

**Programme: Road Safety (RS) ETP Evaluation Logic Model**

**Overall Aims:** To increase and improve the measures of effectiveness of road safety Education, Training and Publicity projects (ETP) by 2018. These projects may be delivered by a number of bodies including (but not limited to): local authorities, emergency services, road safety partnerships, schools and companies delivering Managing Occupational Road Risk projects or those delivering driver training.

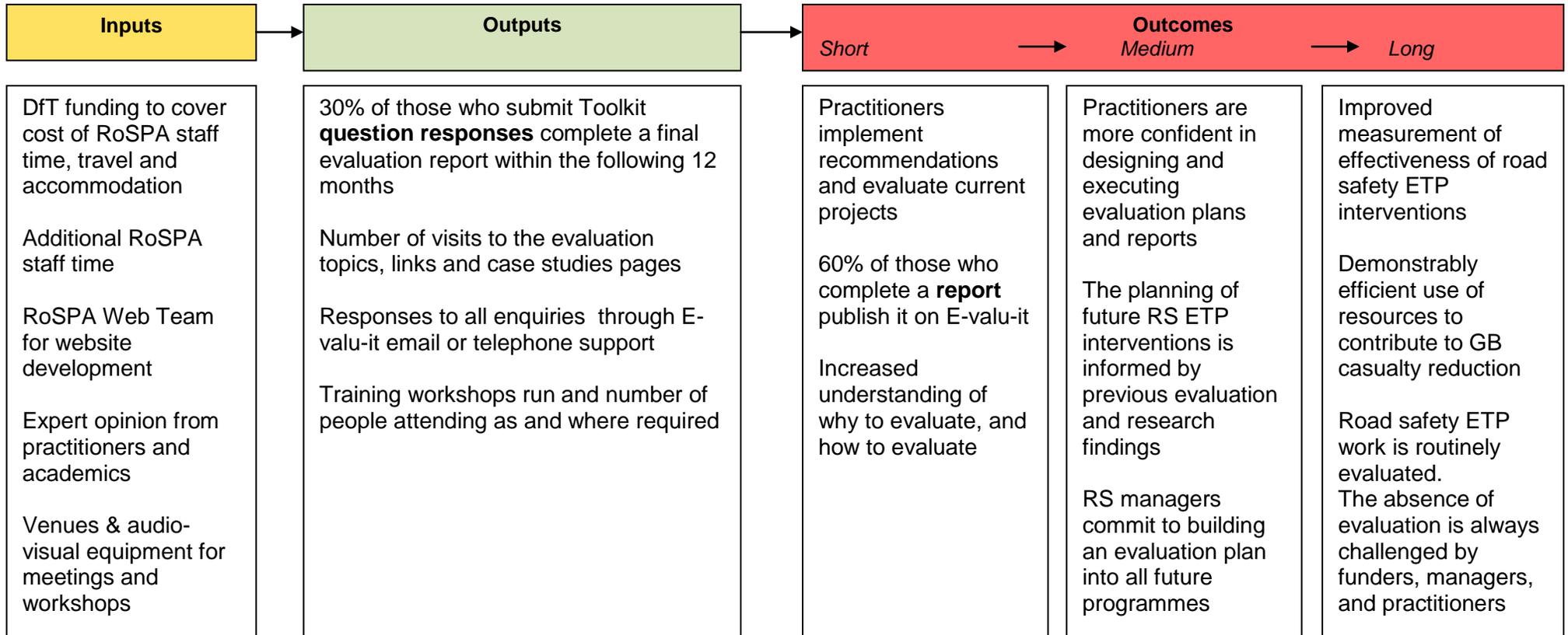
To increase and improve the measures of effectiveness of LASER projects by 2018.

To improve the efficient use of LASER, MORR and road safety ETP resources.

**Specific Aims:** To increase knowledge and skills of individual users in the design and execution of evaluation plans.

To increase evaluation capacity at an organisational level.

The logic model shows the step-by-step process from intervention inputs through to long-term outcomes.



**Assumptions**

Practitioners understand the need to evaluate. Users believe the website to be a credible and authoritative source of information and guidance. Users trust the recommendations. Practitioners and managers learn from their peers and enhance their understanding of evaluation issues, and of the benefits of evaluation. RS professionals consider the setting of project aims and objectives and of the measurable difference they intend their projects to achieve. Practitioners understand the recommendations and feel able to apply them in practice. Practitioners are happy to share evaluation reports.

**External Factors**

Spending Review  
Cuts in resources and staff  
Loss of Partnerships  
Emphasis on efficiency savings