

SECTION C – DESCRIPTION/ SPECIFICATIONS/ WORK STATEMENT

OLDER DRIVER SAFETY – CONTINUING EDUCATION for HEALTH CARE PROVIDERS

Background and Purpose

Program Context

The National Highway Traffic Safety Administration (NHTSA) is an agency of the U.S. Department of Transportation (DOT). NHTSA's mission is to save lives, prevent injuries and reduce traffic-related health care and other economic costs. The agency develops, promotes and implements effective educational, engineering and enforcement programs with the goal of ending preventable tragedies and reducing economic costs associated with vehicle use and highway travel.

The older adult population (65+) is continuously increasing and staying longer behind the wheel as a driver. In 2020, older drivers made up 21 percent of all licensed drivers in the US.¹ Many older adults rely on their personal vehicles for their independence. Although, older drivers are less likely to drive aggressively or to speed they are considered a vulnerable road users. Due to age-related changes that may undermine an individual's driving ability and increase their likelihood to sustain a serious injury or fatality in a crash.² This age group is over-represented in the number of traffic fatalities accounting for 17% of all traffic fatalities in 2020.¹ Among older drivers, the highest rate of fatal crash involvement per 100,000 licensed drivers was highest in the 85 and older age group.¹ It is important for those who work directly with older drivers to know of the physical, visual and cognitive changes that may affect an older adult's driving ability and crash risk that are associated with aging, medication or even diagnosis.

While driving is the most common form of transportation for adults, driving is not always the safest option as adult's progress through the aging process. Increased frailty, decreased range of motion, disease complications, increased needs for medication and their interactions, all have a potential to impact safe driving or chances of severe injury or fatality if crashes do occur. The ultimate goal is to balance older drivers safe mobility on the roads with the safety of all other road users.

The issue of older driver safety continues to demand involvement from family members, friends and health care providers to prepare drivers even before a person's driving has become dangerous. Many healthcare providers are at the forefront of interacting with the older adult population. Health care providers have the best interests of the patient/client at the center of their treatment plans. They are adept at balancing patient autonomy with patient safety. Health care providers also have credibility because they know how age-related changes can influence an individual's functional abilities and instrumental activities of daily living (IADL).

Intervention begins with knowledge: knowledge of resources; knowledge of the impact of health and aging on driving ability, impact of medications (prescribed or over the counter), of alcohol, drugs or combination of substances on driving, as well as the impact of emerging technologies on independent mobility (driving and walking). Need of more systematic and equitable ways to addressing both the components of safe mobility (such as driving) and the interactions that must

considered under the Social Determinants of Health. Additionally, new emerging issues and a particular focus on identifying and mitigating issues that are over-represented in marginalized and undeserved communities. Also, elevating health equity as we develop older driver safety courses. Now more than ever, health care providers are in a unique position and are a vital link to the safety of their aging clientele.

Purpose of Project

The purpose of this project is to expand the availability and accessibility of educational opportunities related to “Older Driver Safety” for health care providers (HCP), using a variety of formats and delivery mechanisms and end products. Products will address emerging issues and focus on identifying and mitigating issues in over-represented, marginalized, and undeserved communities (65+).

The project will develop web-based training for HCPs, allowing participants to claim continuing medical education (CME) and continuing education (CE) credits for participating. The Federal government is not permitted to develop taxpayer-funded materials at a cost to the public, the administration and credentialing of continuing education credits does cost money. This project will service the development of content and educational opportunities for public learning free of charge, while allowing a charge for those wishing to obtain the service of eligibility and receipt for CME/CE through post tests and tracking of certification credits. This will allow participation of healthcare providers and the opportunity to earn CME’s or CE credit while teaching them about older driver safety.

The goal of this project is to consider content and themes developed in other NHTSA training and education materials or currently lacking and establish cost effective and strategic approaches, given limited funding, to: develop the most critical and timely topics; select which delivery approach; and recertify which developed courses and how often. Additionally, NHTSA wishes to reach different types of health care professionals with training and education on such things as patient safety, medical ethics, and practical information on counseling and referring potentially high risk patients for which driving skill is potentially compromised.

¹National Center for Statistics and Analysis. (2022, July). *Older population: 2020 data* (Traffic Safety Facts. Report No. DOT HS 813 341). National Highway Traffic Safety Administration.

²Pomidor A, ed. *Clinician’s Guide to Assessing and Counseling Older Drivers*, 4th Edition. New York: The American Geriatrics Society; 2019.

Project Goals and Objectives

- Expand the availability and accessibility of web-based educational opportunities related to “Older Driver Safety” for health care providers (HCP), using a variety of formats and delivery mechanisms and end products. Since professional recertification is needed for most HCP; all educational offerings must be developed using the established standards required to allow continuing education credit to be earned by participants, including recertification of courses; with courses focused on identifying and mitigating issues over-represented in marginalized and undeserved communities. Address the emerging issues related to older driver safety.

- Establish cost effective and strategic approaches, given limited funding, to determine the most critical and timely topics to develop, which delivery approach to select, and which developed courses to recertify and how often;
- Incorporate evaluation of content into the planning process to explore participants' reactions to the training so that future efforts may be refined and improved to better meet participants' needs.
- Reach different types of health care providers with training and education on such things as patient safety, medical ethics, and practical information on counseling and referring potentially high-risk patients for which driving skill is potentially compromised;
- Participate and/or coordinate efforts among government and not for profit organizations to promote and share resources regarding older driver safety among health care providers and the general public.

Scope of work

1. General requirements; specifically

a) NHTSA will:

- Assign a professionally qualified staff member as the contracting officer's representative (COR), to provide liaison and coordination between the Contractor and NHTSA;
- Provide all essential background information and technical assistance from the government sources.
- Provide liaison between other government and private organizations.
- Maintain on-going contact with the Contractor regarding conduct of the Contract.

b) The Contractor Shall;

- Designate a Project Manager to provide liaison and coordination between NHTSA and the staff and membership of the Contractor and to manage all aspects of the project and keep the NHTSA COR apprised of the progress being made under the Contract;
- Provide a detailed project work plan, including timetable, metrics, strategies, itemized budget and labor categories/job descriptions for all proposed staff.
- Execute the project as described in the Contractor's implementation plan and detailed final work plan, as coordinated with the COR. Submit the final work plan to the NHTSA COR, no later than thirty (30) days after the Contract award. The Contractor shall finalize the project timeline as well as any remaining items necessary to carry out the project into its work plan. The final work plan will serve to guide the Contractor's project implementation;
- Advise NHTSA's COR of any problems in implementing or making progress on any activities performed under this Contract, as well as recommended strategies or revisions to the Project description to permit successful performance.
- Convene a kickoff meeting/revise project implementation within fourteen (14) days of the Contract award. Key project team members and NHTSA staff will

meet in an initial meeting to review the project's objectives, planned course of action, responsibilities, and to begin finalizing the work plan which was submitted as part of the application. The meeting will also serve as a forum to resolve any questions regarding the Contractor's approach;

- Prepare and submit monthly reports beginning three (3) months after the Contract award describing the status and progress of activities outlined in the project work plan and include any resources developed and deliverables completed during the quarter. The reports will include an up-to-date summary of accomplishments by the Contractor; obstacles and problems encountered and proposed solutions; noteworthy activities, events, or successes; and a Financial Statement of funds expended to date;
- Submit a final report to the NHTSA COR by the completion date of the Contract;
- Participate in a final briefing at NHTSA Headquarters in Washington, DC or virtually upon completion of the project and prior to the end of the period of performance.

C.4 GENERAL REQUIREMENTS

The Contractor shall furnish all necessary services, qualified personnel, materials, equipment and facilities, not otherwise provided by NHTSA, as needed to perform the requirements of this contract. This includes, but is not limited to:

1. Providing a detailed project implementation plan, including timetable, metrics, strategies, and labor categories/job descriptions for all proposed staff.
2. Convening a kickoff meeting and delivering a revised project implementation plan based on discussions at the meeting.
3. Submitting monthly progress reports on status, plans, problems or delays and proposed plan to address problems or delays.

C.5 SPECIFIC REQUIREMENTS

C.5.1 KICK-OFF MEETING

Within two (2) weeks of Task Order award, the Contractor shall meet with the COR, Contracting Officer (CO) and/or Contract Specialist (CS) and other interested National Highway Traffic Safety Administration (NHTSA) personnel in Washington, DC or virtually. The purpose of this meeting is to 1) discuss the administration of the Task Order, and 2) to discuss the project's objectives, planned course of action, milestones and deliverables, and any other issues the Contractor or the Government identifies.

The Contractor shall work with COR to prepare appropriate briefing materials on their technical approach prior to the meeting, including a PowerPoint presentation. The PowerPoint for the briefing shall be completed and submitted to the COR for review and approval at least one (1) week prior to the meeting. Within two (2) weeks of the Kickoff Meeting, the Contractor shall submit a Work Plan that is based on the Contractor's technical quote, final quote revisions, and discussions at the Kickoff Meeting.

Within one (1) week of receipt of the Work Plan, the COR will either approve the plan or will provide the Contractor with needed revisions and comments

The work plan shall include the anticipated steps the Contractor will take to accomplish the tasks of this task order, including specific dates applied to the milestone and deliverable timeline.

The work plan will be submitted in written/electronic format (minimum MS office 2016). The NHTSA COR will review the final technical work plan within two (2) weeks of receipt and provide comments and necessary changes. The Contractor shall incorporate the changes and respond to any comments/questions from the COR and return a final work plan to the COR within one (1) week after receipt.

C.5.2 WORK PLAN

Within two (2) weeks of the Kickoff Meeting, the Contractor shall submit a Work Plan that is based on the Contractor's technical quote, final quote revisions, and discussions at the Kickoff Meeting.

Within one (1) week of receipt of the Work Plan, the COR will either approve the plan or will provide the Contractor with needed revisions and comments

The work plan shall include the anticipated steps the Contractor will take to accomplish the tasks of this task order, including specific dates applied to the milestone and deliverable timeline.

The work plan will be submitted in written/electronic format (minimum MS office 2016). The NHTSA COR will review the final technical work plan within two (2) weeks of receipt and provide comments and necessary changes. The Contractor shall incorporate the changes and respond to any comments/questions from the COR and return a final work plan to the COR within one (1) week after receipt.

C.5.3 PLAN FOR WEB-ENABLED PRESENTATIONS AND DISTRIBUTION

The Contractor shall:

- Provide a plan for web-enabled presentations, including the critical path, decision points and dependencies, and risk identification/mitigation plans for the implementation of a CME/CE effort about older driver safety for health care providers.
- Ensure this plan incurs cost and labor efficiency in coordinating activities related to the design and implementation of this project.
- Include a plan for each web-enabled presentation, including a timeline and report articulating the various stages and actions to be taken, to ensure NHTSA is fully engaged in the planning, development, clearance and oversight of the activity.
 - The Contractor's web-enabled presentations plan shall address topics such as how to counsel a patient when concerned about their driving, how functional deficits may present themselves as driving difficulties, how health care providers can make referrals without violating patient privacy, the role of medical ethics in addressing safe driving, as well as other topics suggested by the Contractor and approved by the COR(TO).
 - Additionally, the Contractor shall address any topics the COR identifies as relevant based on Agency priorities, emerging issues, or changes in health care delivery options that warrant different opportunities or content worth considering.
 - The Contractor shall also offer new and innovative topics, cost effective approaches, not previously considered, throughout the period of performance. Within the document, the Contractor shall describe a plan to widely distribute and attract health care providers to participate in the web-based presentations by adding CME/CE credit for participation and to assess post activity knowledge through testing, reporting results to NHTSA.

- Provide insights of self-directed learning through increased interactivity, i.e. self-assessment questions and case-based presentations. The Contractor shall consider participant tools such as a resource center, expert columns, a CME clinical Update, a CME live if determined as necessary) and a spotlight on CME/CE. The Contractor shall provide a mechanism for providing the course content to the public free of charge; the contractor may charge for administration of CME/CE credits. For the purposes of developing this plan, allow additional time for NHTSA's internal review of materials, which may take upwards of two (2) months or longer.
- This plan shall be submitted to the COR within eight (8) weeks of contract award. Within two (2) weeks of receipt of the web-enabled presentations plan, the COR will provide comments. The Contractor shall return the final revised web-enabled presentations plan within three (3) months of the contract award.

C.5.4 RESEARCH and ASSESSMENT of PARTICIPANT MARKET RESEARCH

The Contractor shall:

- Conduct an assessment to determine the effectiveness of reaching health care providers and encouraging them to take the CME/CE program(s) about their role in addressing older driver safety;
- Provide a formative assessment of health care participants' likelihood of changing current practices and their interest in hearing more about the older driver safety issues, and topics of interest;
- Prepare a market research report for NHTSA describing their understanding of health care participant's needs and preferences. This report shall be submitted within eight (8) weeks of the contract award.

C.5.5 CREATIVE DEVELOPMENT/PRODUCTION of WEB-ENABLED PRESENTATIONS and TRAINING MATERIALS

The Contractor shall:

- Provide a series of web-enabled presentations or articles, etc. to support the education of health care provider's role in addressing older driver safety issues.
- Design, develop, and implement all products necessary to deliver these CME/CE tools.
- Assure all materials – promotional and continuing education products – are 508 compliant and accessible for disabled populations.
- Ensure all items have been approved by COR prior to web posting.
- Create culturally competent materials with universal appeal to all audiences, including methods of engagement with non-traditional partner organizations.

- Maintain a theme that continues to build on a unified “look and feel” of materials to provide consistency to build and sustain partnerships.
- Include NHTSA logo, when appropriate, as determined by the COR.

C.5.6 FACILITATE CONTINUING EDUCATION ACCREDITATION and RECERTIFICATION for COURSES

The Contractor shall provide the necessary documentation, applications and products to accredit the web-enabled presentations for both CME and CE. The Contractor shall also provide required test questions and answers to assure participants get the most up-to-date information about older driver safety. A letter report describing the certification to the COR(TO) shall be provided no fewer than ten (10) days prior to the launch of each CME/CE activity.

C.5.7 FINAL PROMOTIONAL and COMMUNICATIONS MATERIALS

The Contractor shall provide concepts for NHTSA’s review and approval and finalized communication materials for outreach to partner groups and NHTSA Regional offices. Usage rights for each creative piece shall also be included for current and future use by NHTSA. Based on the schedule developed in accordance with the C.5.2. plan, promotional materials must be submitted two (2) months prior to deployment of the web enabled presentations and other educational and promotional activities.

C.5.8 DISTRIBUTION and IMPLEMENTATION

Based upon the plan developed and approved in C.5.2, the Contractor shall distribute and deploy the web-enabled presentations and other educational and promotional activities.

C.5.9 INTERIM REPORTING

The Contractor shall submit an interim status report to COR each year of the contract, to include at a minimum, a summary of:

- Descriptive statistics on the baseline assessment and the post-assessment from the web-enabled presentations;
- Results of a statistical analysis examining any differences or changes between responses from the baseline-assessment and the post-assessment responses on overall activity (not individual activities);
- Numbers and types of health care professionals reached, perceived success of reach among professionals and associated factors associated with professional reach;
- Recommendations of changes to topics, renewals or other, based on any, and all factors affecting the original plan; and
- Suggested changes to consider based on findings.

C.5.10 MONTHLY STATUS, EXPENDITURE & PROGRESS REPORTS

The Contractor shall provide to the COR:

- Updated monthly written status report detailing money spent or obligated to date; correlate money spent/obligated to work completed; expected expenditures over the 30 days following each monthly report to match activities and other pertinent information to be specified by the COR as the project evolves. The expenditure report shall include estimates for all costs associated with the campaign including labor, creative, development, research, etc.
- Written reports which shall include, but is not be limited to:
 - Project milestones;
 - Problems encountered and anticipated, recommended solutions;
 - Deliverables due;
 - Deliverables submitted and dates completed; and
 - Key staff responsible

The Contractor shall establish a monthly conference call with the COR(TO) to discuss the written status report contents and the next steps expected of the contract over the next month.

C.5.11 COMPREHENSIVE PROJECT COMPLETION REPORT WITH RECOMMENDATIONS FOR NEXT STEPS

The Contractor shall provide a comprehensive project completion report that shall include “lessons learned” and recommendations for future CME/CE efforts. This final report shall also include descriptive statistics on the baseline- assessment and the post-assessment from the sum of all data. The analysis shall also include an examination of any differences or changes between responses from the baseline-assessment and the post-assessment responses on each question, with a summary across each educational theme (e.g. knowledge, skills, attitudes, or behavior). The report shall be delivered no later than one month prior to the end date of the initial period of performance.

C.5.12 FINAL MATERIALS TO NHTSA

The Contractor shall provide to the COR(TO) all finalized creative materials, including supporting paperwork regarding usage rights, contacts for renewing usage rights, and signed Model Release forms. Creative materials files shall include:

- Print and collateral materials: Native graphic files and all supporting high-resolution artwork and fonts. Internet Media/Web: Finalized files for posting on the web in format acceptable for future placement and sharing with partner organizations.
- Final creative materials that will be posted on a web site shall be created with 508 compliance guidelines. These shall be delivered no later than the end date of the initial contract.

This contract includes one (1) base year (12 months) and up to four (4) option years pending availability of funds. If exercised, each option year will repeat tasks C.5.3 through C.5.12.
(End of Section C)

SECTION F - DELIVERIES OR PERFORMANCE

F.1 52.252-2 CLAUSES INCORPORATED BY REFERENCE (FEB 1998)

The contract incorporates one or more clauses by reference, with the same force and effect as if they were given in full text. Upon request, the Contracting Officer will make their full text available. Also, the full text of a clause may be accessed electronically at this/these address(es): www.acquisition.gov/far.

NOTE: Those clauses marked with an “X” are hereby incorporated by reference.

[X] 52.242-15 Stop Work Order (AUG 1989)

[X] 52.247-35 F.O.B. Destination, Within Consignee’s Premises (APR 1984)

F.2 PERIOD OF PERFORMANCE

All work required hereunder including preparation, submission, review, and acceptance of final deliverables shall be completed within 12 months of award. This task order includes four (4) 12-month renewal option periods whereby the term may be extended for up to a total possible period of performance of 60 months.

F.3 DELIVERABLES/ MILESTONES

Specific Deliverable and Milestone requirements are addressed below: All written deliverables shall be submitted electronically in Microsoft Word format, via e-mail. Paper copies shall be submitted only upon request of the government.

F.3.1 Reporting Requirements

F.3.1.1 Monthly Progress Reports: The Contractor shall submit a monthly progress report by no later than the 15th day of the month following the month being reported. In the report, the Contractor shall address the following:

- Progress and accomplishments realized in the reported month and plans for the next month;
- Any problems or delays encountered in the reported month and steps taken to resolve those problems or delays;
- Any problems the Contractor believes may be encountered during the upcoming month and how those problems will be addressed;
- Any actions needed of NHTSA; and
- Any other information relevant to this project.

F.3.1.2 Draft Final Report. The Contractor shall submit a draft final report that summarizes findings across the entire task order period. The report shall include detailed information on the project's objectives, all efforts, results, and the contractor's conclusions.

F.3.1.3 Final Report. The Contractor shall prepare a final version of the technical report to the COR in an electronic format (e.g., Microsoft Word), incorporating NHTSA's comments and revision suggestions to the drafts.

F.4. DELIVERABLES/ MILESTONES

F.4.1. Deliverables/Milestones Schedule: The following performance milestones and deliverables apply to this Task Order and are considered critical to the successful completion of the project.

Item No.	Task No.	Deliverable (D) Milestone (M)	Date Due after award
1	C.5.1	Kickoff meeting (M)	Within 1 month after award
2	C.5.2	Workplan (D)	2 months after award
3	C.5.3	Submit plan for development of web-enabled presentations and training materials (D)	2 months after award
4	C.5.4	Participant market research report (D)	within 2 months after award
5	C.5.2, C.5.3, & C.5.4	COR reviews/comments on workplans and market research report (M)	Within 2 weeks after receipt
6	C.5.3	Submit Final workplan (D)	Within 3 months after award
7	C.5.5	Development of web-enabled presentations and training materials	Based on Task 2- final workplan
8	C.5.6	Accreditation/Certification of courses for CME/CE – letter report (M) (D)	10 days prior to launch of each new activity
9	C.5.6	Suggested changes for course recertification and/or Recertification of courses (M)	Based on Task 2- final workplan
10	C.5.7	Promotional Materials and Communication Materials (D)	Based on Task 2- final workplan
11	C.5.8	Distribution and Implementation (D)	Based on Task 2- final workplan
12	C.5.9	Interim Reporting/ Course participation evaluation reports (D)	Based on Task 2- final workplan
13	C.5.10 F.3.1.1	Monthly Status Reports, Expenditure and Progress Reports (D) (M)	15 th of each month
14	C.5.11	Draft Comprehensive Project Completion Report /Recommendations for Next Steps (D)	2 months prior to end of period of performance
15	C.5.11	COR comments (M)	3 weeks after receipt

Item No.	Task No.	Deliverable (D) Milestone (M)	Date Due after award
16	C.5.11	Final Comprehensive Project Completion Report /Recommendations for Next Steps (D)	3 weeks prior to end of period of performance
17	C.5.12	Final Materials to NHTSA (D)	End of Performance