

Evaluating Road Safety Initiatives

FACTUM OG Vienna

Elisabeth Füssl

Juliane Haupt



Who we are

Introduction

Evaluation

Evaluation:
Next Steps

“Everybody talks about human centred transport and mobility preconditions. But nobody knows what these preconditions look like”.

R. Risser

(Owner of FACTUM)

Who we are

Introduction

Evaluation

Evaluation: Next Steps

- FACTUM is a private research institute (a SME founded in 1988)
- FACTUM focuses on traffic and mobility policies from the perspective of psychological and social sciences
- MAIN OBJECTIVE:
 - developing & implementing suitable instruments that make solid research e.g. on human motives, viable.
 - targeted areas are approached under consideration of culture, life style and life quality as those play a vital role.
- With its studies, FACTUM makes a valuable contribution to the solutions for traffic and mobility issues, incorporating sustainability in the process

Role in AVENUE

Introduction

Evaluation

Evaluation:
Next Steps



WP10 - Evaluation

Introduction

Evaluation

Evaluation:
Next Steps

Formative		Summative
Continous improvement	Main objective	Final assessment
Supporter of quality assurance, programme developer	Target group	Decision makers, policy etc.
Continous supervision, frequently, qualitative (and quantitative)	Inquiries Methods	unique (finally) to more often (but limited), quantitative (and qualitative)
Responsive, interactive	E-Behaviour	independent
frequent; informal, discussion	Feedback	formal report (with conclusion)
Programme-, dynamic-evaluation	Synonyms	Programme-impact, outcome-evaluation

WP10 - Evaluation



Introduction

Evaluation

Evaluation:
Next Steps

1st Step of the evaluation

- The evaluation plan was built
- The partners were informed about
 - the evaluation plan and its procedure, and
 - the evaluation criteria



WP10 - Evaluation



Introduction

Evaluation

Evaluation:
Next Steps

2nd Step of the evaluation

- Templates were sent to the partners that asked for:
 - Description of the objectives, and
 - Description of the programmes and the NESTs
- Partners were asked to fill in and send it back



WP10 - Evaluation



Introduction

Evaluation

Evaluation:
Next Steps

3rd Step of the evaluation

- The filled in templates were checked for
 - the clarity and specification of the objectives, and
 - the clarity and specification of the description of the programmes and NESTS; its methods and materials
- FACTUM looked for scientific evidence that investigated the effects of the used methods and procedures



Received information

Received Information

Evaluation: Next Steps

SWOT

Partners PART 1 - NESTs					
WP 1	RYD.BE	Fondation Tanguy Moreau de melen Responsable Young Drivers - Secura Forum Panos Mylonas, Instytut Transportu	Belgium		no information received
WP 2	RSI, IST	Samochodowego Regionaal Overlegorgaan verkeersveiligheid	Greece, Poland		received information from ITS & RSI
WP 3	ROF	Fryslân	Nederland		received information from ROF
WP 4	RYD.EU	Fondation Tanguy Moreau de melen Responsable Young Drivers - Secura Forum	Belgium		received information from ITS & RSI
Partners PART 2 - actions for citizens					
WP 5	Aesleme	Asociacion para el Estudio de la Lesion Medular Espinal	Spain	1 programme	sent information
WP 6	OY	Open Youth	Bulgaria	10 programmes	sent information
WP 7	RSI	Panos Mylonas	Greece	9 programmes	sent information
WP 8	RYD.LU	Responsible Young Drivers asbl	Luxembourg	/	no information received
WP 9	AVS	Avenir Santé	France	1 programme	sent information

WP10 - Evaluation

3rd Step of the evaluation

Introduction

Evaluation

Evaluation:
Next Steps

- **FEEDBACK**
 - In case the evaluator still had questions or the description was too less detailed, we asked the partners to be more clear and asked for missing information
 - The partners received the information of the research concerning the methods and procedures they (intended to) use

WP10 - Evaluation



Introduction

Evaluation

Evaluation:
Next Steps

3rd Step of the evaluation

- FEEDBACK
 - Partners were asked for own experience, their expert opinion and results of their programmes or NESTs
 - In some cases suggestions for potential improvements were given
- FEEDBACK LOOP



WP10 – Evaluation: next steps



Introduction

Evaluation

**Evaluation:
Next Steps**

4th Step of the evaluation

- Partners will be asked for:
 - If objectives were achieved
 - If they have any quantitative results (surveys or numbers of participants etc.)
 - If the programmes and NESTs were implemented as they were planned
 - If ethical issues were considered



WP10 – Evaluation: next steps



Introduction

Evaluation

**Evaluation:
Next Steps**

5th Step of the evaluation

- Evaluation report
 - Detailed descriptions of the programmes & NESTs (as detailed as we received the information)
 - Evaluation concerning the evaluation criteria and answering the questions:
 - Were methods & procedures used that are based on empirical evidence and/or best practice?
 - Were objectives achieved?
 - Do any outcomes (evaluation surveys, reduction of accidents etc.) support objective achievements?
 - Were ethical issues considered?



WP10 – Evaluation: next steps



Introduction

Evaluation

**Evaluation:
Next Steps**

5th Step of the evaluation

- Evaluation report
 - Suggestions and opportunities for improvements will be given

„There is always space for improvement, no matter how long you've been in the business.“

(Óscar de la Hoya)



**Thank you very much for your
attention!**



Elisabeth Füssl & Juliane Haupt

Juliane.Haupt@factum.at