



BLENDING LEARNING APPROACHES USING FIRST AID APP TERMS OF REFERENCE

BACKGROUND

With the Universal App Program, the Global Disaster Preparedness Center (GDPC) has created a platform to facilitate the adaptation and localization of mobile applications (apps) with first aid and hazard information to be used in countries across the globe, putting preparedness information directly into people's hands. The GDPC closely works with Red Cross/Red Crescent (RC/RC) national societies to facilitate the adaptation and localization of app content. Once contextualized, the apps are launched either as the First Aid or Hazard app of the participating National Society, or as a content bundle within the IFRC First Aid or Hazard app.

The First Aid app enables users to learn about the first aid emergencies, test their knowledge through engaging quizzes and to quickly access guidance on the most relevant actions to take in different emergencies. The First Aid app is conceptualized as complementary to the core business of RC/RC societies. First Aid is a well-established work area for national societies across the global RC/RC network. The GDPC provides technical assistance for the contextualization, launch and marketing of the app to national societies so it can seamlessly integrate into ongoing First Aid programming. In May 2013, the GDPC launched the pilot program starting with the First Aid app in 17 countries. Today the First Aid app is live in 91 countries worldwide in 38 different languages.

PURPOSE

Drawing on the experiences of national societies working with the app, it is of interest to explore and document opportunities and new approaches to strengthen the integration of the First Aid app in national society operations and enhance GDPC's strategic engagement with RC/RC societies on the apps. The purpose of this consultancy is to identify strategies on how to integrate the First Aid app into a blended learning approaches to better support First Aid training. The consultancy will draw on existing experiences of national societies participating in the Universal App Program as well as previous studies that were conducted on the use of the apps across the global RC/RC network.

SCOPE OF WORK

The objective of the consultancy is to better inform the GDPC on strategic engagement opportunities with national societies on the First Aid app. The work will contribute to the broader discussion on how technology focused tools can be integrated into a holistic engagement strategy to better support people's ability to prepare for and respond to First Aid emergencies.

Drawing on existing experiences with Red Cross First Aid training across different countries, the work will explore approaches to blended learning to identify opportunities for the integration of the app in First Aid training approaches. This work will entail:

- Analysis of blended learning approaches that include an app based mobile learning component
- Analysis of existing blended learning approaches for First Aid in the RCRC network
- Consult with national societies already using a blended learning approach for First Aid training to identify opportunities for the integration of the First Aid app
- Establish a blended learning approach that fits the concept of the First Aid app and identify future trends



- Develop guidance for the GDPC and national societies on how to design a blended learning approach for First Aid training including with the First Aid app
- Provide recommendations on possible changes/enhancements to the First Aid app to better support blended learning.

TIMELINE

The work will take place between mid-April and mid-August 2019.

DELIVERABLES

- 1) Inception report including bibliography of relevant literature for blended learning and mobile learning, interview guidelines for KII, outline of methodology, outline of final guidance document
- 2) Mid-term report covering progress to date and literature review
- 3) Guidance document ('ready-to-print' format and soft copy)
- 4) Final report including recommendations for enhancements of current First Aid app to support blended learning

All of the materials to be produced under this consultancy will be property of GDPC/American Red Cross.

REQUIREMENTS

The GDPC seeks expertise and knowledge of integration of technology and educational approaches in humanitarian work.

- Experience in designing educational approaches and training for humanitarian work
- Expertise in mobile learning and in the integration of technology solutions and apps in support of training and education as well as for humanitarian work.
- Demonstrated success in guidance development
- Proven analytical and report writing skills in English is a must.
- Familiarity with Red Cross and Red Crescent network is preferred

SELECTION PROCESS

Consultants who meet the above requirements should submit an expression of interest, which must include the following: (i) A personal statement (ii) a brief statement outlining and describing the proposed deliverables, including a detailed work plan (iii) a financial proposal, including cost breakouts per major activity, (iv) a latest curriculum vitae for key staff or partners that would be involved in the consultancy, showing qualifications and experience, and (v) an overview of similar work that the consultants have developed in the past. Only complete submissions will be taken into consideration.

Please send complete proposal electronically to GDPC (gdpc@redcross.org) specifying 'Blended Learning Approaches Using First Aid App' in the subject line. The last date of submission is March 22, 2019.