

# Evaluating Road Safety Initiatives

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# 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

<b>Formative</b>		<b>Summative</b>
Continous improvement	<b>Main objective</b>	Final assessment
Supporter of quality assurance, programme developer	<b>Target group</b>	Decision makers, policy etc.
Continous supervision, frequently, qualitative (and quantitative)	<b>Inquiries Methods</b>	unique (finally) to more often (but limited), quantitative (and qualitative)
Responsive, interactive	<b>E-Behaviour</b>	independent
frequent; informal, discussion	<b>Feedback</b>	formal report (with conclusion)
Programme-, dynamic-evaluation	<b>Synonyms</b>	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 Samochodowego	Belgium	no information received
WP 2	RSI, IST	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!**



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