

IMPACT Mid-term evaluation:

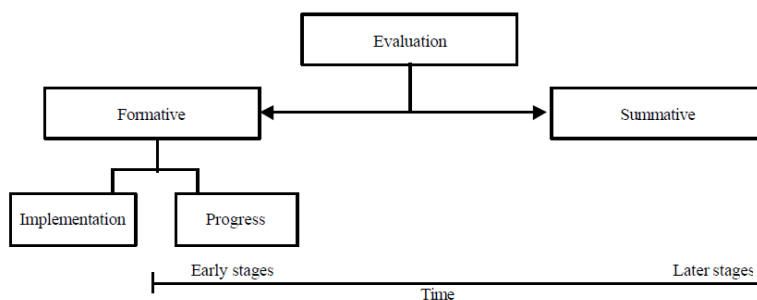
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What is coming?

- Theoretical background
- Some results from the planning phase
- Some results from the 1st implementation phase

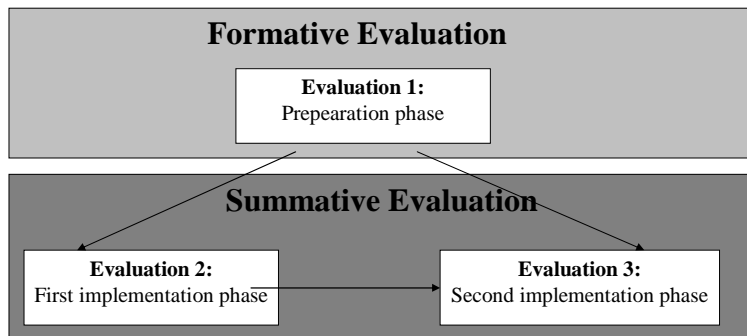
Evaluation plan

Types of Evaluation

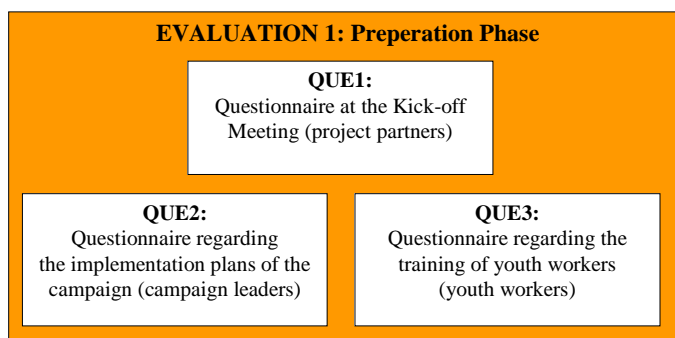


Frechtling, J., *The 2010 user-friendly handbook for project evaluation*

IMPACT Evaluation Phases



Phase 1: Preperation Phase



Phase 2: First Implementation Phase



EVALUATION 2: First implementation Phase

QUE4.1:

Questionnaire regarding the first implementation of the campaign (campaign leaders)

QUE5.1:

Questionnaire regarding the first implementation of the campaign (youth workers)

QUE6.1:

Questionnaire regarding the first implementation of the campaign (campaign participants)

QUE7.1:

Questionnaire at the Mid-term Meeting (stake holders)

Phase 3: Second implementation phase



EVALUATION 3: Second implementation Phase

QUE4.2:

Questionnaire regarding the second implementation of the campaign (campaign leaders)

QUE5.2:

Questionnaire regarding the second implementation of the campaign (youth workers)

QUE6.2:

Questionnaire regarding the second implementation of the campaign (campaign participants)

QUE7.2:

Questionnaire at the Final Meeting (stake holders)

Analysis: Comparisons



CHALOPPA & ROSSER 01 - VERKEHR UND SOZIALISATION

Comparison 1:	Eva 1: Preparations phase	Eva 2: First implementation phase
Comparison 2:	Eva 1: Preparations phase	Eva 3: Second implementation phase
Comparison 3:	Eva 2: First implementation phase	Eva 3: Second implementation phase
Comparison 4:	Eva 1: Preparations phase	Eva 2 & 3: Both implementation phase
Comparison 5:	Eva 2 & 3: Both implementation phase	Other results: previous projects

Main activities



CHALOPPA & ROSSER 01 - VERKEHR UND SOZIALISATION

Argentina	Drunk driving, use of mobile phone, bicycle helmets
Belgium	Ecodriving simulator and goggles simulating the effect of marihuana drugs
Bulgaria	To promote courtesy between drivers on the road thus ensuring safer environment for all traffic participants
China	Raise public awareness on safe driving through evidence-based fact worldwide and China
Hungary	Encouraging responsible and defence driving; driving under influence of drugs and alcohol
Romania	Focus on local problems; Car eco driving simulator, cyclist simulator, alcohol/drug effect imitating goggles

Participants at the actions



	directly	indirectly
Argentina	250	1.000
Belgium	100	1.000
Bulgaria	250	3.500.000
China	225	1.300
Hungary	430	950
Romania	300	5.000



QUE 3: Questionnaire regarding the training of youth workers & animators

Recommendations I



- Basically the training was well received by the youth workers and animators
- Have an equal number of men and women in the training and during the implementation of the campaign
- Either a two-day training or to split the training into two parts
 - present the general overview on traffic safety issues
 - go deeper and present special issues and practical experiences

Recommendations II



- Train more people from the beginning on in order to overcome possible drop-outs
- Implement team building measures and good communication within the group

**QUE 4: Questionnaire regarding
the first implementation of the
campaign (coordinator)**

&

**QUE 5: Questionnaire regarding
the first implementation of the
campaign (youth workers)**

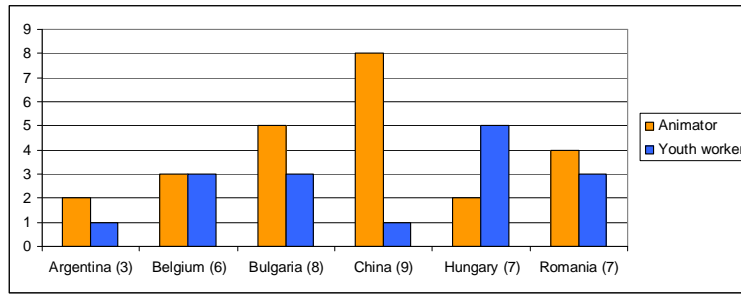
Main aims

- **QUE 4 (coordinator):**
 - evaluate the effectiveness of the first implementation of the campaigns
 - the accomplished steps
 - the dissemination
- **QUE 5 (youth workers):**
 - evaluate the effectiveness of the first implementation of the campaigns from

Animators & Youth workers



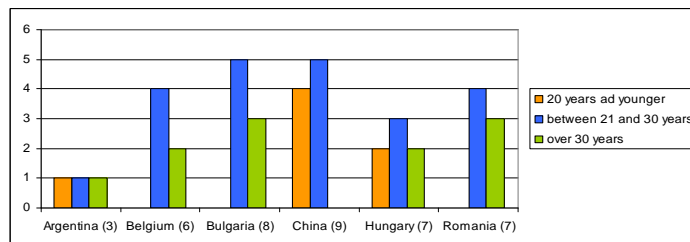
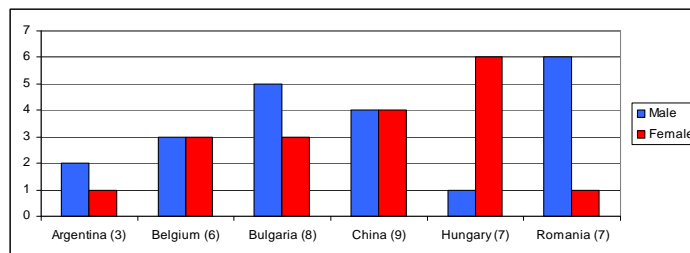
CHALOPPA & ROSSER 01 - FERIERS- UND SOZIALARBEITEN



Gender & Age

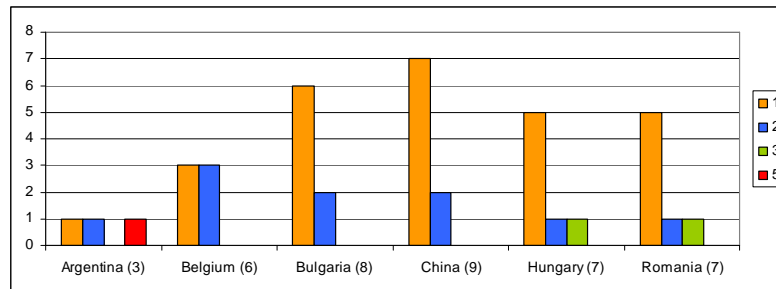


CHALOPPA & ROSSER 01 - FERIERS- UND SOZIALARBEITEN



Did the training help you carry out the actions/activities?

FACTUM
CHALLENGE & RISKS IN - FUTURE - AND SOCIALISATION



5 point scale: 1 = a lot; 5 = not at all

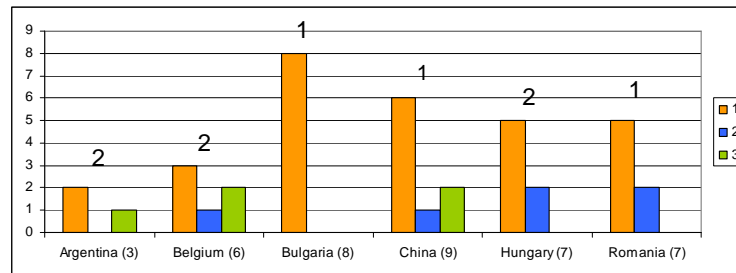
Problems with the training?

FACTUM
CHALLENGE & RISKS IN - FUTURE - AND SOCIALISATION

- I was not able to participate of the training
- The period between the training and the implementation was too long
- The training should be closer to the event
- The training covered too many aspects and could have been more focused

Overall, how satisfied were you with the organisation of the campaign?

FACTUM
CHALOPPA & ROSSER 01 - FENÉKES - ÖNKÖZMŰVELŐSÉG



5 point scale: 1 = very satisfied; 5 = not satisfied at all

Problems in the organisation of the campaign

FACTUM
CHALOPPA & ROSSER 01 - FENÉKES - ÖNKÖZMŰVELŐSÉG

- Due to weather complications, we were able to do it only three times.
- The number of animators vary from time to time
- Having some difficulties in finding suitable venues
- We need a big event to attract people
- Sometimes the participants are shy to start the conversation or to try out the simulators. We have to do the first step
- Sometimes it took a lot of time to reach teachers and headmasters of schools

What do you think worked best?



- **Argentina**

- The games with the young participants
- **Promote and interactive activities** in a public park
- Showed people the **disadvantages of driving under** the effects of substances

What do you think worked best?



- **Belgium**

- The goggles simulating the effect of drugs (marihuana)
- The **added value** of drug related road safety prevention.
- **Direct contact** with people works best.
- **Having more than one activity** at the same place was the best for the public.

What do you think worked best?



- **Bulgaria**

- We had an overall strategy and most risks were mitigated during campaign design. We were also lucky.
- The **positive approach** we had towards the drivers.
- The **surprise of the drivers** that the police operation was not with the aim to punish but to positively influence behaviour.
- The **team spirit** and the collaboration with the traffic police.

What do you think worked best?



- **China**

- Content communication **quality control** through standardised tool kit
- The activity **attracted a lot of students** to join in
- The **traffic safety posters** refined by us
- **Drunk Driving Simulation**

What do you think worked best?



- **Hungary**
 - We fit our campaign to an already existing program. E.g. Students' day and we bring the campaign to them.
 - Combining **motorcycle simulator and special glasses**.
 - **Simulating a real car accident** and show how a **seatbelt** can change everything.
 - **Let them make a mistake** and then they could have realized what should have been better.
 - The **communication with the youth**.
 - **Teamwork and collaboration**.

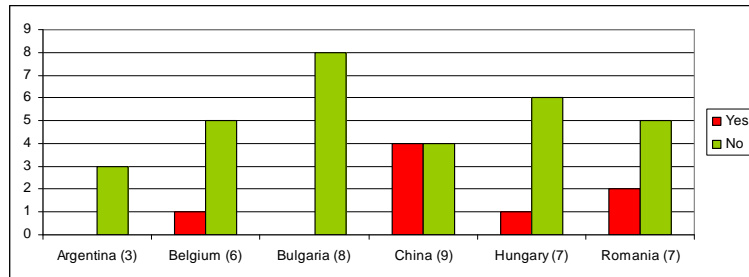
What do you think worked best?



- **Romania**
 - **Group work and involving participants**
 - **Dissemination activities** on printed forms and on the internet.
 - The **simulators are working best**, they are capturing the attention of youngsters and teenagers, without getting it noticed.
 - **The complex programme was good**, exercises built on each other which made the action so useful.
 - **Contribution of schools worked well**, children were open-minded and quick on the uptake. We could reach our main goals in every level.

Were there any problems during the campaign?

FACTUM
CHALOPPA & ROSSER 01 - FERNBERG - UND SOZIALANALYSEN



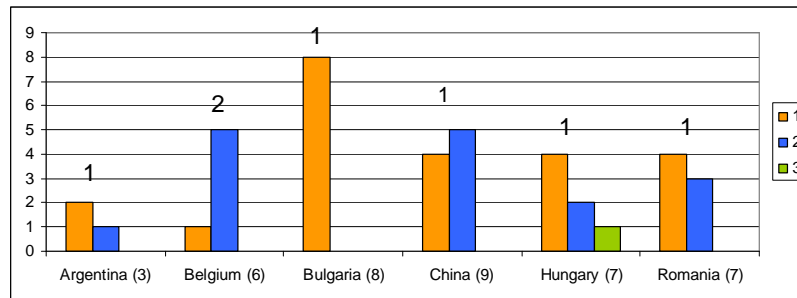
Problems & Counter measures

FACTUM
CHALOPPA & ROSSER 01 - FERNBERG - UND SOZIALANALYSEN

Problems	Countermeasure
Problems at the location of the event	Organise permission to hold activities in public spaces
Lack of participants	More promotion
The majority of the audience were students (which was not the main target group)	Change the activity venue to other places to enlarge the participation
The process could work more smoothly	Team members should rehearse more in advance
Problem with the equipment	Try to get help quicker
Some language difficulties	Providing different translations
Schedule is too much loaded	Allocate more time for presentations

How was the campaign received by the participants?

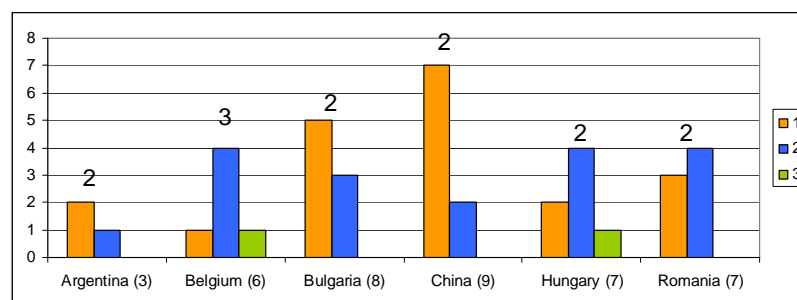
FACTUM
CHALOPPA & ROSSER AG - FERNREISE UND SOCIALANALYSEN



5 point scale: 1 = very well; 5 = very bad

Do you think that such a campaign will change the participants' view on traffic safety?

FACTUM
CHALOPPA & ROSSER AG - FERNREISE UND SOCIALANALYSEN



5 point scale: 1 = a lot; 5 = not at all

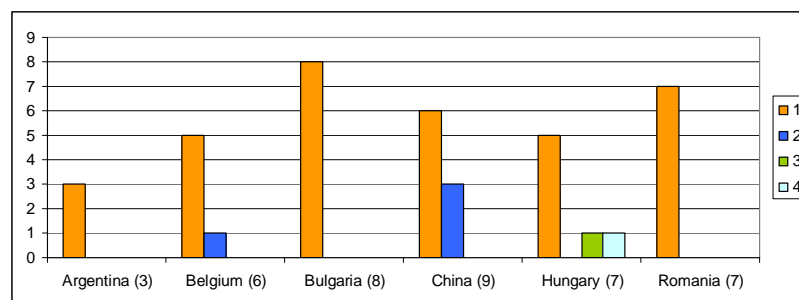
If not, why?

FACTUM
CHALOPPA & ROSSER 01 - VERKEHR - UND SOZIALISATION

- The change of attitude requires not only education, but also environment change and social culture changes
- It could be better to include the campaign in a broader activity
- It was too little time for the participants to have a long term impact on their driving behaviour

Based on your experience, would you be encouraged to participate in another traffic safety campaign?

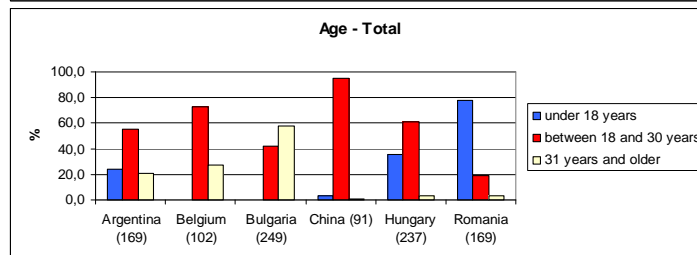
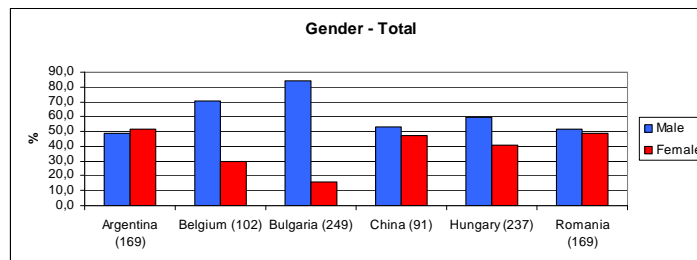
FACTUM
CHALOPPA & ROSSER 01 - VERKEHR - UND SOZIALISATION



5 point scale: 1 = a lot; 5 = not at all

QUE 6.1: Questionnaire regarding the first implementation of the campaign (participants)

Age & Gender



Main issues regarding road safety



- Argentina – Drunk driving (71%)
- Belgium – Drunk driving (80%)
- China – Talking on the phone while driving (53%)
- Hungary – Speeding (52%)
- Romania – Speeding (62%)

Most interesting/informative issues - Argentina



- Drunk driving:
 - General information, its risk and how drunken driving can cause accidents
 - Experience of the feeling being drunk with the help of the drunken goggles
- Awareness raising
 - Illustrative experiences
 - Practical exercises
 - To gain more knowledge about traffic safety issues

Most interesting/informative issues - Belgium



- Driving under influence of alcohol and drugs:
 - Goggles (alcohol and marihuana)
- Eco-driving
 - Ecologic driving and consuming less fuel
 - Educating

Most interesting/informative issues - China



- Seat belt use:
 - information how to use the seat belt correctly and when to use the seat belt
- Drunk driving:
 - drunk driving should be prevented at all time
 - drunk driving can cause harm to yourself and others
- Mobile phone use while driving:
 - what can happen when phoning while driving
 - one should concentrate while driving and not play with the phone

Most interesting/informative issues - Hungary

FACTUM
CHALOPPA & ROSSER 01 - VEREKSZ - ÖNKÖZELMÉNYEK

- Simulators:
 - Driving simulators had an effect on participants and gave new experiences
 - Learned new things
 - Motorcycle simulator good and useful especially for those who are currently studying for their driving license
- Alcohol/drug goggles:
 - To get the feeling of being drunk
 - Scary while riding a bike

Most interesting/informative issues - Romania

FACTUM
CHALOPPA & ROSSER 01 - VEREKSZ - ÖNKÖZELMÉNYEK

- Simulators:
 - The good advises from the animators
 - The different driving conditions
 - To learn to behave responsible
- Alcohol goggles

New & clear issues



CHALOPPA & ROSSER RO - FENÉKES - ONE SOCIALANALYSTEN

	ARG	BE	BU	CN	HU	RO
Did you learn something new due to the campaign?	56%	75%	81%	70%	81%	90%
Were the issues of the campaign clear to you?	85%	70%		71%	95%	94%

Score 1+2 on a 5 point scale

View on traffic safety changed



CHALOPPA & ROSSER RO - FENÉKES - ONE SOCIALANALYSTEN

	ARG	BE	BU	CN	HU	RO
Have your views on traffic safety changed?	50%	67%	84%	62%	77%	86%
Campaign will change the participant's view on traffic safety?	72%	58%		71%	76%	90%

Score 1+2 on a 5 point scale

Participating another time



	ARG	BE	BU	CN	HU	RO
Would you be encouraged to participate in another traffic safety campaign?	81%	76%		70%	86%	90%

Score 1+2 on a 5 point scale

Summary



- Training was good
 - Some changes for the future
- Organisation of the campaigns went well
 - Some minor problems
- Main issues of the campaigns were transported well and in a clear way

- Thank you for your attention!

- Discussion please!