

E-valu-it Road Safety Evaluation Toolkit: Question Set

This is a paper copy of the question set contained in the online, interactive E-valu-it Toolkit. You may find it useful to read through the questions before starting to use the online Toolkit, so that you can consider the information that would help you to complete the E-valu-it questions.

The aim of E-valu-it is to help you to design and carry out evaluation so that you can improve the effectiveness of your MORR projects.

E-valu-it is one part of larger website (www.roadsafetyevaluation.com) which contains lots of information about evaluation, specifically in road safety education, training and promotional activities (ETP). The website is largely aimed at those working in local authorities but there was also an interest expressed by those who work in MORR. The following question set therefore has been specifically tailored for MORR projects.

The following questions will inform the evaluation recommendations for your intervention. Your responses to these questions will be transferred into your Evaluation Report Template once you finish the question set.

Note: All questions are compulsory unless otherwise stated. However, you do not need to complete the questions in one go, and you do not need to complete them in order. You can save your progress and return to the questionnaire as many times as you like.

Only to be used in conjunction with the E-valu-it Toolkit at: www.roadsafetyevaluation.com

Questions

Q.1. What is the road safety issue that your intervention is intended to address? (For example: How infrequently drivers check their tyres for sufficient tread depth, correct pressure and damage).

Please give details:

Q.2. Why have you chosen to focus on this specific issue? (i.e. how can you demonstrate that there is a need for your MORR project?) *Please select all that apply and provide details of your selection(s) in the box provided.*

- Anecdotal observation
- Systematic observation (e.g. telematics)
- Research and evaluation reports
- Complaints from the public
- Internal expertise
- Casualty data
- Vehicle damage data
- Accident investigation
- Demographic data (groups of employees that might be at a greater risk e.g. novice drivers or those with particularly high mileage rates.)
- There is no evidence yet
- Other

Please give details:

Q3. What elements does your MORR project include? *Please select all that apply and provide details of your selection(s) in the box provided.*

- Large scale presentation (e.g. Company-wide presentation)
- Small scale presentation (e.g. Presentation to a specific group of staff e.g. high mileage drivers)
- Training courses (e.g. driver training)
- Poster campaign
- Leaflet campaign
- Web-based publicity (e.g. YouTube video clip about seatbelt use)
- Website or intranet page which holds information on your MORR practices
- E-learning
- Diversionary measure (e.g. Speed awareness course for those who have received a speeding ticket)
- SMS messaging
- Other

Please give details:

Q4. What information do you have to support your chosen MORR project? (i.e. why do you think your particular approach will be effective in addressing the specific issue identified in question 3?) *Please select all that apply and provide details of your selection(s) in the box provided.*

- Continuation of existing practice
- Replication of MORR practice elsewhere
- Research and evaluation reports
- Internal or external audit report
- Professional/expert advice
- Use of scientific behavioural change theories
- There is no information yet
- Other

Please give details:

Q5. Have you identified aims for your MORR project?

Yes No

Q5a. What and who do you hope to change by your MORR project?

Your aim should relate to a measurable outcome. For example: To increase the frequency of tyre checks (*the what*) by drivers (*the who*).

Please give details:

Q5b. By when do you hope to achieve your aim(s)?

For example: Within three months of drivers being trained on how to conduct tyre checks.

Please give details:

Q.6. Have you identified objectives for your MORR project?

Yes No

Q6a. Please state your objectives. Your objectives should be very specific, realistic measurable and time based, and are the 'how' of your MORR project – how you intend to achieve your aims. For example: 'To increase the frequency of tyre checks by drivers by 20%, within 3 months after receiving training on how to conduct tyre checks'.

Q7. Does your MORR project consist of a single type of activity or is it a programme of activities? (please select one)

Stand-alone activity (e.g. just a tyre checking policy)

Programme of activities (e.g. a tyre checking policy *and* driver training)

Q8. Approximately how many people will be exposed to your MORR project? For example: 150 members of staff were invited to take part in a tyre checking training session. (Please enter number)

Don't Know

Q9. Of those, how many do you expect to influence? For example: 90 of those who attend will alter their tyre checking behaviour (Please enter number).

Don't Know

Q10. Start date of the MORR project: (dd/mm/yy)

Q11. End date of the MORR project: (dd/mm/yy)

Not Known

Q12. What do you expect the total financial cost of the MORR project to be? (Where possible, this cost should include staff time.)

Don't Know

Q12a. What proportion of the total budget for the MORR project are you expecting to spend on its evaluation? (*Please select one*)

Zero %

1-4 %

5-10 %

More than 10%

Don't Know

Q13. What is the purpose of the evaluation? (Think about what you intend to use the results for).
(Please select one)

- To improve the MORR project
- To show the effectiveness of the MORR project
- Both

Q14. What stage are you at in delivering your MORR project? (Please select one)

- Planning
- Planned but not delivered
- Delivering
- Delivered

There are three ways to measure progress towards your aim. Please read through the following options and use it to inform your answer to Q.16.

In the example below the aim of the intervention was: To increase the frequency of tyre checks by drivers. The objective was: To increase the frequency of tyre checks by drivers by 20%, within 3 months after receiving training on how to conduct tyre checks.

Example

Monitoring indicator: This is a way to track what you did in the MORR project. For example: The number of drivers who have been trained on how to conduct tyre checks.

Short-term Outcome: This is when you test for immediate change as a result of your MORR project (i.e. at the end of the MORR project, a few days or weeks after the MORR project). For example: The frequency at which tyre checks are being made by individual drivers.

Long-term Outcome: This is when you test for long-term change as a result of your MORR project (i.e. months or years after the project). For example: The number of collisions involving poor tyre maintenance as a contributory factor.

Q15. How do you intend to measure progress towards your aim(s)? (You can select more than one)

- Monitoring Indicator
- Short-term Outcome
- Long-term Outcome

Q15 (1a). Please describe what you would like to **monitor**: For example: The number of drivers who have been trained on how to conduct tyre checks.

Q15 (2a). What **short-term outcome(s)** would you like to measure? (You may choose more than one).

- Knowledge (has your audience learned anything?)
- Attitudes (have the audience's attitudes changed?)
- Intended behaviour (do the audience plan on acting differently in the future?)
- Other

Please give details:

Q15 (2b). How will your **short-term outcome** measure(s) demonstrate if you have met your objectives? For example: Measuring the frequency at which tyre checks are occurring will demonstrate whether the objective to increase the frequency of checking has been met.

Q15 (2c). Will you collect any before measurements of your **short-term outcome**? For example: Before they attended the training, how often did staff check their tyres? Even if you are currently delivering or have already delivered the MORR project you can still collect some form of before measurement.

- Yes → Skip next question (16.2d)
- No

Q15 (2c.1). Please state why you will not be collecting any before measurements.

Q15 (2d). By how much do you hope to change the situation you are measuring in the **short-term outcome**? For example: An increase in the frequency of tyre checking by 30%.

Q15 (3a). What **long-term outcome(s)** would you like to measure? (You may choose more than one).

- Knowledge (has your audience learned anything?)
- Attitudes (have the audience's attitudes changed?)
- Behaviour (are the audience acting any differently?)
- Other

Please give details:

Q15 (3b). Will you collect any before measurements of your **long-term outcome**? For example: Before attending the training, how many collisions involved poor tyre maintenance as a contributory factor? Even if you are currently delivering or have already delivered the MORR project you can still collect some form of before measurement.

- Yes → Skip next question (16.3c)
- No

Q15 (3b.1). Please state why you will not be collecting any before measurements.

Q15 (3c). By how much do you hope to change the long-term outcome you are measuring? For example: To reduce the number of collisions involving poor tyre maintenance as a contributory factor by 30%.

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