

cast



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

P. Delhomme (INRETS), W. De Dobbeleer (BIVV),
S. Forward (VTI), & A. Simões (ISEC)

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Reporting the results of your campaign

- **Why write a report of the campaign?**

Reporting the results of your campaign

- **Why write a campaign report?**
 - to objectively and critically present campaign background, strategy, results, lessons learned for the future
 - > for future reference
- and also for...
- making recommendations that can serve as guidelines for future campaigns
 - providing accountability to sponsors, campaign partners, policymakers
 - conducting meta-analysis to identify effective criteria or develop new methodologies (theoretical model, evaluation design,...)

Reporting the results of your campaign

- **What to report?**

What to report?

- Title page
- Acknowledgements
- Abstract and keywords
- Table of contents
- Executive summary

Main body of the report:

- Background
- Campaign strategy
- Evaluation
- Conclusions and main recommendations
- References
- Appendix
- Authors' note

Reporting the results of your campaign

- **How to disseminate the report?**

How to report the results of your campaign?

- **How to disseminate the report?**
 - It is crucial to disseminate the results of a road safety and communication campaign, ensuring that the information is widely distributed and easily accessible.
 - Therefore, the report should be available to everyone interested by the design and implementation of road safety campaigns (practitioners, researchers , etc.)
 - Accessible data bases

Main recommendations

- **Better prepare the campaign and conduct a proper implementation of it**
- **Ensure rigorous evaluation**
- **Disseminate the results**

General recommendations

- **Base the campaign on statistics and research**
- **Select a specific target audience**
- **Translate the overall goal into specific objectives**
- **Devise the campaign strategy and plan the campaign**
- **Formulate an effective message**
- **Conduct a proper implementation of the campaign**
- **Ensure rigorous evaluation**
- **Disseminate the results**