

BeGrain Safe Call for Proposals Creative Brief

1. Project Name: BeGrainSafe Interactive Activity for Tradeshow Display.

2. Design Schedule: *(please build draft deadlines into your schedule)*

- a. **First draft deadline:** June 1, 2017.
- b. **Final deadline:** June 30, 2017.

3. Product requested:

We require an educational, interactive game(s)/activity as a part of CASA's BeGrainSafe Program. This BeGrainSafe program aims to inform farmers, farm families and the general public of the dangers associated with grain. The product will be uploaded to tablets (tablets ideally would be sized within dimensions 9 9/16 x 7.5 and to a maximum of 3/8 deep.) that participants will be able to access in a tradeshow setting.

The product will be used on tablets in a tradeshow setting and then adapted to the web. (Please keep this in mind when developing the proposal)

Ideally, the game would take approximately 3-5 minutes from start to completion.

At the end of the gaming experience, there should be a form asking some evaluation questions including demographic information. (There should be a built-in mechanism to store this information on the device.)

The game should automatically return to a "home" screen within the app once a participant has finished the game. (So that it can be participant driven, without the intervention of a staff person/volunteer to restart the game for the next participant.)

Ideally the game(s) would be within the same overall product (ex: two levels of the same game) – see below for details of the two demographics this product is aimed at.

This cannot be web-based as the game will be running in rural areas with limited wifi or cellular data. We need to be able to download the game directly to the device.

The developer would be responsible for any permissions needed from organizations to develop the game on the platform (as necessary.). This should not be made available in public "app stores" and is exclusively for use by CASA and the BeGrainSafe program. Please build in the costs for this into your proposal. (We initially assumed that we'd develop this for Apple-based devices, but that is not a requirement.)

This product will be developed in English only however it may be translated for a French audience in the future.

4. Audience – Who is this product for?

The product is primarily aimed at farmers and farm families. This audience has a general understanding of farming and grain.

This product should have two components. One for ages 16 and over, and those under the age of 16. Users should be able to select which "level" they'd like to play based on age.

Special considerations:

1. The average farmer in Canada is 54 years old. This presents challenges specifically, typically poor eyesight. Small print and graphics will be a deterrent for these users. (Please note, the lighting may vary in the locations that the Ipad's will be set up. Including inside hockey arenas, outdoors, and inside tents. We understand that we may have to adjust brightness levels on the devices but all graphics and fonts have to be very distinct and pronounced.) (CASA has a brand guideline that we will provide detailing colours/fonts and graphic elements that can be incorporated into the design aspects of the product.)
2. Some of our target audience may have an inherent lack of experience using these devices. The product must be user-driven and intuitive for the user.
3. Although the product should be straight-forward, it's important that it acknowledges the experience of the user. It should be simple to use and it must be a positive educational experience.

*Notes on content found at the end of this document.

5. What is the Tone?

The game(s) should be very engaging. The gaming experience should be fun without being silly and participants should want to complete it. Participants should end the game feeling as they've learned something or cemented their knowledge. It's very important that they finish the game, so it must have an element of excitement and anticipation.

6. Text:

Once a developer has been selected, CASA will work with the developer to determine best language and details regarding content.

7. Source files:

See attached Brand Guidelines

8. Budget:

Budget, before taxes, is \$17,500.

9. Approval Process:

It is essential that CASA see and approve each major stage of the development process.

10. Wrap Up Notes:

Please provide us a minimum of 2 options for the product. In order to make the most efficient use of time and resouse a comprehensive quote is required. (Please see call for proposal document.)

***Notes on content**

Initial concepts for game:

Adults- With reading comprehension at the grade 4 level. Ideally it would involve multiple choice or an alternative at your direction.

The main topics covered would include;

-Prior to bin entry- workers should perform a hazard assessment- and control all identified hazards prior to entry

-Working alone with grain is hazardous, there should always be a second person to monitor and initiate an emergency plan if necessary

-Out of condition grain is the greatest contributor to entrapment incidents.

2. Children- Ideally focused for kids under 14. (Target age of 10 year olds with the aim that it would be applicable for 6 and 14 year olds.)

I suggest a simple game focused at grain safety with main topics including:

Grain is not a safe play area

Kids should not be alone around grain

Entrapment happens really fast- less than 15 seconds

What do they do when someone is in trouble

OTHER INFORMATION:

As this is an agricultural based product, and more specifically grain. We have attached some information regarding grain hazards.

1. Hazard- while worker being inside the bin, someone turns on the auger engulfing the worker. Control- Lock out power source so no one can access the power while in the bin.

Date Submitted:

Job Number: *(to be completed by Communications):*

Submitted By: Glen and Bobbi

2. Hazard- When working alone, if something happens (engulfment) there will be no one there to initiate an emergency response plan. The control is ensure someone is there to get help when needed.
3. Out of condition grain is bad grain/wet grain that has solidified in the bin. This grain clumps or forms crusts in bins. When the grain is out of condition the farmer often has to enter the bin to unclump or poke it, to get the grain moving again. Engulfment occurs when the grain is stuck on the walls and falls onto the worker or there is a crust on the grain and as the worker walks on the grain, it breaks, the worker falls and the crust falls on top of him engulfing him. The solution here is first – prevention of out of condition grain, having a emergency plan, and a safe procedure- 2 person job, harness, life line.
4. Engulfment happens fast. When there is a worker in the bin and someone turns the auger on it takes under a minute to become fully engulfed. Often workers are moving grain from truck trailers and they fall into it, being sucked down in seconds.

The following photos were sourced from Google images and are not intended for use in the final product.



Tall structure in the middle is called a grain leg, angled components are fill augers

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Hopper bottom grain bins, machine in the foreground is a grain auger it can be used either for filling or emptying a grain bin



this a bin sweep it is found inside a grain bin and moves around the bin floor to move the grain to a central sump (a pit under the bin that has another auger that then moves the grain away and onto to truck) The components of the bin sweep may not be guarded and can quickly entangle a person who may come in contact with the sweep. Typically the sweep is control by a switch on the outside of the bin.



grain trucks vary from 'semi's' , which are load from the top and unloaded via hoppers at the bottom.



to tandem trucks that have a box that is hoisted to 'pour' the grain out the back.



grain bin aeration systems blow air from the outside into the bin through a series of ducts to cool the grain and remove moisture from the kernels of grain.

The following images are owned by CASA and can be used.



A 10-inch auger moves 85 cubic feet of grain in 1 minute, that equals 18 people.



On average 1 person = 4.7 cubic feet



**Once trapped in grain,
you are helpless.**

