

CAST

Campaigns and Awareness Raising Strategies in Traffic Safety



CAST Workshops– sessions evaluation tool

Final version

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Work sessions – how to effectively evaluate the effects of campaigns)

Four different opposing propositions based upon real issues/dilemmas of the CAST team have been developed in order to facilitate the discussion of strengths and weaknesses of the evaluation tool. Hereunder you find an overview of the different opinions, reactions, comments and suggestions of the participants of both sessions.

Opposed proposition 1:

The evaluation tool will be a set of (more general) guidelines that evaluators need to consider when planning and preparing evaluation.



The evaluation tool will be a standardised questionnaire namely a set of very specific ready-questions that evaluators can use directly for their purposes.

There are different types of campaigns (different campaign objectives), based on different theoretical models, which makes it impossible to construct one ready to use questionnaire. On the other hand general guidelines are not sufficient for the practitioners. They ask for something ready in order to save time and money! There is a need for specific questions / instructions. A mixture of both (general) guidelines and (specific) questions would be ideal. There are some variables that should be measured for almost all campaigns (e.g. reach, recall...). They could form the basic criteria.

CONCLUSION: In other words, general guidelines remain, however, some ready-to-use questions should be added in order to improve over the current version of the evaluation tool. A standard questionnaire prepared by WP4 of the CAST project could be adapted for this purpose. After all, a questionnaire can only provide examples for measuring self-reported variables while evaluation is more than just relying on self-reports (observational studies, statistical data analyses, etc). It is hence necessary to have both the more general guidelines covering all aspects of evaluation and more specific ready to use questions for surveys. An extra warning should be imposed upon these questions in order to reduce the risk of laziness namely that people may use them directly without the necessary adaptations to the campaign in particular. Besides, the minimum standards for evaluation should be explicitly stated in the evaluation tool. Also concrete examples are requested.

Opposed proposition 2:

An evaluation of a campaign should measure only those variables the campaign is intended to influence/change.



A campaign evaluation should measure always all concepts (perception, behaviour intention, knowledge etc.) as these are all determinants of behaviour change

The discussion started with different opinions regarding the ultimate objective of campaigns. On one hand achieving behaviour change should be the only eligible objective of road safety campaigns. But not everyone agreed with this opinion as sometimes it is the objective to change the attitude or knowledge. Evaluation's objective should be related to campaign's objective. In other words, what you want to influence/change by a campaign is what you need to evaluate (evaluate what was set up in campaign's objectives). The problem arises if campaign objectives are not clearly and well set in advance. Therefore it is necessary to execute a profound situational analysis in order to identify the relevant concepts that may underlie the problem than to measure all (irrelevant) concepts.

The choice between the two propositions depends on the method of data collection! From a scientific point of view all measures is good but in practice you have to consider cost – the questionnaire cannot be too long otherwise people don't answer accurately or may not want to take the time to answer all the questions. Therefore you need to select the measurement variables. A possible solution: a shorter before and after evaluation for each campaign and a yearly (elaborated) survey on attitudes, beliefs, norms...(tendencies) towards driver behaviour e.g. how dangerous do you find drink driving etc.; This part could be standardised.

CONCLUSION: Measuring a lot of variables induces higher costs and less reliable results. But everybody agreed on measuring reach and recall is not enough. Measuring those variables a campaign was intended to change should be the minimum requirement for evaluation. However, in some cases it might be useful to measure other variables as well (of course depending on the budget) in order to (a) investigate both the intended and unintended effects, to (b) facilitate the explanation of campaign's effectiveness or ineffectiveness in reaching its objectives and to (c) help design future campaigns. A yearly elaborated interrogation or a profound situational analysis could facilitate the selection of variables to measure for the campaign evaluation. CAST should indicate which variables are compulsory to measure and which variables are optional.

Opposed proposition 3:

The isolated effect of the media campaign should always be measured in case of an integrated campaign.



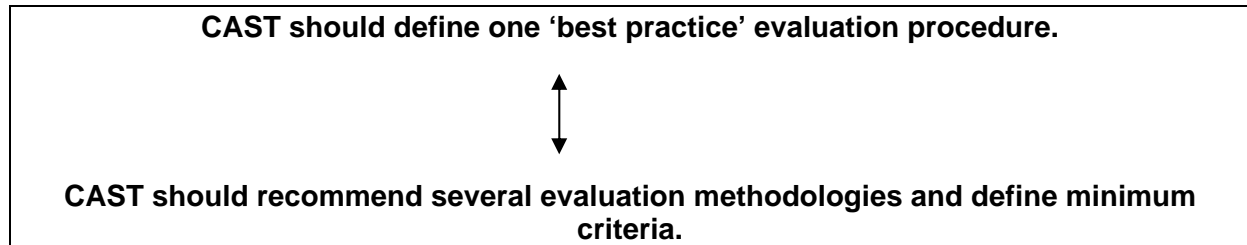
The isolated effect of integrated campaigns should not be measured as it is already proved to be the most effective campaign design.

It is generally already known that the combination of media and enforcement (and/or other accompanying actions) works best, especially in changing behaviour. However, there still might be some major differences with respect to different road safety issues (e.g. changing behaviour vs. maintaining behaviour). Knowing the isolated effects of media alone and enforcement alone would be useful for politicians and policy makers as they want to know why spending so much money on information (media) campaigns (why doing media campaigns at all? why not enforcement only?). Isn't it enough that scientific studies approve that a combination of campaigns and enforcement is important? Politicians don't see this and think enforcement is enough. Nevertheless some countries only have information campaigns and no enforcement.

CONCLUSION: The major question remains namely: how to isolate the effect in case of an integrated campaign? Taken it is feasible; it would be very interesting not only for the government but also for the sponsors. What is the effect of enforcement alone? Does it need to be combined with media campaigns? Clear statements should be up taken in the

evaluation tool regarding the feasibility or not of measuring the isolated effect of the media campaign itself. Especially practical considerations should be mentioned.

Opposed proposition 4:



The expression "evaluation procedure recommended by CAST consortium" should be used instead of "best practice". It is impossible to specify one "best practice" as there exists different types of campaigns. Minimum criteria must be defined separately for national, regional, local etc. – large differences between small and large countries etc.

CONCLUSION: The evaluation tool should provide a list of methodologies that are recommended to be used (as a minimum criteria) for evaluating different types of campaigns, integrated with a lot of examples to simplify the evaluation process.

What do you expect of an evaluation tool?

- Flexibility and easy to use
- Helpful, easy to implement, easy to adjust, minimum standards, help to evaluate campaigns in broad aspects but not in an expensive way
- Practically, objective-oriented, adaptable
- Minimum standards for evaluation design, data collection and basic information on common variables in all campaigns
- A tool which is feasible at national, regional and local level.
- Result of a campaign gives inspiration for future campaign for example you succeeded in a campaign and the number of accidents decreased what kind of next steps should be taken to improve a future campaign or to check if more campaigns are necessary. What can be learned from the campaign and what would be the next steps towards road safety. Guidance to derive clear conclusions from the evaluation results?
- Cost effective as an objective is needed for the evaluation methodology itself namely simple, clear steps and cheap (as the budget is often tight).
- Should be clear in the tool that evaluation needs to be part of a campaign.
- The tool should be able to persuade people to evaluate their campaigns. Make stakeholders aware of the importance of evaluation; "should be taken as a natural part of the campaign". Because if you don't evaluate you do not know what you are doing.

General remarks regarding campaign evaluation and the evaluation tool

- There is a lack of evaluations because of 3 major considerations: money, difficulty and problems with bad feedback
- Evaluation is often expensive as it has to be done by external research institutes (professionals).

- In case you mobilise volunteers to conduct interviews, face-to-face questionnaires, road side surveys etc., the evaluation costs could be reduced to a maximum.
- As evaluation is part of the campaign design, it will be always necessary to conduct a campaign evaluation!
- Avoid theoretical considerations, only practical!
- Maybe the tool should be a toolbox. The toolbox should contain a minimum tool; this states the minimum requirements of an evaluation (for example always measure/evaluate the media used), and if the budget allows you could do more.

Discussion: possibility/restrictions in implementing the CAST evaluation methodology

- How will it be marketed – people need to know it is there in order to use it. This could be done through dissemination: Final conference, FERSI/high level group, Different countries.
- It should be available in all languages, not all practitioners' English may be at a level needed to use the tool if it is in English.
- The people who evaluate are not always competent – make sure they have the required competences. Expertise is required.