

# Planning your Intervention

## Evaluation webinar handout

### Introduction

- This is the handout relates to the 'planning your intervention' webinar and covers the following:
  - Why it is important to plan your intervention.
  - Evidence based interventions.
  - Why you should use evidence to plan your intervention.
  - Where you can find evidence.
  - Behavioural change theories and;
  - The costs of interventions.

### Why is planning the intervention important?

- Intervention planning is a very important component of the evaluation process because you simply cannot evaluate a road safety intervention without having planned your intervention. This is because you cannot know if your project was successful if you do not know what it should have achieved!
- To plan an intervention, it is important to know:
  - What you want to achieve
  - Your target audience
  - How much change in knowledge, attitudes and behaviour you would like to see for whom, by how much and by when.

## Evidence based interventions

- We have ideas about groups and communities and their needs and problems, but these ideas might not match up to reality, meaning we need evidence to back up the interventions we put into place.
- In an ideal world:
  - Practitioners would carry out a **needs assessment** to identify whether their intervention is a priority, involving the use of data and evidence such as local casualty data.
  - The intervention chosen to address the issue would also be based on evidence.
  - Evaluation of the project would also be built in at this stage, and budgeted for from the outset of the project.
- If you are planning a new intervention, it is a good idea to do some research to see what kinds of interventions have worked for others in the past when tackling similar issues.
- Even if your intervention has already been delivered but not yet evaluated, you will need to have a clear idea of the aims and objectives of your intervention to allow you to evaluate it.

## Why should I use evidence?

- There are a number of reasons for using evidence:
  - **It enables you to target funds effectively**- using data ensures that your interventions are targeting the right areas, and funds are well spent.
  - **The project could make roads MORE dangerous**- some projects have unintended consequences, despite the best intentions of road safety practitioners!
  - **The project could have no effect**- evidence allows you to understand what interventions are typically effective.

## Where can I find evidence?

### Of whether an intervention is a priority

- The best way of establishing whether there is a need for a road safety intervention is through the use of **casualty data**.
- The relative size of the problem can also be assessed to plan a cost-effective solution to the problem, so that funds can be targeted effectively.
- If you work for a local authority, there is often a member of staff who deals with local collision data, and it would be worth asking them for advice.
- Alternatively, you can analyse government statistics and casualty data yourself using **crashmap** or **Road Casualties Great Britain statistics**.
- If you work in an organisation where you manage occupational road risk, you could review internal data, including telematics, accident reports and licence checks.

### Of other successful interventions

- Some places you might look for evidence include...
  - [Google scholar](#)
  - [Road Safety Observatory](#)
  - [Roadsafety GB knowledge centre](#)
  - [TRL](#)
  - [ORSA](#) for managing occupational road risk case studies
  - E-valu-it reports for [E-valu-it reports](#) and [other useful reports](#).

### Tips for using evidence:

- If you find a useful article, follow up publications within the text and the bibliography.
- Always read cautiously if a report is not 'scientific' or academically robust!
- There is a lack of evaluation of road safety interventions- if you cannot find any effective interventions for the road safety issue you are addressing, you could use behavioural change theories.

## Behavioural change theories

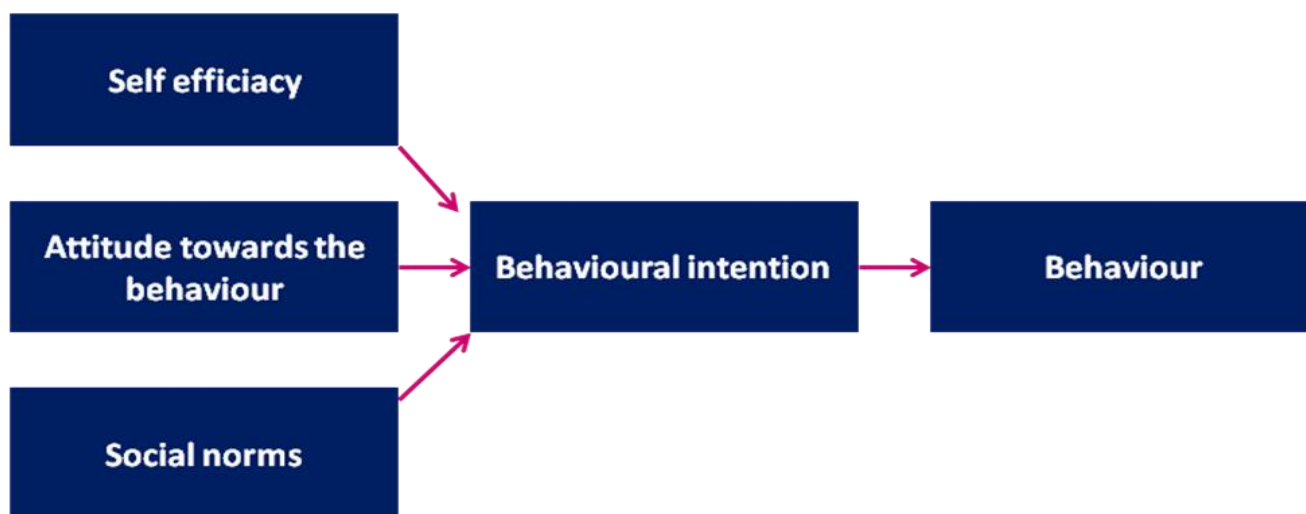
- Behavioural change theories can be very useful when you are planning an intervention. This is because it is important to have a good understanding of how behaviour change occurs when designing interventions that are intended to change the behaviour of a group or individual.
- Behavioural change theories attempt to explain why behaviours change, citing environmental and personal characteristics as determinants of behaviour.

### Azjen's theory of planned behaviour

- According to Azjen's theory, whether a person will perform a behaviour depends on a combination of individual social factors. The presence or absence of these factors is thought to predict an individual's future behaviour.
- His theory is based on intentions, that is, the more someone is intending to do something, the more likely they are to do it.
- Azjen identifies three factors that influence a person's intention to perform a behaviour:
  - **Self efficacy**- is someone's self rated ability to perform a particular behaviour. This is dependent on a number of factors, including how much the individual really wants to carry out the behaviour and the resources they have available. However, if someone believes in their ability to perform a behaviour, regardless of their ability to do so, they are more likely to attempt the behaviour.
  - **Attitude towards the behaviour**- if an individual believes that a behaviour will have positive consequences they are more likely to attempt the behaviour, and if they believe the behaviour has negative consequences, they are less likely to attempt it.
  - **Social norms**- most behaviour has social norms attached to it, and these norms encourage us to conform, or not conform, to a certain behaviour. This influence can come from family, friends, figures of authority, work colleagues or any other people an individual might refer to when forming their beliefs and values.
- This model is useful to inform the design of your intervention, and to predict its possible effects.

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### Diagram of the theory of planned behaviour:



### Gerrard and Gibbons' willingness model

- As shown above, the theory of planned behaviour explains behaviour as a product of intention. However, Gibbons and Gerrard recognise that some behaviour is not intentional, and can instead be spur of the moment, irrational or emotional.
- Gibbons and Gerrard designed their model to account for unplanned behaviour, particularly amongst young people.
- Although Gibbons and Gerrard recognise that **intentions** are very important in determining behaviour, they also view **behavioural willingness** as another key trigger.
- Behavioural willingness is how likely a person thinks they are to carry out a particular behaviour, dependent on the circumstances. This is different from intending to perform a behaviour, as willingness takes into account the circumstances that an individual might find themselves in.
- The willingness of a young person to perform a behaviour can also be influenced by **social images** associated with the behaviour. Young people are very conscious of these images, and their behaviour usually occurs in a social space such as in front of peers. If a behaviour has a negative social image associated with it, the young person will want to avoid performing that behaviour.
- This is useful when designing road safety interventions, as the model shows how social images can be developed to positively influence young people, such as working to associate negative social images with risky behaviours and positive social images with encouraged social behaviours.
- However, it is important to note that some young people might be intent on taking risks, and your efforts might not work to alter their behaviour.

## How much will my intervention cost?

- Once you have established that your intervention is needed and have designed your intervention using evidence, the final thing you will need to consider is the cost of your intervention. This cost should include the full costs of identifying, developing, delivering and evaluating the intervention.

### What costs are included?

- The intervention will have obvious costs, such as **accommodation, travel expenses, advertising and resources** for the intervention.
- However, there are also costs that are sometimes overlooked, such as **staff time**. It is important to note that staff costs are not just the basic salary of the member of staff, but include several other costs, such as national insurance and pension costs, calculated as part of a day rate.
- Any other costs should fall under **intervention specific costs**, which are any costs you would not incur if the intervention was not running. These costs may need to be shown separately to meet a funder's requirements.

### How do I calculate these costs?

- How to calculate a staff day rate:

$$\frac{(\text{Salary} + \text{employer's national insurance} + \text{pension contributions} + \text{overhead rate})}{261 \text{ (number of working days per year)}}$$

- You will also need to calculate overheads, which are the proportion of an organisation's normal operating cost that are spent on the intervention. It is not normally possible to accurately allocate overhead costs such as IT, administration, telephone usage and photocopying to your intervention, and therefore an overhead rate is usually calculated and included in the staff day rate.
- To calculate overheads...

Annual overhead cost for department (e.g. postage, photocopying, support from other departments etc.)

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Number of staff in department

- The staff costs, overheads and intervention specific costs should all be added together to calculate a cost for the overall intervention, which can then be used to analyse its potential cost-effectiveness.

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## Summary

- This handout has covered:
  - Why it is important to plan your intervention and the information that you will need to know to effectively plan your intervention.
  - Evidence-based interventions, including what they are.
  - Why you should use evidence to plan your intervention
  - Where you can find evidence to find out whether the intervention is needed, and to find examples of similar successful interventions.
  - Behavioural change theories including the theory of planned behaviour and the willingness model and;
  - The costs of interventions

accidents don't have to happen

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## Useful links

Crashmap: <http://www.crashmap.co.uk/>

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

ORSA: <http://www.orsa.org.uk/>

Road Casualties Great Britain: <https://www.gov.uk/government/statistics/reported-road-casualties-great-britain-annual-report-2015>

Road Safety Observatory: <http://www.roadsafetyobservatory.com/>

RoadSafety GB Knowledge Centre: <http://www.roadsafetyobservatory.com/>

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

Eval-u-it Reports: <http://www.roadsafetyevaluation.com/reports/e-valu-it>

Other Road Safety Evaluation Reports: <http://www.roadsafetyevaluation.com/reports/none-valu-it>

## Contact details

If you have any further questions about the evaluation process, please email: [rneedham@rospa.com](mailto:rneedham@rospa.com)