

# Doing your Intervention

## Evaluation webinar handout

### Introduction

- This is the handout relates to the 'doing your intervention' webinar and covers the following:
  - How to set goals, aims and objectives
  - The SMART model, which can be used to help you set objectives
  - How to write your logic model and;
  - how to account for unintended consequences.

### Setting goals, aims and objectives

- Setting goals, aims and objectives for your road safety intervention is very important because they describe exactly what you want your intervention to achieve, and they also specify what it is possible to achieve within your resource constraints. These should be specified while you are planning your intervention.
- There are a number of benefits to having clearly set out goals, aims and objectives:
  - It will mean that your intervention is more focussed and well planned because you are forced to think of what you can realistically achieve with your resources.
  - Your evaluation will also be more focussed and well planned because your objectives are what you will measure when you evaluate your project.

## What are goals, aims and objectives?

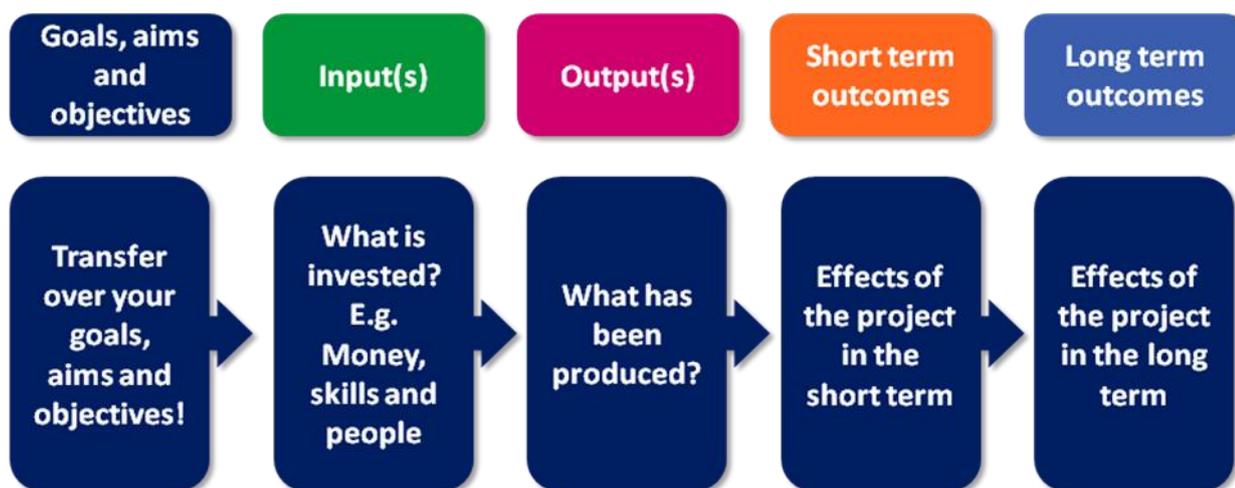
- A goal is the overall reason that you are implementing a road safety intervention, which is likely to be a broad statement. You are unlikely to be able to demonstrate whether you have achieved your goal without a very lengthy and expensive evaluation. Instead, your goal should be something that you are contributing towards. For example, *to reduce the number of young drivers who are killed or seriously injured in the West Midlands.*
- An aim is the outcome you expect to observe at the end of your intervention, and will state **what** and **who** your intervention hopes to change. Aims can include enhancing knowledge or skills of a group and improving their attitudes and behaviour.
- Objectives are even more specific than aims, detailing the ways in which you are planning to meet the overall aim of your intervention. These describe what you expect to change for those you are influencing, by how much and by when.

## The SMART model

- A useful way to design objectives is using the SMART model:
  - **Specific**- objectives should clearly identify who will be affected by the intervention and how they will be affected. What are you aiming to change?
  - **Measurable**- you need to be able to measure the achievement of the objective in the evaluation process.
  - **Agreed**- it is important that objectives are agreed upon by everyone who is involved in the project.
  - **Realistic**-the objective needs to be realistic, given the available resources.
  - **Time bound**- state by when you would like to achieve your objective.
- It is vital that your objectives are specific, as although the overall goal of most road safety interventions is to reduce collisions and casualties, this is not a useful objective as it is unlikely that you will be able to demonstrate that any change in collisions and casualties can be directly linked to your intervention. There are several reasons why:
  - Most interventions are delivered over a short period of time, or are a one-off, often delivered to small groups of people. This means they are unlikely to make a massive difference to casualty rates.
  - A change in casualties or collisions can be due to a range of other factors, such as weather, the economy and changes in traffic levels.
  - There are also other influences on those who receive your intervention, such as national think! campaigns, which can also affect attitudes and behaviours.
- Even if you have existing aims and objectives, it's useful to review them before evaluating your project.

## Logic models

- One of the first and most useful things to do in an evaluation is to look at the model of how and why you expect your intervention to work, and this is known as your theory of change.
- One way to do this is through the use of a logic model. This is a project plan that usually fits single piece of paper and is a way of helping others to understand how the intervention will achieve its aims and objectives. This should be designed at the beginning of your project, but it can be designed at any stage.
- There are several components of a logic model:
  - **Goals, aims and objectives**- these should have already been set up before you design a logic model, so you should just transfer them over.
  - **Inputs**- the details of any resources that go into the project.
  - **Outputs**- what happens as the result of the inputs e.g. the creation of a road safety workshop.
  - **Short term outcomes**- immediate changes that you expect the outputs to achieve.
  - **Long term outcomes**- changes over time that you expect the outputs to achieve.
- Summary of a logic model:



- There are also two other elements of a logic model to consider:
  - **External factors**- factors that are outside of your control that could still affect the success of your intervention. These factors could include the maturation of your target audience, national Think! advertising campaigns, economic conditions, the price of fuel, weather conditions and initiatives by other local bodies. By identifying these external factors, you will get a better idea of how much impact your evaluation is actually having.
  - **Intervention assumptions**- beliefs about how the intervention will cause the intended outcomes. For example, believing that those who attend the workshop will engage with your content.

### Don't panic about your logic model!

- It might seem very difficult to design a logic model, but the purpose of the model is simply to check your logic.
- People can also sometimes get bogged down in making sure that all of their information is written in the correct part of the model. However, this is not important! Ask yourself 'is my logic model helping me to design my intervention and evaluation?' rather than worrying about whether you are using the terminology correctly.

## Unintended consequences

- In many cases, there are some consequences of an intervention that might not have been expected or planned when you designed the intervention.
- However, this is not always a negative thing, as some interventions can bring unexpected benefits.
- Sometimes, any possible benefits of an intervention can be outweighed by negative consequences.
- Even if the consequences do not outweigh the benefits, they should be reported so that you can act in future to minimise and reduce the risks they pose.
- It is useful to try and think about the possible consequences of the intervention while you are planning your intervention in your logic model, which will prepare you to deal with potential issues.
- It is useful to add these possible consequences in a separate box on your logic model so that you can review them and look extra carefully for these risks when evaluating your intervention.
- It is also important to note that unintended benefits and consequences of your intervention might not occur immediately after the intervention as a short term outcome. These effects could occur some time after the delivery of your intervention, and should be considered when you are measuring for long term outcomes.

## Road Safety Evaluation Webinar Handout: Doing your Intervention

### Summary

- This handout has covered:
  - How to set goals, aims and objectives, what they are and the benefits of having clearly defined aims and objectives.
  - The SMART model, which can be used to help you set objectives.
  - How to write a logic model and what to include.
  - And finally, how to account for unintended consequences .

### Contact details

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