

Introduction to Evaluation

Evaluation webinar handout

Introduction

- This handout relates to the 'Introduction to Evaluation' webinar and covers the following:
 - What evaluation is
 - When the best time to evaluate is and;
 - The 8 basic steps to evaluation

What is evaluation?

- Broadly defined, evaluation is the process of determining the merit or worth of something.
- However, for us, it is a systematic and scientific way of understanding whether a road safety intervention works, and if there are ways it could be improved.
- The generic goal of evaluation is to provide useful feedback to a range of audiences, including funders, policy makers, colleagues and other road safety practitioners.

When is the best time to evaluate?

- Wherever possible, evaluation should be built into the design and planning stages of an intervention. However, an intervention can be evaluated before, during, or even after delivery.

The 8 basic steps to evaluation

Step 1- Define the aims and objectives of the evaluation

- The first step of the evaluation process is defining the aims and objectives of the evaluation. At this stage you can consider the reason for the evaluation and how you are going to carry it out.
- This step is important because evaluation works by exploring whether the initial aims and objectives of your road safety intervention have been achieved.

What are aims and objectives?

An **aim** is what and who the intervention will change. For example, *'to reduce the incidence of drink driving amongst 17-25 year olds.'*

An **objective** is the specific outcome that the intervention intends to achieve. Objectives state the effects the intervention is expected to have, for which group, and by when the change should be achieved. For example, *'to increase the knowledge of 17-25 year olds about the legal penalties for drink-driving by 20%, by September 2018.'*

- For more advice on setting aims and objectives, view the 'Doing Your Intervention' webinar, or visit the [help and guidance](#) page of our website.

Step 2- Define the target population

- The target population is who you will collect data from. You might decide to collect data from those who attend your intervention or you could collect data from those who deliver your intervention.

Step 3- Decide on an evaluation design

- To decide on an evaluation design, consider whether you will choose an experiment, quasi-experiment or a non-experiment. For more information on these designs, view the 'Doing Your Evaluation' webinar, or visit the [help and guidance](#) section of our website.
- There are many different kinds of evaluation, but one way that evaluation can be categorised is based on when the evaluation takes place:
 - **Formative evaluation**- carried out while the practitioner is developing their intervention. The findings of this are then used to improve the intervention.
 - **Summative evaluation**- carried out after the intervention has been finalised and any changes have been made. It is used to assess how effective the intervention is in achieving its aims and objectives.
- In both formative and summative types, evaluation can be used to compare process and outcome data:
 - **Process data**- measures the delivery of the intervention e.g. *was the workshop delivered as it was intended to be?*
 - **Outcome data**- considers the effects of the intervention e.g. *are more people wearing a seatbelt after attending a workshop about seatbelt use?*

Step 4- Select and design data collection methods

- The next step is to think about whether you would prefer to collect quantitative or qualitative data (or both!) and what method you might use such as a questionnaire or interviews.
- Qualitative methods collect non-numerical data. These methods can help you to find out the what, where, when, how and why behind the numbers. Some qualitative methods include in-depth interviews, focus groups and observation.
- In contrast, quantitative methods collect numerical data that can be used for statistical analysis. An example of a quantitative method would be a questionnaire.

Step 5- Collect the data

- There are several different kinds of data you can collect throughout your evaluation.

Before the intervention...

- If you are planning your intervention, it is recommended that you carry out a **needs assessment evaluation** before you decide what kind of intervention you will deliver.
- A needs assessment is a process used by practitioners to determine priorities and accurately allocate resources. A needs assessment involves using data and evidence such as local casualty data to identify whether an intervention is needed to address a particular road safety issue.
- A needs assessment can also help you to identify intervention aims and objectives and allow you to gain an idea of what resources you will need to carry out your intervention.
- It is also recommended that you collect **baseline data** at this stage. Baseline data is the data that you collect from the people who are taking part in your intervention before it takes place. Collecting this kind of data will enable you to understand what people know, how they feel and how they behave in relation to a particular road safety issue before the intervention takes place. This can then be used to measure any changes in the respondent's knowledge, behaviour or attitudes.
- For example, you could collect baseline data when delivering a road safety workshop by asking those who will attend the workshop to complete a questionnaire to understand how much knowledge they already have of the road safety issues you intend to discuss in the workshop. The same questionnaire could then be completed after the workshop, to measure any changes in the respondent's knowledge.

During the intervention...

- During your intervention, you can collect **monitoring data**, which will tell you what is and is not happening, to ensure that your intervention is going to plan.
- An example of monitoring data could be measuring how many road safety workshops you have delivered, which could highlight a lack of workshops in a particular area.

After the intervention...

- After an intervention has been delivered, you can conduct a **retrospective evaluation of short and long term outcomes**.
- An outcome is the effect of your intervention. For example, a short term outcome of your project might be a 20% increase in respondent's knowledge on the dangers of drink-driving.

To summarise...

Before the intervention	During the intervention	After the intervention
<ul style="list-style-type: none"> • Conduct a needs assessment • Collect baseline data 	<ul style="list-style-type: none"> • Collect monitoring data 	<ul style="list-style-type: none"> • Conduct a retrospective evaluation of short and long term outcomes

Step 6- Analyse the data

- The next step is to analyse the data you have collected. Evaluation can answer the following questions:
 - Does the intervention work?
 - How can the intervention be improved?
 - Are there better alternatives to your intervention?
 - Does your intervention have unintended consequences or benefits?
- Evaluation can also measure:
 - **Cause and effect**- what changes might have been caused by your intervention
 - **Effectiveness**- whether the intervention achieved the outcomes it was meant to and the end result of the intervention.
 - **Efficiency**- whether a project is efficient and cost effective.

Step 7- Write up and publish your results

- The seventh step is to write up and publish your results, even if they are negative, in an evaluation report.
- Reports are really useful because they can contribute to the evidence base of future projects, and can help other practitioners to avoid re-inventing the wheel.
- You can use the [e-valu-it toolkit](#) to help you evaluate your project and write up your report. You then have the option of publishing it on our [website](#).

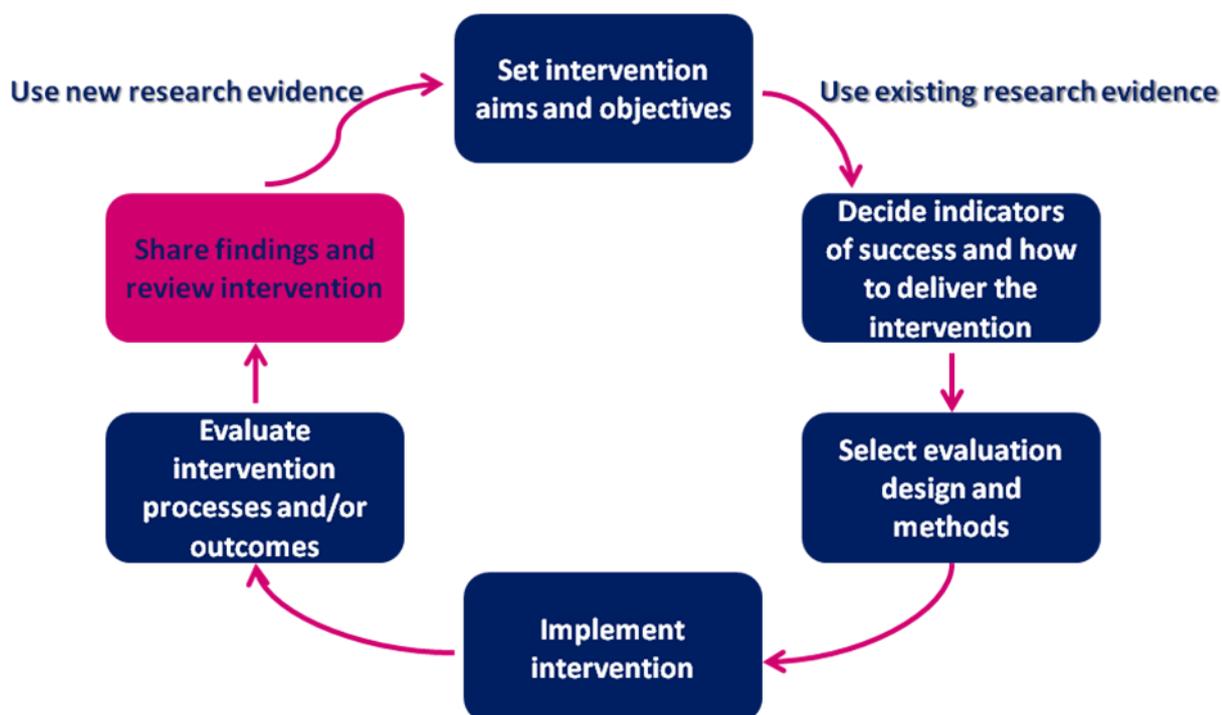
Step 8- Make any identified improvements

- The final step is to make any identified improvements, based on the recommendations included in your report.



The evaluation cycle

A summary of the evaluation cycle:



Summary

- This handout has covered the basics of evaluation, and should help you to get an idea of what evaluation is. The main things we have covered are:
 - What evaluation is
 - When to evaluate
 - The 8 basic steps to evaluation

accidents don't have to happen

Road Safety Evaluation Webinar Handout: Introduction to Evaluation

Further Reading

RoSPA (2016) '[Evaluating Road Safety Education, Training and Publicity Projects: A Practitioner's Guide](http://www.roadsafetyevaluation.com/docs/practitioner-evaluation-guide.pdf)'
www.roadsafetyevaluation.com/docs/practitioner-evaluation-guide.pdf

RoSPA (2017) '[Designing Evidence Based Interventions: A Guide for Practitioners](http://www.roadsafetyevaluation.com/resources/evaluationguides)'
www.roadsafetyevaluation.com/resources/evaluationguides

DfT (2004) '[Guidelines for Evaluating Road Safety Interventions](http://www.roadsafetyevaluation.com/docs/dft-guide.pdf)'
www.roadsafetyevaluation.com/docs/dft-guide.pdf

DfT (2007) '[Road Safety Good Practice Guide](http://webarchive.nationalarchives.gov.uk/20100303182812/http://www.dft.gov.uk/pgr/roadsafety/laguidance/roadsafetygoodpracticeguide)'
<http://webarchive.nationalarchives.gov.uk/20100303182812/http://www.dft.gov.uk/pgr/roadsafety/laguidance/roadsafetygoodpracticeguide>.

HM Treasury (2011) '[The Magenta Book: Guidance for Evaluation](http://www.roadsafetyevaluation.com/docs/magenta-book.pdf)'
<http://www.roadsafetyevaluation.com/docs/magenta-book.pdf>

Research Methods Knowledge Base (2006) '[Introduction to Evaluation](http://www.socialresearchmethods.net/kb/intreval.php)'
<http://www.socialresearchmethods.net/kb/intreval.php>

Ward et al (2011) '[Using Behavioural Measures to Evaluate Route Safety Schemes](http://www.google.co.uk/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&ved=0ahUKEwjGIO3f78DPAhUMC8AKHRq1CREQFgghMAA&url=http%3A%2F%2Fwww.ciht.org.uk%2Fdownload.cfm%2Fdocid%2FEE8B7E1F-C2EB-42D7-ADD243DF4DEF6827&usg=AFQjCNEsS6r5xu5gq69q3a3MaxFLgH_aUQ)'
http://www.google.co.uk/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&ved=0ahUKEwjGIO3f78DPAhUMC8AKHRq1CREQFgghMAA&url=http%3A%2F%2Fwww.ciht.org.uk%2Fdownload.cfm%2Fdocid%2FEE8B7E1F-C2EB-42D7-ADD243DF4DEF6827&usg=AFQjCNEsS6r5xu5gq69q3a3MaxFLgH_aUQ.

Links to further guides are available at www.roadsafetyevaluation.com/resources/evaluationguides

Contact details

If you have any further questions about the evaluation process, please email: rneedham@rospa.com