

# Planning your Evaluation

## Evaluation webinar handout

### Introduction

- This is the handout relates to the 'planning your evaluation' webinar and covers the following:
  - Tips on how to choose which project to evaluate and an outline of the steps you should take, based on whether you are evaluating a new or existing intervention.
  - How to review your aims, objectives and logic model.
  - How to decide what to measure in your evaluation.
  - The costs of carrying out an evaluation.

### What are you going to evaluate?

- The first stage of evaluating is, of course, to select which intervention you are going to evaluate!

### Evaluating an existing intervention

- If you are involved in a number of road safety interventions, select which one to evaluate first, as you are unlikely to have the resources to evaluate them all at once.
- If you are struggling to decide which project to evaluate first, it might be useful to have a think about which intervention you need information for or select the intervention that is taking up the most resources, including money and staff time.
- However, if this is your first evaluation it would probably be advisable to stick to an education or training project, as it can be difficult to access the audience of publicity interventions.
- Although it is best practice to think about your evaluation during the planning stages of an intervention, it is still possible to evaluate a project during, or even after its delivery.
- If you do want to evaluate an intervention that is already up and running, go back and check your planning, that is, your goals, aims, objectives and logic model and review the evidence base of your work. This will help you to remind yourself of what the project aimed to achieve and to make any necessary changes.

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**Evaluating a new intervention**

- If you are still planning your intervention, it would be advisable to build an evidence base by doing some research first. This would include looking at local casualty data and research and evaluation reports to find out whether your intervention is needed and what kinds of interventions have worked for others tackling similar road safety issues.
- Places you can find evidence include...
  - [Google Scholar](#)
  - [Road Safety Observatory](#)
  - [Roadsafety GB Knowledge Centre](#)
  - [TRL](#)
  - [ORSA](#) for managing occupational road risk case studies
  - [Reports created on e-valu-it](#) and [other research and evaluation reports](#)

**Tips for developing an evidence-base**

- Be careful when reading research and evaluation reports, as some are not academically robust! For example, some reports might claim that their project was effective because it was delivered on a large scale. However, this tells us nothing about the content of the intervention or the changes it made to those who took part!
- If you find a useful article, follow up articles in the text and bibliography to build up a strong evidence base.

## Reviewing your goals, aims objectives and logic model

- If you are still in the planning stage of your intervention, establish the goals, aims and objectives of your project.

### What are goals, aims and objectives?

- A **goal** is the reason you are doing a certain road safety intervention.
- Your **aims** are a statement of what and who you hope to change as a result of your intervention.
- Your **objectives** are the specifics of what you want to get out of your intervention.

### Reviewing your logic model

- A logic model is a project plan that allows you to check if your intervention has any chance of achieving what you would like it to, set out on a single piece of paper. It is a trail from what you are putting into the road safety intervention, to what you would like to get out of it.
- For more information on goals, aims, objectives and logic models, view the '[doing your intervention](#)' webinar and download the handout.
- On the next page there is an example of a logic model:

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**Example of a logic model**

**Goal:** to reduce the number of drink-drive related collisions involving young drivers.

**Aim(s):** to reduce the incidence of drink-driving amongst 17-20 year olds.

Objectives		Inputs		Outputs		Outcomes	
						Short term	Long term
To improve the <b>knowledge</b> of the effects of alcohol on driving by 10% by the end of an educational workshop with college students (17-20 year olds)	→	Funding  Staff time: <ul style="list-style-type: none"> <li>Researching and writing the workshop presentation and supplementary materials.</li> <li>Engaging with schools and colleges to take part in the workshops</li> </ul>	→	Workshop presentation and supplementary materials  Number of workshops delivered  Number of students that participated in the workshops	→	10% increase in the <b>knowledge</b> of the effects of alcohol on driving by the end of the workshop	To see <b>knowledge</b> scores continue to be sustained at their improved levels for six months after the workshop
To improve drink-driving attitude scores of college students (17-20 year olds) by 15% within one week of attending an educational workshop.						15% improvement in <b>attitude</b> scores within one week of attending the workshop	To see <b>attitude</b> scores continue to be sustained at their improved level for six months after the workshop

External factors- capacity in the school or college timetable, willingness of schools to let you run a workshop.

Assumptions- that there is a lack of knowledge of drink driving in young people, that the workshop develops knowledge and that workshops are effective at changing attitudes.

## What should I measure?

- The measurements you are going to take during your evaluation depend on what you are looking to achieve from it.
- If you are trying to measure whether your project is effective in increasing knowledge or improving attitudes and behaviour, measure **outcomes**.
- If you want to see if improvements could be made to the design and delivery of your intervention, measure the **outputs** of your project.

### Measuring effectiveness- outcomes

- Outcomes are the effects of a road safety intervention, that is, a change in attitudes, behaviour or knowledge.
- These outcomes will relate to the aims and objectives of your project and by measuring these you will be able to see if you have achieved the aims and objectives.
- You might want to focus on measuring the effectiveness of your road safety intervention if you have already done some testing and know what your intervention will look like or if you have been delivering it for some time.
- There are several ways that you can measure the effectiveness of your project. However, be warned that although the goal of your project might be to reduce casualty rates, it will be difficult to measure the effectiveness of your project by analysing casualty data. This is because you would be unable to pinpoint whether your project had directly contributed to a reduction in casualty rates because there are many external factors that could affect casualty rates.
- Instead of analysing casualty data, identify outcome measures that could contribute to a reduction in road traffic collisions; these include:
  - A change in **attitudes**
  - A change in **behaviour**
  - A change in **knowledge**
- However, remember, these measures should be linked directly to your intervention's aims and objectives!
- Due to external factors, it can be difficult to pinpoint whether it is your intervention that has led to a change in attitudes, behaviour or knowledge. To make your evaluation more reliable, it is advisable to use multiple outcome measures.
- To measure the effectiveness of your project, you will also need some sort of before measurement to determine whether there has been a change. This is because it is really important to understand what the people who will take part in your intervention already know and think before the intervention, as we cannot assume that people will know nothing about a particular road safety issue!

**Bear in mind that baseline data may have already been collected for another purpose, saving you time and effort!**

- It is useful to measure both short and long term outcomes of your intervention. Short term outcomes are likely to be effects you see immediately after the intervention. Long term outcomes are considered some time after the intervention has ended, and can be used to measure whether those who take part retain a positive attitude, behaviour or skill over longer periods of time.

### Improvements to delivery-outputs

- An output is something produced by the project, such as good practice guidelines or a workshop. By measuring outputs, it is possible to see if any improvements might need to be made to the intervention you are delivering.
- Evaluating the processes of your intervention might include:
  - Assessing the management of the intervention, including delivery and cost efficiency
  - Assessing staffing requirements
  - Examining how the intervention was implemented
  - Investigating the extent to which the target group was reached
  - Using monitoring data, such as the number of workshops delivered
- If your project is new, you might like to do a small scale test to see if you can improve the design and delivery of your intervention before rolling it out any further.
- However, remember, outputs CANNOT tell you if your intervention is effective. Delivering a project on a large scale tells us nothing about the effectiveness of an intervention.
- If you wish, you could measure both outcomes and outputs in one evaluation.

### What will the evaluation cost?

- When planning your intervention, it would be advisable to set aside a budget to evaluate it, and if you are applying for funding, include the cost of evaluation in your proposal. The Department for Transport suggest setting aside 10% of your budget for evaluation.

## Summary

- This handout has covered:
  - Tips on how to choose which intervention to evaluate and an outline of the steps you should take, based on whether you are evaluating an existing or new intervention.
  - How to review your aims, objectives and logic model.
  - How to decide what you should be measuring in your evaluation including how to measure the efficiency and effectiveness of an intervention.
  - And finally, the costs of carrying out an evaluation.

accidents don't have to happen

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## Useful links

Google Scholar- <http://scholar.google.co.uk/>

Road Safety Observatory- <http://www.roadafetyobservatory.com/>

Roadsafety GB Knowledge Centre- <http://www.roadafetyknowledgecentre.org.uk/>

TRL- <http://www.trl.co.uk/reports-publications/>

ORSA for managing occupational road risk case studies- <http://www.orsa.org.uk/>

Roadsafetyevaluation website - <http://www.roadafetyevaluation.com/reports/e-valu-it>

## Contact details

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