work Plan that address all Tasks within Phase I. Upon approval of the Work Plan, the Recipient(s) will execute the Phase I Task requirements.

Task 1 Project Management activities shall include, but are not limited to:

- Project Kick-Off (award + 7 days);
- Project Work Plan with schedule, milestones, draft performance metrics, deliverables and work breakdown structure (award + 10 days);
- Final Work Plan (award + 15 days)
    - The Project Work Plan will include, but not limited to: Technical approach for each Task, schedule, draft performance metrics, deliverables and a work breakdown structure.

[3] https://www.fema.gov/individual-and-community-preparedness-division

- Bi-weekly Technical Status Conference Call and Quad Reports (standing bi-weekly call date TBD) which shall include the Time Period, Work Performed, Technical Progress, Task Status, Challenges/Risks, Task Milestones and Schedule;
- Fiscal Reporting and Financial Management (monthly on the 15th day);
- Monthly Technical Status Reports (monthly on the 15th day);
- Project Management Services which shall include data calls, delivery of all reports, meeting minutes, technical documents, etc. (upon COR request);
- The Recipient(s) shall provide a final briefing presentation of SATT Phase I deliverables and overall program metrics at the completion of performance period and provide a proposed Phase II implementation approach.

**Task 2. School-Age Trauma Training (SATT) Requirements, Performance Metrics, Content and Materials** – The Recipients will coordinate and document requirements and performance metrics with the government Stakeholders.

FEMA ICPD collects metrics for online and in-person trainings. FEMA accomplishes this assessment through OMB-approved survey mechanisms that collect participant's opinions on the quality of programming, as well as the likelihood of the training to positively influence participants' preparedness behavior. An example of current data collection efforts regarding training can be found on the *You Are the Help Until Help Arrives* webpage.

ICPD also uses established course evaluation processes for deliveries of Emergency Management Institute trainings held at the EMI campus and across the country. FEMA expects grantees will follow similar rigorous standards in the execution, monitoring, and evaluation of any products developed as part of the School Aged Trauma Training initiative.

FEMA's Strategic Plan 2018-2022 Objective 1.3 has a specific performance measure of; "Deliver training to community-based and non-profit organizations to help them continue service delivery following disaster." In addition to this Strategic Objective, potential examples of performance metrics include the following:

• Draft content outline for SATT curriculum(s), both instructor-led and self-taught

• Draft materials for the SATT curriculum(s)

• Number of organizations, associations, communities-of-interest requesting training and the membership total of those institutions

• Number of trainings performed and number of attendees on a monthly basis

• Number of and amount of philanthropic contributions to the training

• Number of sponsoring organizations of the training

The requirements and resulting performance metrics will be included for each of Tasks 2-5. Requirements will reflect existing trainings and practices used by FEMA ICPD to ensure the maximum benefit and value to both programmatic objectives as well as the practical and sustained implementation of the SATT capability. The Recipients will work with the government Stakeholders to further refine the Performance Metrics for each task that will be used to assess and the associated Task deliverables and resulting selection of the Phase 2 initiative. The Performance Metrics will expand upon the Evaluation Criteria contained in Table 1.

The Recipient shall develop a draft curriculum to reflect a broad range of situations/locations where severe bleeding from trauma could occur. The emphasis should include the use of commonly found items in those locations that could be used as dressing or tourniquets when bleeding control kits are not available. Locations and materials should include, but not limited to: schools (e.g. supplies, student bags); public streets or shopping malls (e.g. school supplies, restaurant supplies and merchandise), etc. The training should also include the practical use of every-day items commonly found such as; household items, clothing, and materials seen in an outdoor setting. It should also include information on how to use one's hands to apply pressure to a wound when nothing else is immediately available.

Training material, content and audio/visual aids regardless of delivery medium, will be 508-Rehabilitation Act compliant.

Training will be produced in English and alternate language formats (2-3) agreed to by the government.

**Task 3. Audio / Visual Learning Aids** – develop high school age appropriate audio visual aids, mobile applications and *stimulating* learning and delivery aids to allow both classroom and a more dynamic viewing and educational experience with a self-paced, self-taught approach where an individual can take the course without an instructor or use it as a refresher in addition to an instructor-led training.

**Task 4. On-Line Delivery Mechanisms** – that serves as an outreach, awareness and central access point to view, access training content and materials as well as to purchase or donate to the SATT initiative. The on-line presence would allow organizations to apply to receive training and for sponsoring organizations and individuals to donate/contribute resource to the training for those organizations that cannot attend or support an in-person training.

**Task 5. Strategic Business Plan** – aimed at delivering the government's desire to make the training and materials available to the broadest possible user community including; public/private schools and universities, not-for-profit organizations, faith-based and other civic communities and mechanisms. The Strategic Business Plan will outline the approaches to be used to promote awareness of and delivery of the training into those communities of interest. The overall approach must define methods, costs and resource sustainment projections for promoting and securing sponsorship and/or donations for the training to allow the broadest access to the life-saving training and materials. The Recipient(s) will also develop metrics and measures to demonstrate adoption and sustainment of the SATT initiative.

**Deliverables include:**

The Recipient(s) will provide: kick-off meeting within one week of award; detailed Project Work Plan with tasks, schedule, milestones, work breakdown schedule and interim/final deliverables within two weeks of award; bi-weekly Quad chart review (template provided by the government) that shows task descriptions and projected completion dates, accomplishments and planned activities, etc.; monthly technical and financial status reports and a final briefing/presentation of the Phase I Tasks and proposed Phase II approach.

Content for Tasks 2-5 will be delivered as; 1) Interim task deliverable status, as stated in the Project Work Plan, and will be briefed monthly with a Draft of all Tasks deliverables within three (3) months of award, and 2) Final within six (6) months of award.

The final Phase I briefing/presentation and proposed Phase II approach will be provided by the Recipient(s). The government will assess the Phase I Task accomplishments and proposed Phase II approach using the following weighted evaluation criteria.

| Evaluation Criteria | Description | Value Weight |
|---|---|---|
| **Criteria 1. Project Management** | 1.1 How does applicant propose to manage team? | 0-3 |
| | 1.2 How will applicant ensure government stakeholder coordination and communication? | 0-2 |
| **Criteria 2. SATT Requirements, Performance Metrics, Content & Materials** | 2.1 How will applicant develop requirements, performance metrics, research-validated curriculum content and materials? | 0-10 |
| | 2.2 How will applicant design and validate age-appropriate curriculum content and materials for instructor-led and self-taught training? | 0-5 |
| **Criteria 3. Audio and Visual Learning Aids** | 3.1 What delivery mediums and mechanisms will applicant propose for content and material? | 0-5 |
| | 3.2 How will applicant validate age appropriateness of Learning Aids and their delivery mechanism(s)? | 0-5 |
| **Criteria 4. On-line Delivery Mechanisms** | 4.1 How will applicant design and validate effectiveness of on-line request and delivery of content and materials? | 0-5 |
| | 4.2 How will applicant design and validate effectiveness of on-line and other resourcing methods? | 0-5 |
| **Criteria 5. Business Plan Execution** | 5.1 How will applicant achieve adoption within the Public school systems? | 0-15 |
| | 5.2 How will applicant achieve self-sustainment resourcing? | 0-10 |

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|---|---|---|
| | 5.3 Demonstrated success in establishing and sustaining public facing training and awareness programs. | 0-5 |
| **Criteria 6. Key Personnel Organizations** | 6.1 Demonstrated alignment / participation with established medical sector organizations for the research-validated approach and content of the training. | 0-10 |
| | 6.2 Applicants with trauma care experience. | 0-5 |
| | 6.3 Applicants with charitable fund raising capabilities | 0-5 |
| | 6.4 Demonstrated alignment / participation with established voluntary, philanthropic and other appropriate service centered organizations for the distribution and widespread adoption and delivery of the training. | 0-5 |
| **Criteria 7. Budget Justification** | 7.1 The Budget Justification will be evaluated for reasonableness and completeness of the proposed contract cost. | 0-5 |

**Table 1. Evaluation Criteria**

**Number of Awards:** 1-2
**Period of Performance:** 6 months from award date
**Firm Fixed Price:** $125,000

**PHASE II: School-Age Trauma Training (SATT) Prototype Development, Test & Evaluation (18 months from Phase II approval)**

Based upon the review and evaluation of the Phase I deliverables and Phase II proposed approach, the Phase II awardee will successfully perform the following Tasks:

**Task 1. Project Management** - The Recipient will provide project management services to ensure the success of the cooperative agreement. The Recipient shall provide periodic reports that shall be filed monthly with the appropriate point of contact at DHS, concurrent with usage statistics, engagement reports, and evaluation monitoring documentation. The Recipient shall develop an initial Project Work Plan that address all Tasks within Phase II. Upon approval of the Project Work Plan, the Recipient will execute the Phase II Task requirements.

Task 1 Project Management activities shall include, but are not limited to:

- Project Kick-Off (award + 7 days);
- Project Work Plan with schedule, milestones, performance metrics and deliverable (award + 10 days);
- Final Work Plan (award + 15 days)
    - The Project Work Plan will include, but not limited to: Technical approach for each Task, schedule, deliverables, performance metrics and a work breakdown structure.
- Bi-weekly Technical Status Conference Call and Quad Reports (standing bi-weekly call date TBD) which shall include the Time Period, Work Performed, Technical Progress, Task Status, Challenges/Risks, Task Milestones and Schedule;

- Fiscal Reporting and Financial Management (monthly on the 15th day);
- Monthly Technical Status Reports (monthly on the 15th day);
- Project Management Services which shall include data calls, delivery of all reports, meeting minutes, technical documents, etc. (upon COR request);
- The Recipient shall provide a final briefing presentation of SATT Phase II deliverables and overall program metrics at the completion of performance period and provide a proposed Phase III implementation approach.

**Task 2. School-Age Trauma Training (SATT) Content and Materials** – to be developed, demonstrated and delivered as a final, production-ready training course. The training will include both instructor-led and on-line structures including; content, audio/visual learning aids, applications and other materials proposed by the Recipient. The Recipient will perform an initial fifteen (15) demonstrations of the initial training content to the government and target youth-based community of interest selected by the government. The Recipient will coordinate with the government to determine the location of the trainings.

The Recipient will assess the training with the target subjects to determine modifications, refinement or additional capabilities (e.g. content, materials, audio/visual and learning aids) that may be required. Based upon the feedback from the training, the Recipient will enhance the SATT training content and materials to improve the user experience, understanding and ability to apply the techniques presented. The Recipient will make the recommended enhancements and perform an additional fifteen (15) training demonstrations. The Recipient will coordinate with the government to determine the location of the trainings.

The Recipient will make additional enhancements, as necessary, to the SATT training content and materials based upon the additional training demonstrations.

**Task 3. Audio/Visual Learning Aids** – the audio/visual learning aids will be prepared as a dynamic and professional production. The audio/visual aids will be included in both the instructor-led as well as for the self-taught on-line training formats.

**Task 4. On-Line Delivery Mechanisms** – deploy an on-line presence based upon the approved Phase I prototype. The Recipient will maintain the website and design and prepare monthly usage reports and statistics for review with the government as part of the monthly technical status reports.

**Task 5. Strategic Business Plan Implementation** – The Recipient shall execute against the Strategic Business Plan approved in Phase I. The Recipient will brief the government monthly on progress of the proposed approach to sponsor enrollment and priority outreach to communities for the training. The Recipient shall also develop SATT fund sustainment metrics and long-term reporting of training adoption.

**Deliverables include:**
The Recipient will provide: kick-off meeting within one week of award; detailed Project Work Plan with tasks, schedule, milestones, performance metrics and deliverables within two weeks of

award; bi-weekly Quad chart review that shows task descriptions and projected completion dates, accomplishments and planned activities, etc.; monthly technical and financial status reports.

Content for Tasks 2-5 will be delivered as; 1) Interim task deliverables, as stated in the Project Work Plan, will be briefed monthly with a Draft of all Tasks outlined in the NOFO to be briefed quarterly from date of award, and 2) Final within eighteen (18) months of award.

**Number of Awards:** One (1) award
**Period of Performance:** 18 months from Phase II authorization date
**Firm Fixed Price:** $1,623,317
**Phase II:** Conditional upon Phase I acceptance approval

**PHASE III: School-Age Trauma Training Sustainment and Enhancement (12 months after Phase III award)**

The Recipient shall execute the SATT initiative, based upon funding availability, demonstrating operational effectiveness and sustainability.

This program addresses the 2014 Quadrennial Homeland Security Review Mission 5: Strengthen National Preparedness and Resilience. Specifically, Goal 5.1 both a) Empower individuals and communities to strengthen and sustain their own preparedness; and b) Build and sustain core capabilities nationally to prevent, protect against, mitigate, respond to, and recover from all hazards. The nation's responders, both uniformed and non-uniformed, are the beneficiaries of this effort. In fact, they are the front line of our nation's ability to meet goal 5 and this project will enhance their ability to do so safely and efficiently.

This program addresses the *Federal Emergency Management Agency's 2018-2022 Strategic Plan* (https://www.fema.gov/media-library/assets/documents/160940) and several of its strategic goals and priorities to include:

1) STRATEGIC GOAL 1: BUILD A CULTURE OF PREPAREDNESS
   Objective 1.3 Help People Prepare For Disasters

"Strategic Goal 1 promotes the idea that everyone should be prepared when disaster strikes. To be prepared, however, we must all understand our local and community risks, reflect the diversity of those we serve, and foster partnerships that allow us to connect with a diverse Nation. People who are prepared will be able to act quickly and decisively in the face of disasters, thereby preventing death and injuries, minimizing loss of property, and allowing for a more rapid and efficient recovery."

All task execution based upon funding availability:

**Task 1: Project Management**
• Project Kick-off
• Project Work Plans (tasks, schedules, milestones, performance metrics and deliverables)
• Bi-weekly Quad chart reviews
• Monthly technical and financial status reports
• Final briefing of SATT Phase III tasks and deliverables

**Task 2: Enhanced SATT Training Content and Materials**
• Enhanced content for SATT curriculum(s), both instructor-led and self-taught
• Enhanced materials for the SATT curriculum(s)
• SATT implementations/demonstrations (numbers to be determined by funding levels)

**Task 3: Enhanced Audio / Visual Learning Aids**
• Enhanced audio / visual aids
• Enhanced mobile applications
• Enhanced learning and delivery aids

**Task 4. Enhanced On-line Delivery Mechanisms**
• Enhanced on-line capability, including additional tools and capabilities

**Task 5. Enhanced Strategic Business Plan Implementation**
• Business Plan refinement and expansion
• SATT fund sustainment metrics and long term reporting of training adoption

**Phase III deliverables:**
The Recipient will propose enhancements to expand the adoption of the SATT initiative. The Recipient will work with the government, pending the availability of resources, to implement an expanded capability, outreach and adoption approach for the training.

**Number of Awards:** One (1) award
**Period of Performance:** 12 months from Phase III authorization date
**Firm Fixed Price:** $618,528
**Phase III:** Conditional upon Phase II acceptance approval

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