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?

- **Process**
  - Was the activity carried out as planned?

- **Impact**
  - What are the long-term, deeper changes resulting from the activity?

- **Outcome**
  - What kind of change has occurred as a result of 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 an 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

Collect before, during and after the activity
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 + Quantitative 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

<table>
<thead>
<tr>
<th>Possible Objectives</th>
<th>Possible Performance Indicators</th>
<th>Possible Measurement tools</th>
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<tbody>
<tr>
<td>Reduce the number of deaths, injuries drink-drive crashes</td>
<td>Fewer deaths, injuries from crashes involving driver with illegal BAC</td>
<td>• Police crash data</td>
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<td></td>
<td></td>
<td>• Health sector data</td>
</tr>
<tr>
<td>Reduce the number of drivers who are drinking and driving</td>
<td>Fewer drivers over the legal BAC limit</td>
<td>• Police breath test data</td>
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<tr>
<td></td>
<td></td>
<td>• Health sector data</td>
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<tr>
<td></td>
<td></td>
<td>… by gender, age</td>
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<tr>
<td>Increase action in community to prevent drinking and driving</td>
<td>More community drink-drive prevention activities</td>
<td>• Pre/post campaign survey</td>
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<td></td>
<td></td>
<td>• Increase in number of community activities</td>
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<tr>
<td>Increase number of drivers prosecuted for drink-driving</td>
<td>• Number of court cases for drink-drive</td>
<td>• Pre – post campaign data from justice</td>
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<tr>
<td></td>
<td>• Fewer drunk drivers</td>
<td>• Increase in (RBT)</td>
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The M&E

- Situation assessment
- Planning
- Implementation + monitoring
- Evaluation
- Lessons learned

The M&E framework illustrates the cyclic nature of monitoring and evaluation in program planning and implementation.
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
Thank you for your attention

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