Building Evaluation into Your Teen-Led and Other Traffic Safety Programs
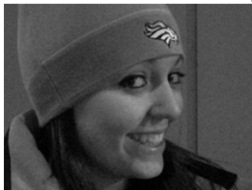
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Our story begins…

The next day…

This is Alexa's Dad. Thank you for all your messages and condolences. I have received many messages asking what you can do for the family. Here is my answer to you: You can honor Alexa by wearing your seat belt. Every time you click it, across your belt and across your shoulder, think of Alexa. Feel that belt across your shoulder and across your heart and think of it as Alexa's hug. She would want you safe. You know this is true. Deal? Deal!

A tassel hangs.   A Hug… HUGS!

Our Programs Expand

- General and custom Hugs™
- Hugs™ for schools & graduating seniors
- Click It to WIN It
- Design Your Own Hug™
- Seat Belt Challenge

What do we measure?

- Evaluate data already published.
- Would this be important to our mission?
- How could we collect this data?
- Do we have a need for new data that hasn't been collected?

Start With The Basics

▶ **Who?**
- ▶ Drivers only
- ▶ Passengers
- ▶ Age or other identifiers
- ▶ Count first 100 vs all
- ▶ Count all for specific time period

Start With The Basics

▶ **What?**
- ▶ What data points are important?
- ▶ Seat belts, cell phones, texting, distracted
- ▶ Clearly define what you are evaluating.
  - ▶ Does someone holding a cell phone count for texting?
  - ▶ Does a seat belt tucked under the arm count as buckled up?

Start With The Basics

▶ **When?**
- ▶ Does date or day of week matter?
- ▶ Time of day
- ▶ Weather
- ▶ Specific period of time

Start With The Basics

- ► Where?
  - ► Determine your location(s)
- ► Why?
  - ► Does it relate to our mission?
  - ► What do we hope to accomplish?
  - ► What are our project goals?

Start With The Basics

- ► How?
  - ► Data collection methods
    - ► Clipboards, tally counters, surveys
    - ► Establish definitions
    - ► Who will collect the data?
      - ► Staff, volunteers, collaborative partners
      - ► Training is key!

Alexa's Hugs Seat Belt Challenge

Practical
- ► Seat belt usage.
- ► All occupants
- ► School exits.

- ► Added cell phone usage in second year.

Not Practical
- ► Age, gender, race demographics
- ► Academic performance
- ► Extracurricular activities

Challenges

▶ Finding available volunteers
▶ Training volunteers
▶ Logistics – how many exits?
▶ Weather

"Let me show you my wheel."

▶ Visit with others and learn from them.
▶ Don't reinvent everything!
▶ Collaborate with other organizations.