



Webinar

Guidance for Evaluating Traffic Safety Culture Strategies

March 22, 2021 | 11 am (MT)

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Sponsor

Traffic Safety Culture Transportation Pooled Fund Program

Participating States

Phase 1- CA, CT, IA, ID, IL, IN, LA, MT, NH, NV, TX, UT, VT, WA

Phase 2- CA, CT, GA, IA, ID, KS, KY, LA, MI, MN, MS, MT, NV, TX, UT, VT, WA

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VISION ZERO
zero deaths - zero serious injuries

Montana Department of Transportation

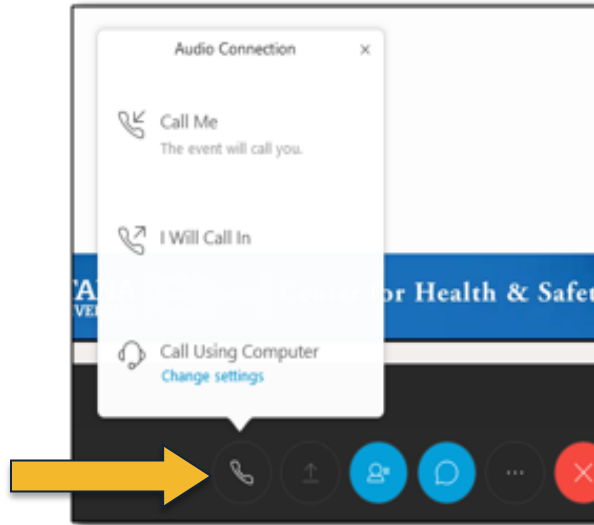
Sue Sillick (ssillick@mt.gov)

<https://www.mdt.mt.gov/research/projects/trafficsafety.shtml>

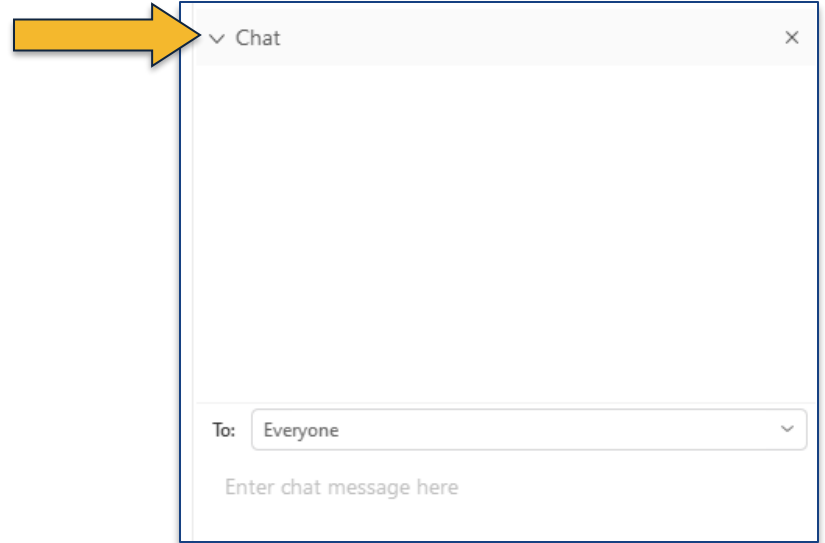
About Webex



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Use the chat box to send questions. Please send questions to both panelists and host.



About the Center for Health and Safety Culture

We are an interdisciplinary center serving communities and organizations through research, training, and guidance to cultivate healthy and safe cultures.

Core Issues



Traffic Safety

Substance Misuse



Domestic Violence



Child Wellbeing



Challenge

- To achieve zero deaths and serious injuries on our roadways, traffic safety agencies are developing and implementing new strategies to change road user culture
- However, evaluation of these strategies is lagging
- Lack of consensus about evaluating strategies to change culture

Purpose

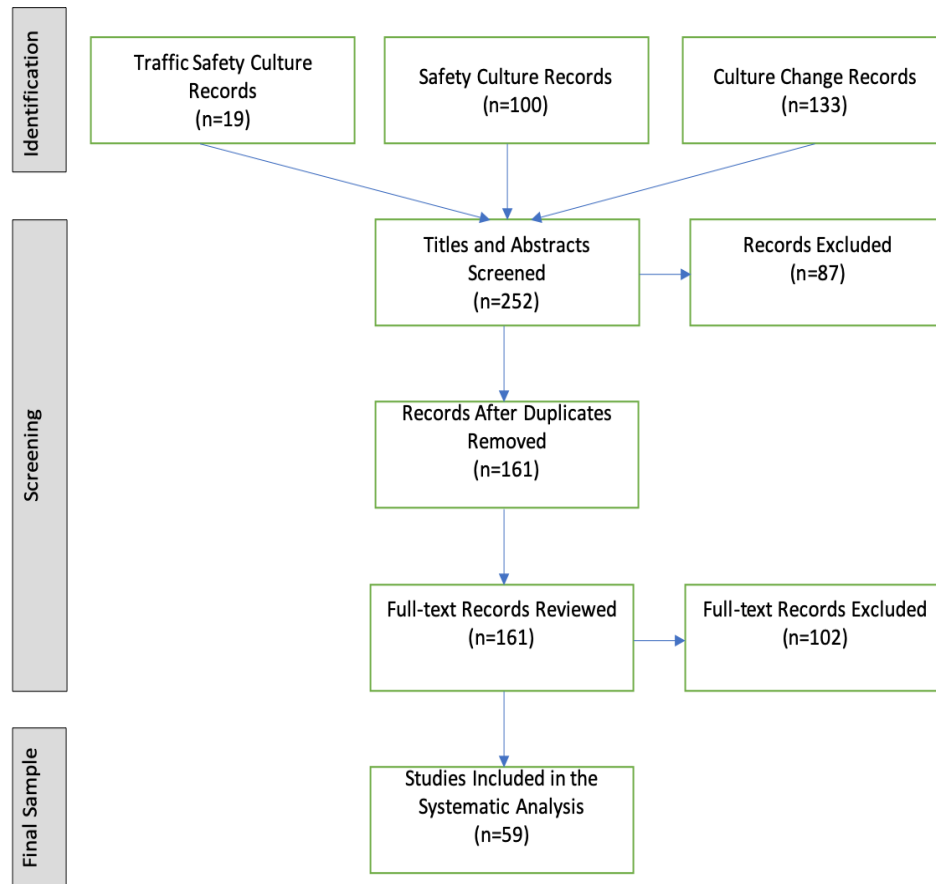
- > Conduct a comprehensive systematic review of available evaluations of traffic safety culture initiatives
- > Conduct a parallel examination of what is known about formative and summative designs used to evaluate culture change initiatives in other fields
- > Provide guidance for practitioners on best practices to evaluate traffic culture strategies

Agenda

- Findings from review of literature
 - What we learned about designs
 - What outcomes were identified
 - What was lacking
- Evaluative thinking
- Questions and conclude

Research Design: Data Collection, Screening and Analysis

Systematic Analysis



Findings

- Few studies specifically focused on transportation safety culture
- Diverse designs – ranging from experimental to impressionistic
 - Quasi-experimental, single-group mixed methods and qualitative were the most common
- Diverse output and outcome indicators
 - Program outcomes – e.g. patient health or well-being, accident frequency
 - “Intervening” outcomes – e.g. beliefs, attitudes or behaviors that lead to program outcomes
 - Largely positive effects
- Few studies identified specific theoretical frameworks or grounding
 - Models of culture, elements (variables), and relationships

Implications

- Pervasive evidence that culture-based interventions have positive effects
- Pragmatic designs and research strategies – reflecting audiences, needs and capacity
- Lack of clear theoretical grounding may have operational consequences
 - Without a clear theory or model, it's difficult to measure – or operationalize – culture in support of an effective intervention
 - Integration of that model as a reflective component of operations, evaluation and ongoing development or refinement of the program – making the feedback loop more robust

Agenda

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Evaluation

What do you immediately **feel** when you hear the word "evaluation"?

Guidance for Evaluating Traffic Safety Culture Strategies

"Traffic Safety Culture is defined as the shared belief system of a group of people, which influences road user behaviors and stakeholder actions that impact traffic safety."



The purpose of this document is to provide guidance to traffic safety practitioners about evaluating traffic safety culture strategies.

Available at:

<https://www.mdt.mt.gov/research/projects/trafficsafety-strategies.shtml>

Or Google "Guidance for Evaluating Traffic Safety Culture Strategies"

Evaluative Thinking...

- is motivated
 - by an attitude of inquisitiveness and
 - a belief in the value of the evidence,
- involves skills such as
 - identifying **assumptions**,
 - posing **thoughtful questions**,
 - pursuing deeper understanding through **reflection and perspective-taking**, and
 - making **informed decisions** in preparation for action

Archibald, T. (2013). "Evaluative Thinking." Free Range Evaluation, WordPress, Retrieved July 27, 2020 from <https://tgarchibald.wordpress.com/2013/11/11/18/>.

Evaluative Thinking & Strategies



Kinds of Evaluations

- Process Evaluation
- Outcome Evaluation
- Impact Evaluation

Evaluative Thinking & Strategies



Evaluative Thinking

- identifying assumptions
- posing thoughtful questions
- pursuing deeper understanding through reflection and perspective-taking
- making informed decisions in preparation for action

Process Evaluation

- Was the strategy implemented as it was designed?
- Did the strategy reach the intended audience?

Evaluative Thinking & Strategies



Evaluative Thinking

- identifying assumptions
- posing thoughtful questions
- pursuing deeper understanding through reflection and perspective-taking
- making informed decisions in preparation for action

Outcome Evaluation

- Did the changes intended by the strategy occur?
- Did beliefs change? Did that lead to changes in behavior?

Evaluative Thinking & Strategies



Evaluative Thinking

- identifying assumptions
- posing thoughtful questions
- pursuing deeper understanding through reflection and perspective-taking
- making informed decisions in preparation for action

Impact Evaluation

- Did the changes in behavior lead to better consequences?
- Were there unintended consequences?

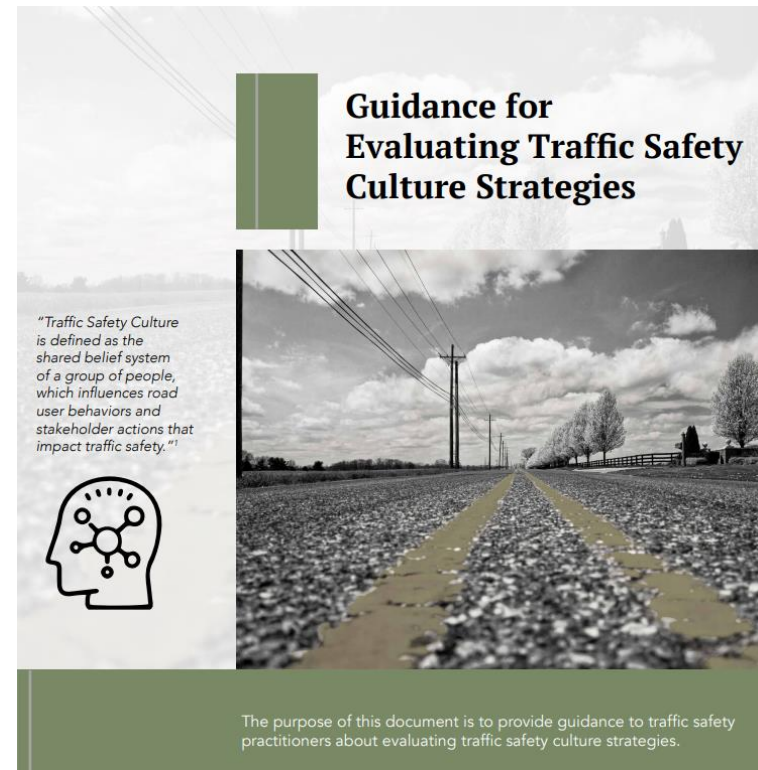
Reflection Questions

Evaluative Thinking

- identifying assumptions
 - posing thoughtful questions
 - pursuing deeper understanding through reflection and perspective-taking
 - making informed decisions in preparation for action
-
- How does this change your thinking about evaluation?
 - How does this change your thinking about what you can do in your role?

Pooled Fund Research Project

- Final Report
- Guidance Document
- Summary "Poster"



<https://www.mdt.mt.gov/research/projects/trafficsafety.shtml>

Other Pooled Fund Research Projects

- Key Information for Driving Under the Influence of Cannabis (DUIC)
- Primer on Traffic Safety Culture
- Primer on Proactive Traffic Safety

<https://www.mdt.mt.gov/research/projects/trafficsafety.shtml>

Other Pooled Fund Research Projects

Research Underway

- Guidance on Messaging to Avoid Reactance and Moral Disengagement
- Tools and Resources to Increase Engaged Driving

<https://www.mdt.mt.gov/research/projects/trafficsafety.shtml>

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Thank you!

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