

The Impact of Alcohol on Road Crashes

Monitoring and Evaluation



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Why Evaluate?



- Justify use of resources (human, financial)
 - Identify areas of success
 - Identify reasons for lack of success
 - Identify progress within the behavior change process
 - Build better programs in the future
 - Communicate actual outcomes and progress
- What is the story you want to tell people about your project?

M&E and road safety data?



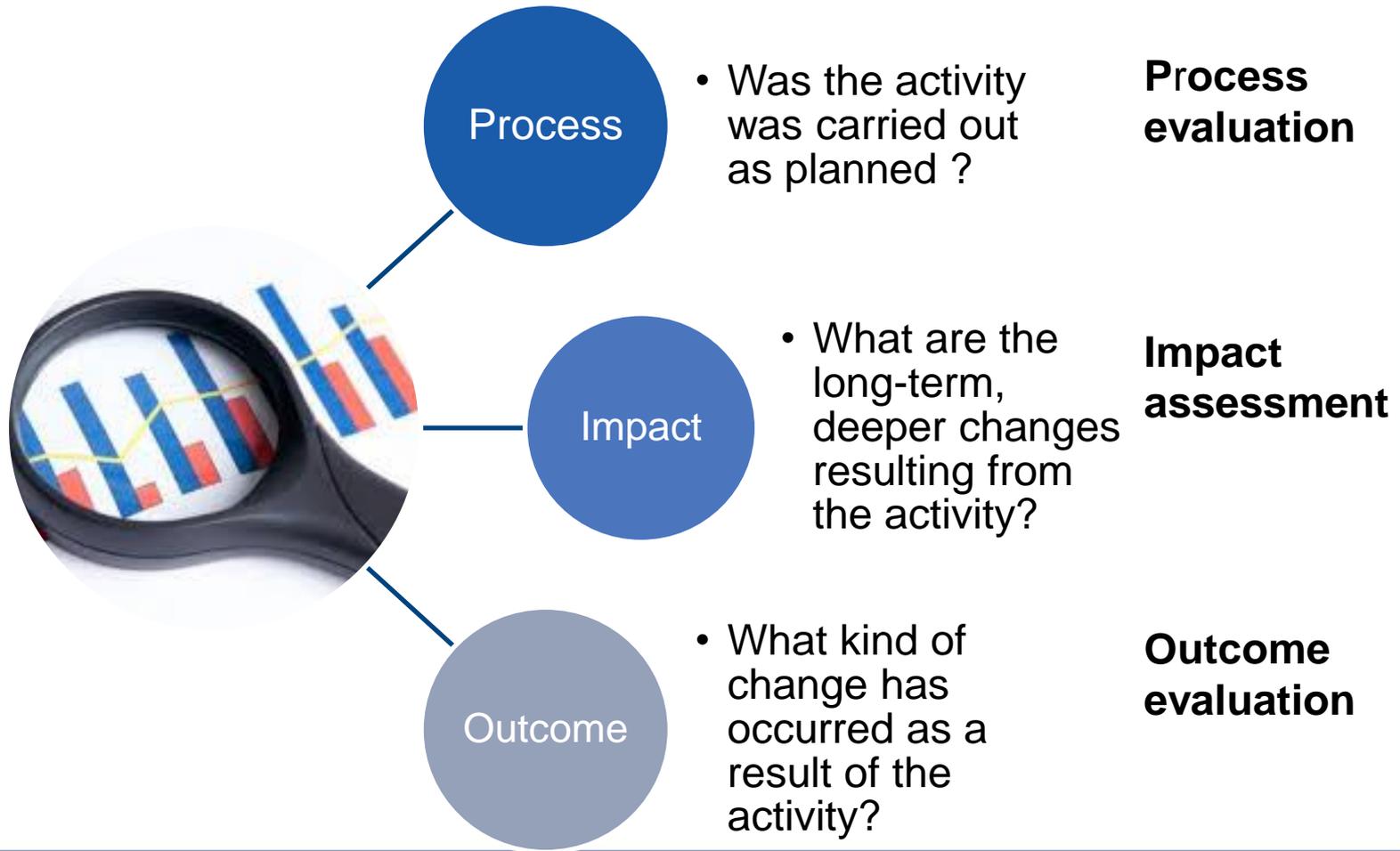
M&E activities can provide an excellent «micro» view of the road safety situation

When to begin thinking about M&E?

- In the planning stage
- Link M&E with the objectives of your activity
- Be clear on what you want to achieve, the steps you will take to achieve your objectives, who is the target audience



What do you want to evaluate?



Collect before, during and after the activity

Information types and sources

Quantitative information

Responses from surveys

Observation studies

Enforcement data (pre-program)

Qualitative information

Individual interviews

Focus groups

50% of respondents know the legal BAC limit before and 75% after
75% of drivers were buckled-up before, 85% after
8% of drivers tested were above the legal BAC level before and 2% after
Individuals responded enforcement should be strengthened

Focus group discussions show young men feel the level of risk for being breath tested is low



Process evaluation



- Answers the questions
 - Were all planned activities actually implemented?
 - Were activities implemented on time?
 - Were activities implemented within budget?
- Indicators you can measure
 - Activity milestones (e.g. events, police check-points)
 - Timeline
 - Budget
- Relatively simple to undertake

Impact assessment



- Answers the questions
 - Did the activity achieve the desired impact?
 - What were the impacts of the activity?
- Indicators you can measure
 - Quantitative and qualitative
 - e.g. nr of drink drive incidents and fatalities
 - e.g. nr. of drivers over the limit
- More complex to undertake. Requires long-term commitment for evaluation.



Outcome evaluation



- Answers the questions
 - What has changed or is different as a result of the activity?
- Indicators you can measure
 - Quantitative and qualitative
 - e.g. improved knowledge, attitudes and perception,
 - e.g. legislative change
- Relatively simple. Requires short-term commitment for evaluation.



Evaluation – study types for drink drive activities

Process evaluations

Project plan with timeline, milestones, budget etc

Impact and outcome evaluations

- Randomized controlled trials
- Before–after study
- Interrupted time series
- Qualitative + Quantatative research - focus groups, interviews, surveys

A few words about monitoring...

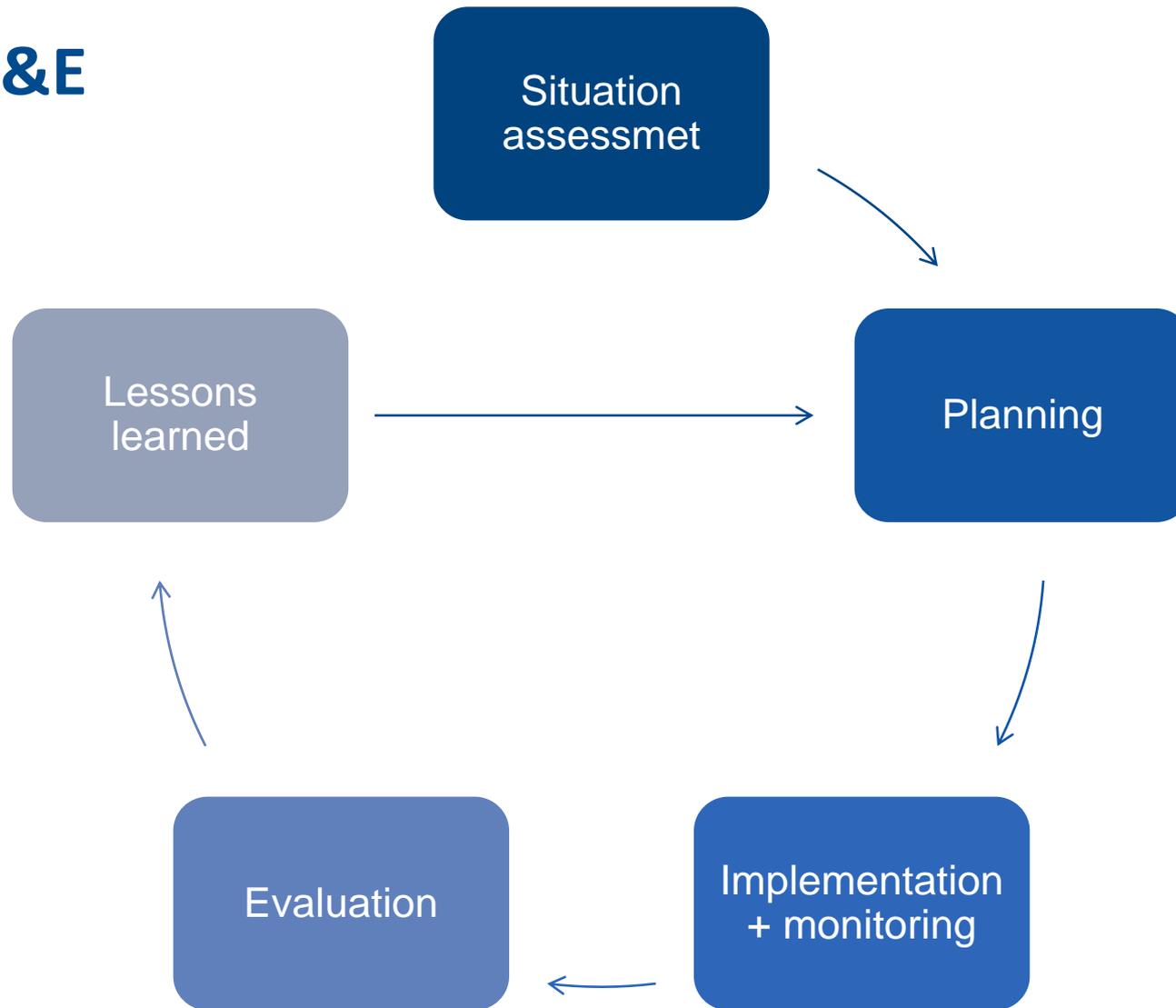
- Undertaken throughout implementation
- To understand progress and manage risks
- Information collected can be qualitative and quantitative
 - **Enforcement** – hours of activity, number of drink drivers, level over the legal BAC
 - **Communication** – audience response, message understanding, misconceptions, media effectiveness, knowledge of law, etc.
 - **Crash and health data** – fatality and injury trend, health data
 - **Word of Mouth** – industry response, patron response, community views, media commentary, talk back radio



Putting it together

Possible Objectives	Possible Performance Indicators	Possible Measurement tools
Reduce the number of deaths, injuries drink-drive crashes	Fewer deaths, injuries from crashes involving driver with illegal BAC	<ul style="list-style-type: none"> • Police crash data • Health sector data
Reduce the number of drivers who are drinking and driving	Fewer drivers over the legal BAC limit	<ul style="list-style-type: none"> • Police breath test data • Health sector data ... by gender, age
Increase action in community to prevent drinking and driving	More community drink-drive prevention activities	<ul style="list-style-type: none"> • Pre/post campaign survey • Increase in number of community activities
Increase number of drivers prosecuted for drink-driving	<ul style="list-style-type: none"> • Number of court cases for drink-drive • Fewer drunk drivers 	<ul style="list-style-type: none"> • Pre – post campaign data from justice • Increase in (RBT)

The M&E



A 'Practical' Evaluation

- Accept that not all things can be controlled
- Try to control for obvious influences (i.e. don't measure drink driving outside licensed premises or major events)
- Measure before and after program and before and after major program components (i.e. enforcement periods, publicity phases)
- Measure after the end of the activity (e.g. 12 months) to determine longer term impact, performance and to build trend data.



Summary...

- Plan your evaluation in at the start
- Program monitoring is vital for success
- Be practical about what is possible
- If funds are desperately short spend the money on qualitative research, especially understanding the target group.
- Lessons learned can be used to strengthen future activities
- Anything can be evaluated – workshops, training, conferences, projects, campaigns etc
- We can learn important lessons from success and failure



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