

RESOLUTION 09-0217-03

Authorizing the Fire Department to pursue a \$370,000 educational program grant

WHEREAS, Liberty Township operates a fire department and may qualify for grants to assist the fire department in its educational mission, and

WHEREAS, it has been found that the Fire Department's proposed \$370,000 educational grant could provide could provide great public service nationally, and

WHEREAS, the grant is a 90% grant with a 10% contribution which staff feels is absorbable as well as a cost which can be displaced with product placements, endorsements and underwriting.

NOW, THEREFORE BE IT RESOLVED, by the Liberty Township Board of Trustees, Delaware County, Ohio that the attached educational grant program is approved and the Fire Department staff is hereby authorized to file up to \$370,000 educational grant application.

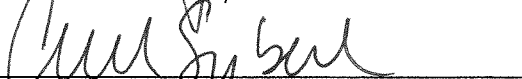
This Resolution shall be in force and become effective immediately upon its execution.

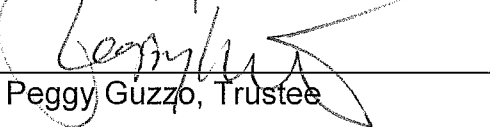
Motion made by Guzzo and seconded by Mann.

Vote: yes Ms. Guzzo yes Mr. Mann yes Mr. Sybert

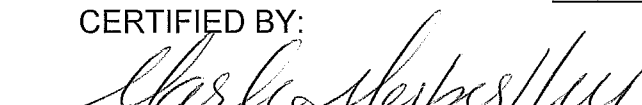
2/17/09
Date


Robert Mann, Trustee


Curtis J. Sybert, Trustee


Peggy Guzzo, Trustee

CERTIFIED BY:


Mark S. Gerber, Fiscal Officer



Liberty Township Fire Department and Edheads Fire Safety Web Activity Project



Edheads proposes to build on the incredible success of its previous online activities by adding a new experience about fire fighting and fire safety. Edheads will use the expertise and knowledge of the Liberty Township Fire Department to produce the project. We invite CORPORATIONS to join in delivering this extraordinary learning experience to people nation wide.

Organizational History and Background

Liberty Township Fire Department has been in existence under various names and agencies, since 1940. During much of its history, the Department has been a leader in providing protection and safety education to the citizens of Delaware County, Ohio. They were the first in central Ohio to have an emergency medical squad in 1948, and were leaders in establishing county-wide and regional fire associations. Currently the Department provides Emergency Medical services to the communities of Liberty Township, City of Powell, and Mutual Aid departments that surround its borders. All full time line personnel are dual certified as firefighters and paramedics. Liberty Township Fire Department continues to lead the way in education and protection by establishing a database of special needs individuals in their community. A flag pops up on dispatcher's screens to notify emergency personnel there is a special needs person at an address called into the 911 system. This allows response for fire or medical services to be prompt, accurate and sensitive to the requirements and wishes of special needs persons.

Edheads is a nonprofit educational web development company based in Hilliard, Ohio. Edheads began in 2002 and launched its first successful project in March of 2003. Since that time, over 25 million people have interacted with the site and the user rate continues to grow exponentially every year. We predict over 12 million people will use the site in 2008. Edheads mission is to create unique, educational Web experiences designed to make hard-to-teach concepts understandable using the power and interactivity of the Internet. Edheads sets a new standard for excellence by delivering in-depth content in a fresh, exciting style allowing the user to learn intuitively in an online environment. All projects are provided to teachers, students, patients and the general public free of charge.

In 2003, Edheads partnered with COSI, the Center of Science and Industry in Columbus, Ohio, to develop an educational, interactive Web site that features knee replacement surgery. Virtual Knee Surgery, accessible at: <http://www.edheads.org>, is routinely logging 12,000 – 14,000 unique users per day, has had over 15 million unique users since 2004. It has won numerous prestigious awards including the Flash Forward Award and the American Association of Museum's Gold MUSE Award, 2004, the top award available from this organization. In 2006, Edheads partnered with the University of Wisconsin to produce Virtual Hip Surgery. This site had over 4.5 million unique users in just over a year and was quickly listed as the top non-paying entry of Google when a general search for 'hip surgery' is performed. All Edheads projects are the first non-paying site to appear on Google for searches on the topics covered, such as 'simple machines,' 'weather activities,' and 'knee surgery.'

Edheads regularly gets email from high school students, teachers and patrol officers regarding the popularity of the Crash Scene activity, which mimics a forensic investigation into the causes of a car crash. Teachers in particular like the real world application of science and math.

Students enjoy a new way to learn about and apply the knowledge they gain in the classroom. The addition of information on fire fighting and fire safety will only strengthen and deepen the level of public education available on the Edheads site. There is a critical need for this type of information on the web, as most sites are designed for young children, or are static text and picture type of sites. The interactivity and problem solving aspect of Edheads' sites engages students and keeps them engaged.

Program Description

Edheads proposes to create four activities on fire fighting and fire safety activity similar to the Crash Scene activity available at www.edheads.org. The activity would have users handling the tools and being guided through response to a fire, investigation of the fire and treatment of a burn victim. Thought provoking questions will be asked throughout the experience, requiring the activities to be minds-on rather than a passive click-through site. The site as a whole would be comprised of the following:

- An activity that allows the user to explore the fire house, learning about equipment and tools that aid in fighting fires. This activity will allow the user to learn more about firefighting as a career, as well as emphasizing the need to approach fires in the safest way possible.
- An activity that mimics a response to a real fire at a two story residence. The purpose of this activity is to emphasize how quickly fires spread, how decorating and life style decisions can impact the spread of a fire, and how fire fighters stay safe when entering a burning building.
- An activity that mimics a real fire investigation to determine the cause of the fire in the activity above. Again, fire safety and prevention will be stressed.
- An activity that allows users to learn how paramedics treat a victim trapped in the residential fire mentioned above. The purpose of this activity is to encourage the use of logic and decision-making skills and to emphasize the critical need to prevent fires or to stay safe in the event one does occur.
- A section of photos of a real fires that cover many of the topics listed above, such as prevention, safety, care of burn victims and investigation of the causes of fires.
- The online Teacher's Guide will contain suggestions of how to use the activity in the classroom.
- A Glossary of terms applicable to fire fighting and safety.
- Interesting People - Edheads will interview six people associated with fire prevention, fighting or safety, such as a fire fighter, captain, fire investigation officer and possibly engineers that design fire fighter's gear.

Population Served

There are two primary populations served by this project, high school students in grades 10-12 (ages 16-18) and families across the United States. Edheads has unique users (first time users of the site) in all 50 states each and every day, therefore this project will truly have a national reach. Because the activity will be available free to everyone with internet access, the population served will include rural, suburban and urban individuals, as well as a very broad age range of people.

Project Process and Implementation

The project process is as follows:

1. Once funding is secured, Edheads will meet with the Liberty Township Fire Department (LTFD) team and begin researching and asking questions.
2. A draft storyboard is produced and discussed with LTFD team. The storyboard is a three column written document that shows a) what is seen on the site, b) what text is seen or what audio cues occur, and c) what users are expected to do/think. The LTFD team will approve this document before programming begins. See below for a graphic of the storyboard process through final activity.
3. Final text and graphics will be approved by LTFD team and programming will begin. Regular checks with LTFD will be made during the programming phase to insure accuracy of content.
4. Once approximately 95% of programming is accomplished, all LTFD team will test the site for ease of use, content accuracy and activity flow. Changes will be made based on the feedback from this group of people.
5. The site will be tested by high school students in two local school districts, Hilliard City Schools and Columbus Public Schools. Changes will again be made based on feedback. A professional editor will go through the site and final checks will be made with LTFD personnel to ensure accuracy.
6. The site will be launched to the public with a press event. A postcard will be produced to be mailed to high school teachers in all 50 states.
7. After launch, the site will be freely available on the Internet. Edheads contracts server maintenance to a company that is available 24/7 and that has an exemplary track record for keeping the site active and available. The hosting plan also includes scalability, so extremely large numbers of users can be accommodated for short periods of time.
8. The Edheads and LTFD teams will meet one last time to discuss project process, the final results of the project and address any outstanding issues or tasks.

Key Staff

Liberty Township Fire Department:

Chief John Bernans began his career as a firefighter in 1969 with the Franklin Township Fire Department and was trained as a paramedic with the first paramedics to be trained in Franklin County. Chief Bernans moved to Perry Township Fire Department in 1983, where he served as Assistant Chief until 1989 when he became the first full-time Chief of Liberty Township Fire Department. Chief Bernans is a member of many local, state, national, and international associations, to include: the International Association of Arson Investigators, the International Association of Fire Chiefs, The Ohio Fire Chiefs Association, the Central Ohio Fire Chiefs Association, the Franklin County Fire Chiefs Association and the Building Officials Code Administrators. He serves as President of the Delaware County 911 PSAP and is the Delaware County Firefighters Liaison to the Delaware County LEPC. Chief Bernans has served on the Board of Directors of the Ohio Arson School since 1990.

Captain William Piwtorak began his career in 1984 working in Buffalo NY 911 system. He worked as a street medic, flight medic (Rotary and fixed), and as a supervisor on the night shift. In 1994 he moved to Columbus Ohio where he started his career with the Liberty Township Fire Department. He worked as a firefighter for the first seven years and then was promoted to lieutenant where he was also given the responsibility of being the EMS Coordinator for the department. In Jan 07, he was promoted to captain and placed in a 40 hour position to oversee

the department's EMS and Hazmat programs. During his career he has sat on numerous committees and organizations to include: The Northwest Area Strike Team as the Team's coordinator, Delaware Area Response Team, Central Ohio EMS Coordinators, Delaware County EMS Coordinators, and numerous smaller committees to oversee improvements on response capabilities. During his tenure, he has developed a special needs program and has worked diligently to update the overall response capabilities within the county so that they are prepared for mass casualty events and other catastrophic events. He is certified as a Firefighter, Paramedic, Hazmat Tech, Advanced Hazmat Life Support, and an EMS Instructor.

Lt. Sally McCann Mirise, Fire Prevention Officer began at Liberty Township Fire Dept in March of 2001 in the Fire Prevention Bureau. Her primary job is to coordinate fire inspections in Liberty Twp. and City of Powel and to work closely with building officials and contractors for new construction. She investigates the origin and cause of all fires in the district. She also participates in Public Safety events though out the year such as installing child safety seats, the annual open house event and other such programs. Lt. Mirise is certified as a Fire Safety Inspector, Fire Investigator, Firefighter, Paramedic and Child Safety Seat Technician.

Firefighters Tom Saunders and Shawn Neal. Tom Saunders began his career in 1982 in Southeastern Ohio as a Basic EMT. He moved to Columbus in 1983 where he worked for a private EMS agency in Columbus awaiting appointment with the Liberty Township Fire Department. In 1985 he joined the Hilliard Township (Centerburg) Volunteer fire department. He was hired in 1991 as a part time firefighter and moved to full time in 1994. During that time, Tom sat on numerous committees to improve Liberty Township's capabilities to include self contained breathing apparatus, the Fire Safety Trailer and a thermal imaging camera. Tom is skilled professional firefighter holding the following certifications: Paramedic, Firefighter In-Charge Status, Fire Inspector, and Basic Fire Investigator. Shawn Neal has been a firefighter/paramedic for Liberty Township Fire Department for the past four years.

Gail Wheatley, Executive Director, Edheads

Gail has a Bachelor's degree in Biology and Chemistry and a Master's degree in Ecology. She has over 22 years of experience in informal education. She has used her science background to educate in a variety of settings including science centers, natural history museums and nature centers. She began her informal education career by running various programs such as overnight 'camp-in' programs and summer camps. She has also participated in exhibit research and development, label writing and interpretation. Most recently, she was responsible for the development of a large distance learning program involving videoconferencing at the Center for Science and Industry in Columbus, Ohio. In this position, she won the top award presented by the American Association of Museums twice – once for the Virtual Knee Surgery activity on the Edheads site and recently for the development of a videoconference program based on an autopsy. She recently won the United States Distance Learning Association Award for Outstanding Contributions by an Individual. Gail is responsible for project management of all Edheads projects and is known for coming in on time and at/under budget. Gail is also responsible for the accuracy and educational content on the site and does the majority of the research and writing for projects.

Eric Bort, Creative Director, Edheads

Eric graduated from Columbus College of Art and Design in 1999 with a Bachelor of Arts in Multimedia Design. He has gained significant recognition for his independent contract work in Web design for such companies as Nationwide Insurance, McGraw Hill Publishing, Accenture and Starbucks. He has won numerous national and international awards for his work. Eric is one of the few Web designers known for project management skills and an ability to meet deadlines. His creativity is balanced by business sense and practicality. His background and education give him numerous contacts within the Web development community, allowing him access to specialized programmers and innovative developers when additional skills are needed for Edheads projects. Eric is the technical contact and coordinates all sub-contractors for Edheads projects and is responsible for insuring the highest standards for navigation, animation, visual effects and functionality of all Edheads activities.

Budget and Time Line

Edheads will spend \$367,990 to develop the Fire Safety Web Project in its entirety. The budget can be broken down into the following components:

- Research, writing and production of the Fire House activity – \$48,290
- Research, writing and production of the Fire Response activity – \$113,500
- Research, writing and production of the Fire Investigation activity – \$118,600
- Research, writing and production of the Medic activity – \$87,600

The amounts for each activity above include the following expenses:

- Edheads utilizes professional editors to insure correct grammar and spelling. External contractors are also used for specialized programming or skills not included in the Edheads repertoire.
- Testing of the site with students for ease of use and navigation, and mileage to observe surgery and test the site.
- Marketing of the site, which include postcards sent to high schools.
- Maintenance and hosting of the site for a three year period.

Project Total = \$367,990

Amount Requested = \$??? Depends on CORPORATION

The project will begin within a few weeks of funding and take approximately two to two and a half years to complete. Launch of each activity will be coordinated with LTFD team and their public relations personnel. A press release will announce the launch of each activity to the general public and will be coordinated by LTFD and timed to coincide with the postcard mailing to high schools in all 50 states. Edheads will enter the site for various educational and technical awards, increasing knowledge of and use of the site. After Edheads won the Flash Forward award in 2004, over 250,000 users hit the site in a three day period. Edheads will also announce the site to educational listservs and portals, increasing the number of people that are aware of the site.

Exposure for CORPORATION

Edheads and LTFD will provide the following marketing and dissemination to the project:

- Design and produce postcards to be mailed to the approximately 9,000 high schools in all 50 states, notifying teachers of the existence of the site.
- Edheads will also enter award contests and will list the site with major search engines and all educational portals such as Eisenhower National Clearing House and Yahoo's Blue Web'n. It is difficult to predict the impact of this type of advertising. However, for the Edheads Virtual Knee Surgery site, over 450,000 unique users visited the site after it won the four major awards for which it was entered. The site was also covered by the press in Washington D.C., Salt Lake City, Utah, USA Today and several other major newspapers. Conservative estimate of 200,000 impressions.
- LTFD will create a media release for distribution around Ohio. Estimate is a minimum of 200,000 impressions.
- Over the three year proposed life of the project, the CORPORATION logo, which will be placed on the launch page of the activity as presenting sponsor or supporting sponsor, will receive a minimum of 1.8 million impressions (the lowest hit rate of any current Edheads activity) to a maximum of 16.2 million impressions (the highest hit rate of any current Edheads activity).
- The CORPORATION logo will be placed on the Edheads home page for one month or for 1 million impressions, whichever is the longer period of time.

Contact Information

LTFD:

Captain William Piwtorak
 EMS/Hz-Mat Coordinator
 10150 Sawmill Parkway
 Powell, OH 43065
 Desk: 740-938-2022
 Email: bpiwtorak@libertytwp.org

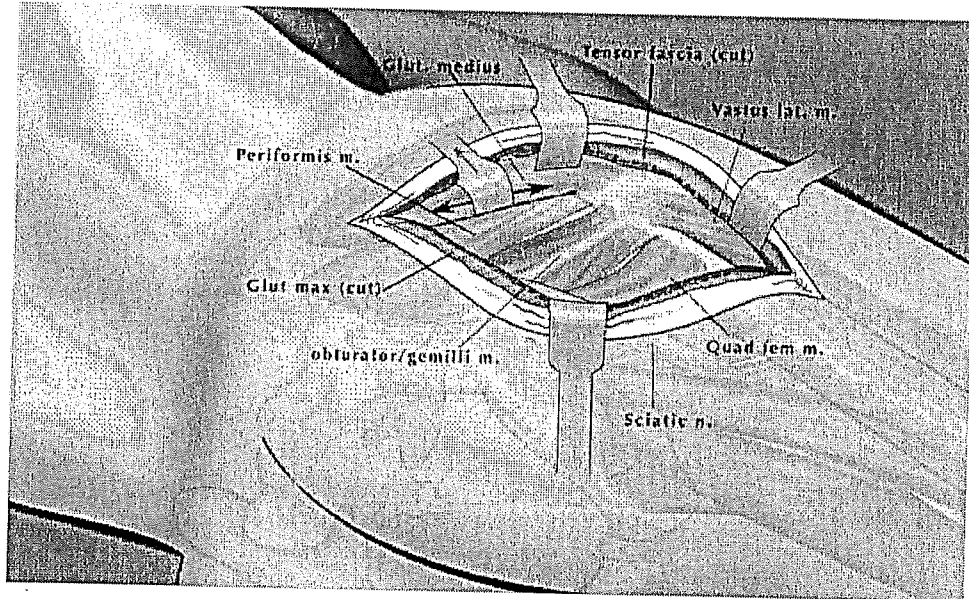
Edheads:

Gail Wheatley
 Executive Director
 Edheads
 5802 Wooden Plank Road
 Hilliard, OH 43026
 Cell: 614-205-1951
 Email: gail@edheads.org

Storyboard from Total Hip Surgery:

<p>Animation/visual: Show deep retractors & sciatic nerve under skin and fat layer.</p>	<p>Text/Questions: Use the deep retractors to pull back the muscles that were split. Be very careful of the sciatic nerve.</p>	<p>User action: Insert deep retractors & pull back fat.</p>
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Concept Drawing:



Final Activity on Edheads Site:

Edheads
virtual hip surgery

Intro Front Desk Pre-Op Intro Main Surgery Surgery Photos

Interact:
Click the new incision with your retractors pull apart the muscles.

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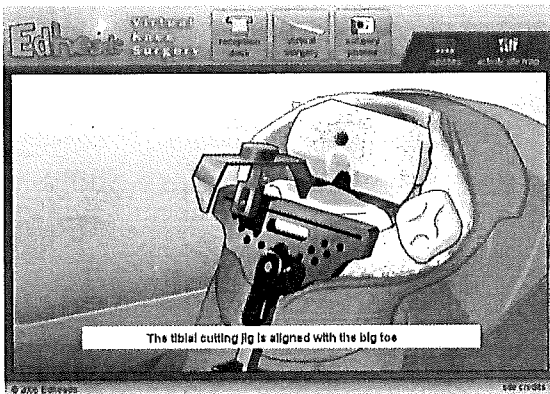
Pull back the split muscles using the deep retractors. We must be careful of the sciatic nerve, which can be felt through the fat.

Edheads

Fact Sheet

Edheads is a fun, distinctive and highly successful 501(3)(c) educational web development company that began in late 2001. We create unique, educational Web experiences designed to make hard-to-teach concepts understandable.

Edheads launched its first activity, Simple Machines, in 2003 and had over 50,000 people explore the site in the first month.



The site as a whole attracted just under 10 million unique users in 2008. The activity with the lowest user rate gets over 600,000 users per year, while the activity with the highest user rate gets over 4 million unique users per year.

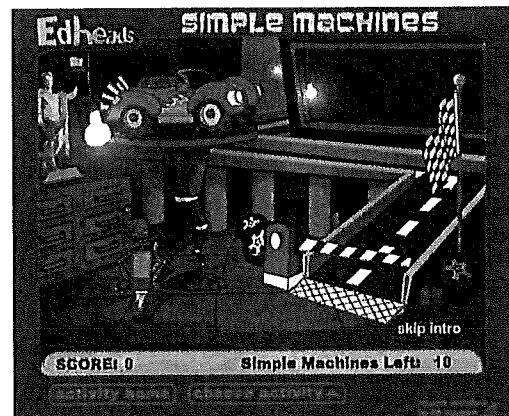
Over 15 million unique users have enjoyed and learned from the Virtual Knee Surgery activity since it launched in 2004. Edheads regularly gets email from patients, caregivers, and students complimenting us on the activity and asking for more activities.

Edheads conducted a survey of 1,000 middle school students to determine if the Virtual Knee Surgery activity increased knowledge of medical careers and increased interest in those careers. The survey showed that:

- 32% of respondents indicated they learned more about jobs in the medical field.
- 42% indicated they learned a whole lot more about jobs in the medical field.
- 28% realized that they could work in the medical field.
- 28% indicated they hadn't thought about jobs in the medical field, but that might change.

The typical Edheads activity costs about \$80,000. Based on average user rates, that means the activity costs a sponsor eight cents per impression (per user) for the first year. All of our activities run for three years or more, so the typical cost is two cents or less per user.

In 2004, Edheads won both the Flash Forward Award for an educational web site, and the Gold MUSE award from the American Association of Museums for excellence in science education. Edheads activities are listed on hundreds of educational web portals and are highly rated by those that list the best educational sites the web has to offer.



When a new activity is launched, Edheads does extensive testing with students to make certain the activity works and there are no 'glitches' in the programming. We also do pre- and post-testing to determine that students gain the knowledge intended to be conveyed by the activity.

All Edheads activities meet state and national education standards. Edheads also promotes knowledge of and positive attitude about STEM (Science Technology Engineering Math) education. The federal government has indicated that STEM education is critical to keeping the U.S. competitive in the global market.

If you would like to sponsor an activity or are interested in learning more about Edheads, please don't hesitate to contact us:

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www.edheads.org