

cast



# How to report the results of your campaign? CAST recommendations to write a complete campaign report.

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# Evaluating a road safety communication campaign

- **Why to evaluate a campaign?**

- **Why evaluate a campaign?**
- **Evaluation = important step that should not be neglected**
- **Evaluation allows determining whether the campaign met its objectives or not, i.e. if the campaign led to any changes in terms of**
  - **accidents / injuries / casualties**
  - **overt behaviours**
  - **knowledge**
  - **attitudes**
  - **perceived risk**
  - **risk apprehension**
  - **self-reported behaviours**

- Evaluation also allows...
  - learning if campaign materials are suitable for target audience
  - knowing if campaign reaches target audience
  - supervising implementation of the campaign, and intervening if necessary
  - testing theoretical framework of the campaign
  - making sure the campaign reaches its objectives
  - finding out unexpected benefits or problems
  - demonstrating campaign's cost-effectiveness and efficiency to financiers / society > facilitates future fund raising
  - in the future: benefiting from previous campaigns / avoiding past mistakes

# Evaluating a road safety communication campaign

- **Does each evaluation systematically have to have a before-phase?**

# How to evaluate a road safety communication campaign?

- **Does each evaluation systematically have to have a before-phase?**
  - The effect of a campaign must always be measured in reference to a *baseline, which is* the before-period evaluation.
  - The baseline represents the existing level of knowledge, beliefs, behaviours (unsafe behaviour and/or safe behaviour) prior to campaign implementation.
  - The amount of change during or after the campaign is the difference between the before- and during- or before- and after-period measurements.

# Evaluating a road safety communication campaign

- **Do we always have to use a control or comparison group?**

# How to evaluate a road safety communication campaign?

- **Do we always have to use a control or comparison group?**
  - The presence of a control or a comparison group will help to determine whether changes in accident rates, behaviour and/or self-reported data were due to the campaign itself or to some other factors unrelated to the campaign (i.e., confounding variables).
  - Control groups and comparison groups are sometimes used as synonyms, but
    - A control group is drawn at random from the same population as the group exposed to the campaign.
    - If the campaign utilizes media that will be broadcast to both groups, then comparison groups should be used.

- **How can you have a comparison group if your campaign is national?**

# How to evaluate a road safety communication campaign?

- **How can you have a comparison group if your campaign is national?**
  - In the case of a national campaign (nationwide broadcasting), a *comparison group* must be used as it is more suitable to compare subjects who were exposed to the campaign with subjects from a presumably similar population that was not exposed, but without having people randomly assigned to either group.
    - e.g. a national campaign in which the target audience is young drivers ages 17 to 19 (experimental group); drivers between the ages of 20 and 26 could be used as a specific comparison group.