

The logo for ROSPA (The Royal Society for the Prevention of Accidents) features the letters 'ROSPA' in a bold, blue, sans-serif font. The letter 'O' is replaced by a stylized graphic of three overlapping circles in green, red, and blue, with a white center. The logo is set against a white background with a dark blue speech bubble tail pointing downwards.

**ROSPA**

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# ETP Evaluation Scotland Workshops

A graphic of a road sign with the word 'THINK' written in large, yellow, block letters on a blue background. The sign is tilted and has a rough, hand-painted appearance. A dark blue horizontal line extends from the right side of the sign across the page.

**THINK**

**The Royal Society for the Prevention of Accidents**



# Welcome

- Delighted you are able to be here.
- To introduce Project Team here today:
- Barbara King- DfT
- Lindsey Simkins and Kevin Clinton- RoSPA



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# Housekeeping

- Toilets
- Security
- Fire alarm
- Mobile phones
- Smoking
- Refreshments



# ETP Evaluation Workshops

- These are the final 2 of series of 13 workshops.
- An event has been held for the evaluation champions.
- Delegates include invitees from every Local Authority, plus others who deliver Road Safety ETP.



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# Aims of Today

**Our aims today are:**

- **To introduce the ETP Evaluation website and the E-valu-it toolkit to you.**
- **To increase understanding of evaluation among ETP practitioners.**



# Today's Objectives

- Meet and talk to other potential E-valu-it users
- Understand why and how E-valu-it has been developed
- Know how to access and use the E-valu-it tools and support
- Consider some basic principles of evaluation: setting intervention objectives; developing a logic model to assist in evaluation planning
- Recognise the importance of sharing evaluation findings with other practitioners.



# Why are we looking at Evaluating ETP?

- DfT health check initiative – visits to around 40 Local Highway Authorities.
- Difficulties in knowing how to approach evaluation of Road Safety.
- Big projects more likely to be evaluated.
- How to go about evaluation for small to medium, lower value campaigns?
- How do you know which scheme is most effective and gives best value for money?



# Uncertain Times

- Local authority budgets reduced;
- Changes to road safety funding;
- New government; Comprehensive Spending Review October 20<sup>th</sup> – uncertainty;
- Other local priorities, re-allocation of budget;
- Where there has been success in casualty reduction, shift of budget focus;
- Evaluation – ability to demonstrate value of Road Safety ETP to bid for funding;
- Making sure that ‘every penny counts’.





# Purpose of the Project

- To provide an easy to use 'toolkit' and the skills to use it enabling the evaluation of Road Safety ETP interventions, for all types of target groups.
- Aimed at Local Highway Authorities and emergency services, and others.
- To create a free to use product available to all that can be used over and over again.



# Stages of the Project (1)

1. Identified need – set up project team April 2009
2. 'Needs analysis' seminars held September 2009
3. Working Group has met many times
4. Aims, objectives and evaluation plan for the project agreed
5. Website name registered



## Stages of the Project (2)

1. Specification for website and toolkit developed
2. Question sets trialled
3. Website developed and tested
4. Academic peer reviews carried out
5. Evaluation Champions Recruited
6. Great Britain workshops arranged (September 2010 - March 2011)
7. First three-month post-launch evaluation



# Website Launch: 7<sup>th</sup> December 2010

- **By early March 2011:**

- 261 registered users

- 152 projects created

- 31 at report stage, 31 at recommendations stage and 78 completing questionnaire

- **First Published Report: 7 March 2011**

- **Over 16,000 visits December 2010 to Feb 2011**



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# Why Evaluation Champions?

- Aim to reach as many people as possible at some stage of the project through workshops; conferences; information on websites; RSGB newsfeed.
- Limited resources - we can't visit every organisation delivering road safety.
- Recognised importance of local knowledge, local links, regional groups and word of mouth.
- Champions for Scotland are Janet Bowman of Fife Constabulary and Margaret Dickson of Inverclyde Council.



# The Approach Today

- **Some presentations.**
- **Plenty of opportunity to:**
  - **Work together**
  - **Ask questions**
  - **Re-acquaint yourselves with the key concepts of evaluation**
  - **See the website and toolkit**



# Today's Programme

- Group working on the evaluation process.
- What is E-valu-it? Explained and demonstrated.
- Lunch!
- E-valu-it and objective setting with a group exercise.
- E-valu-it and the Logic Model.



# Group Activity 1: Steps to Successful Evaluation

- Get into three groups
- Discuss the steps in planning an intervention and evaluation
- Agree a simple, short heading for each step
- Number and write your agreed step headings on a flipchart





What is  
[roadsafetyevaluation.com](https://roadsafetyevaluation.com)  
and



and how will it help me to evaluate ETP?



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# [Roadsafetyevaluation.com](https://roadsafetyevaluation.com)

- Complete guide to evaluation for ETP
- Includes the E-valu-it toolkit to help you:
  - Plan your evaluation
  - Report your Evaluation Results
- Glossary, Topic Guides, Case Studies, Support, FAQs to help with evaluation





## Welcome

Welcome to the Road Safety Evaluation website designed to help anyone involved in delivering Road Safety Education Training and Publicity (ETP).

The heart of the website is the 'E-valu-it' toolkit, which asks you to complete a set of questions about your intervention, helping to guide you through the evaluation process. It also provides you with recommendations on doing your evaluation and produces a partly completed report template for you to complete your evaluation.

No matter whether you work in a local authority; for one of the emergency services, for a charity or any other organisation: if you are putting time, money and effort into conveying road safety messages to any type of road user – you will want to know whether what you are doing works! So will the people who are funding what you do – especially in the present economic climate!

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## Resources

[i Help & Guidance](#)[Q Evaluation Guides](#)[? FAQ](#)[Glossary](#)[Links](#)[Useful Reading](#)

## Getting Started

This site will help you to understand the importance of evaluation; and the E-valu-it toolkit

## E-valu-it Toolkit

E-valu-it is an interactive evaluation toolkit designed to provide tailored options for

## Latest News

Find out the latest news in the world of road safety evaluation including recently published



# E-valu-it

- **Create an Account**
- **Free to Use**
- **Only you or people you give access, can see your projects**
- **Produces evaluation recommendations**



# E-valu-it

- Takes you through a series of questions about:
  - The road safety issue being addressed
  - The intervention
  - The aims and objectives
  - The kind of change expected
- Prompts you with 'reality checks'
- Save and return to the questions as many times as you like



# E-valu-it Recommendations

- You choose the type of evaluation to conduct
- Strengths and weaknesses of the different types are indicated to help you to decide
- You choose the methods you want to use (eg, questionnaires, interviews, focus groups)



# E-valu-it Evaluation Report Template

- Introduction
- Evaluation Design & Methods
- Results
- Discussion
- Conclusions
- Recommendations
- References and Appendices



# E-valu-it Evaluation Report Template

● When finished, the Template becomes your Final Evaluation Report:

● Save it as a Word document on your computer

● Save it in your E-valu-it account

● Publish on

[www.roadsafetyevaluation.com](http://www.roadsafetyevaluation.com) , Road Safety Knowledge Centre etc.

**SHARE YOUR RESULTS!**



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# [www.roadsafetyevaluation.com](http://www.roadsafetyevaluation.com)



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## Road Safety Evaluation



Introduction ▾

Toolkit ▾

Help & Guidance

Reports ▾

Your Experiences ▾

Resources ▾

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# Thank you

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