

September 20th 2017

Madison Police Department
211 S Carroll St, Madison,
WI 53703, USA

Attention: Captain Jim Wheeler

RE: PROTRAINING EVIDENCE BASED MENTAL HEALTH TRAINING SYSTEM

Captain Jim Wheeler,

Thank you for the opportunity to discuss our ProTraining – Mental Health Awareness Training (MHAT) System with you. In line with your beliefs, we are passionate about improving the lives and safety of the police in your community and those they interact with. It is our sincere hope to train the Madison Police Department in our world leading, innovative, and unique online and in-person program.

Our Interactive Mental Health and De-escalation Training program is the only existing program that:

1. Has been certified by an International Advisory Board of police officers, police educators, mental health professionals, academic researchers, adult educators, eLearning experts and individuals with lived experiences from the UK, the Netherlands, Sweden, Australia, New Zealand, USA and Canada, making it the only internationally approved program in the world.
2. Has been created based on current scientific evidence of training standards and training successes. Our program is based on 5 years of research at the University of Alberta where 662 officers were trained and evaluations were taken. Six months after training, improvements included 41% decrease in physical force, 26% decrease in weapon force, 41% increase in mental health awareness, 19% increase in efficiency as well as improvements in police confidence, de-escalation skills, communication techniques and portrayed empathy, leading to improved police interactions.
3. Was awarded a Gold Medal from the USA Brandon Hall Awards for Excellence in Learning, and an award of Excellence and Innovation in the Integration of Technology Educational Practices/Collaboration from the Canadian Network of Innovation in Education, both in 2016.
4. Is constantly being evaluated for program efficiency and success. It is very important to us to show program success and return on investment. This is done through surveys and indirect data evaluation.

Our training has been used as a stand alone program to give officers skills they need for safe interactions, as pre-CIT training, during CIT training to teach the de-escalation and communication skills portion of training, or as a yearly refresher training after CIT to keep skills up to date.



PROPOSAL

Our Unit 1 is an interactive 90-120 minute online course that uses gamification, a novel approach where learners interact with mentally ill individuals through video based e-learning scenarios with training on verbal and nonverbal communication strategies, de-escalation, as well as empathy. Training can be done on both computer and tablet devices.

ProTraining is offering the Madison Police Department the following option for Unit 1 delivery:

1. The ability to purchase the training at the following price points:

Number of Units	Price
1-25	\$50/user
26-50	\$45/user
51-100	\$40/user
101+	\$30/user

Total Purchase commitment of 469 x \$30 = \$14,070 USD

Included in Training Purchase:

To help facilitate an easy implementation of the online course ProTraining is offering the following assistance:

- Assistance to facilitators in uploading all members from your organization, and sending out a welcome email that includes instructions about accessing training.
- Unlimited Private “Facilitator Accounts”. Hosted at www.ProTraining.com, you can create one master “Facilitator Account” or as many as it makes sense for your organization. A facilitator account is in essence a “Manager / Department / Detachment” role in our Learning Management System. Training will be provided for facilitators.
- Full and unlimited access to the MHAT course for a 12-month period once individuals begin the course. Licenses will NOT expire and will only be consumed once a user begins a course.
- Front-line user support: For all online users of www.ProTraining.com, we will provide 7-day per week direct user support.



Unit 2 – In-Person Mental Health Interaction Training (Individual & Train the Trainer)

Our Unit 2 is a full day hands-on program using professional actors and mental health specialists, designed to allow the experiential practice of skills learned in Unit 1. Officers will be given feedback on their interactions, with information on how to effectively resolve specific mental health concerns. ProTraining will meet with members from Madison Police to discuss top scenarios that Madison Police encounter, and will create new scenarios for your organization. After this is completed, we will deliver training to your members over 12 training days. The first day will be training actors and facilitators, while the following 11, we will implement the training to all 400 members of your organization.

Option 1: Individual Training for all 400 members

ProTraining will:

- Meet with Madison members and create new scenarios based on organizational needs, consulting with local organizations to increase community relations.
- Meet with Madison training section for a train the trainer session delivering all information needed for training. The training section will be needed to implement training over the 11 training days.
- Find, train and organize all actors during all mental health training days.
- Find, train and organize all mental health professionals during all mental health training days – (community relations component)
- Be present during every training day with Madison to facilitate and organize all needed materials, supplies, actors and facilitators
- Create Madison materials, manuals and information needed to conduct training sessions. After our training days, you will be able to hold your own training sessions in the future.
- Look after any feedback from actors and facilitators and work to remedy any issues that arise.
- Will make sure each training day is consistent and reproducible, and that the course standard is being met with no facilitator veering off course. This will increase the defensibility of the training.
- Time frame for training will be determined after consultation with the Madison. At this time, ProTraining will be able to implement training in 2018.



A. Full Training

6 scenarios, 12 actors (2 for every scenario), 6 Community Mental health professionals, trained over 11 training days (36/day), using Madison facilities.

Terminology	Cost	Hours	# of people	Days	Total	Total per officer
Facilitators	50/hr	8	6	11	26,400	
Actors	30/hr	8	12	11	31,680	
Training Facilitators	50/hr	2	7	1	700	
Training Actors	30/hr	2	14	1	840	
Travel					5,000	
Training Materials					5,000	
ProTraining presence at training	800/day	8		12	9,600	
					\$79,220	\$198.05/officer

* For terminology in reference to cost tables, please see Appendix 1

Total cost of \$198.05/officer, when training 400 officers over 11 training days

B. Less Scenarios

4 scenarios, 8 actors (2 for every scenario), 4 Community Mental health professionals, training over 8 training days (48/day – 24 morning & 24 afternoon), using Madison facilities.

	Cost	Hours	# of people	Days	Total	Total per officer
Facilitators	50/hr	9	4	8	14400	
Actors	30/hr	9	8	8	17,280	
Training Facilitators	50/hr	2	4	1	400	
Training Actors	30/hr	2	8	1	480	
Travel					5,000	
Training Materials					5,000	
ProTraining presence at training	800/day	8		9	7,200	
					\$49,760	\$124.40/officer

Total cost of \$124.40/officer, when training 400 officers over 8 training days



Option 2. Train the Trainer - Training Section (2 days)

Day 1 – All members of training division will go through all training scenarios with actors and Mental Health professionals present. All learning points will be delivered.

Day 2 - ProTraining will be present to aid and help trainers deliver training to one group of Madison patrol members.

ProTraining will:

- Meet with Madison members and create six new scenarios based on organizational needs, consulting with local organizations.
- Find, train and organize 12 actors for the train the trainer mental health training days
- Find, train and organize 6 mental health professionals for the train the trainer mental health training days
- Facilitate and organize all needed materials and supplies for the train the trainer session.

	Cost	Hours	# of people	Days	Total
Facilitators	50/hr	8	6	2	4,800
Actors	30/hr	8	12	2	5,760
Training Facilitators	50/hr	2	6	1	600
Training Actors	30/hr	2	12	1	720
Travel					5,000
Training Materials					5,000
ProTraining presence at training	800/day	8		2	1,600
					\$23,480

* Please note, this price can be reduced if the Madison Police have Mental Health specialists that can help out with training as a facilitator.

* Please note, this price can be reduced if other police groups attend training during this train the trainer session (up to a maximum of 6 police organizations). Then the full price will be divided by how many police organizations attend.



Cpt. Wheeler,

We appreciate your consideration and the opportunity to work with the Madison Police Department. No other training program to date has met the quality of the training that we have created. By choosing our training program your department will have access to engaging, emotionally stimulating and scientifically backed training that has been approved by an international advisory board of expert members. It is training that focuses on behaviours, demonstrating specific ways to increase the safety in mental health interactions and can play a factor in minimizing liability, mitigation costs and use of force instances while increasing public legitimacy, commitment, and credibility.

It is important to note our training has been approved by the Wisconsin Chiefs of Police Association and we have been speaking with Sgt. Sarah Shimko over the past year, discussing program delivery within your organization. In addition I will be attending the Chiefs of Police conference at the Kalahari Resort, on February 11-14, 2018 and I would be thrilled if we could meet in person.

We are proud of and passionate about this training and look forward to any questions or comments you may have when we contact you next week. If you have any questions before this time, please do not hesitate to reach out.

Sincerely,

ProTraining Inc.



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Appendix 1: Terminology

Actors	Actors hired to portray mental illness. It is custom to have 2 in every scenario (one watching to help take notes and give feedback, along with the ability to switch out actors every hour, so no one gets emotionally exhausted).
Facilitators	Facilitators are mental health professionals in the community that we would utilize to provide expertise and to increase relationships between police/community.
Scenario Development	Creating new scenarios is the most extensive portion of the training session. We will work Madison to find the most frequent mental health calls, and what roadblocks they encounter during those calls. We will consult with all experts for an evidence-based approach.
ProTraining presence	Yasmeen from ProTraining will be present during every training day that is requested. Yasmeen will make sure all actors and facilitators are present, and that they are all trained. As well, she will be present to step into any facilitator role if there is a need.

