

Evaluating strategic initiatives: DTA



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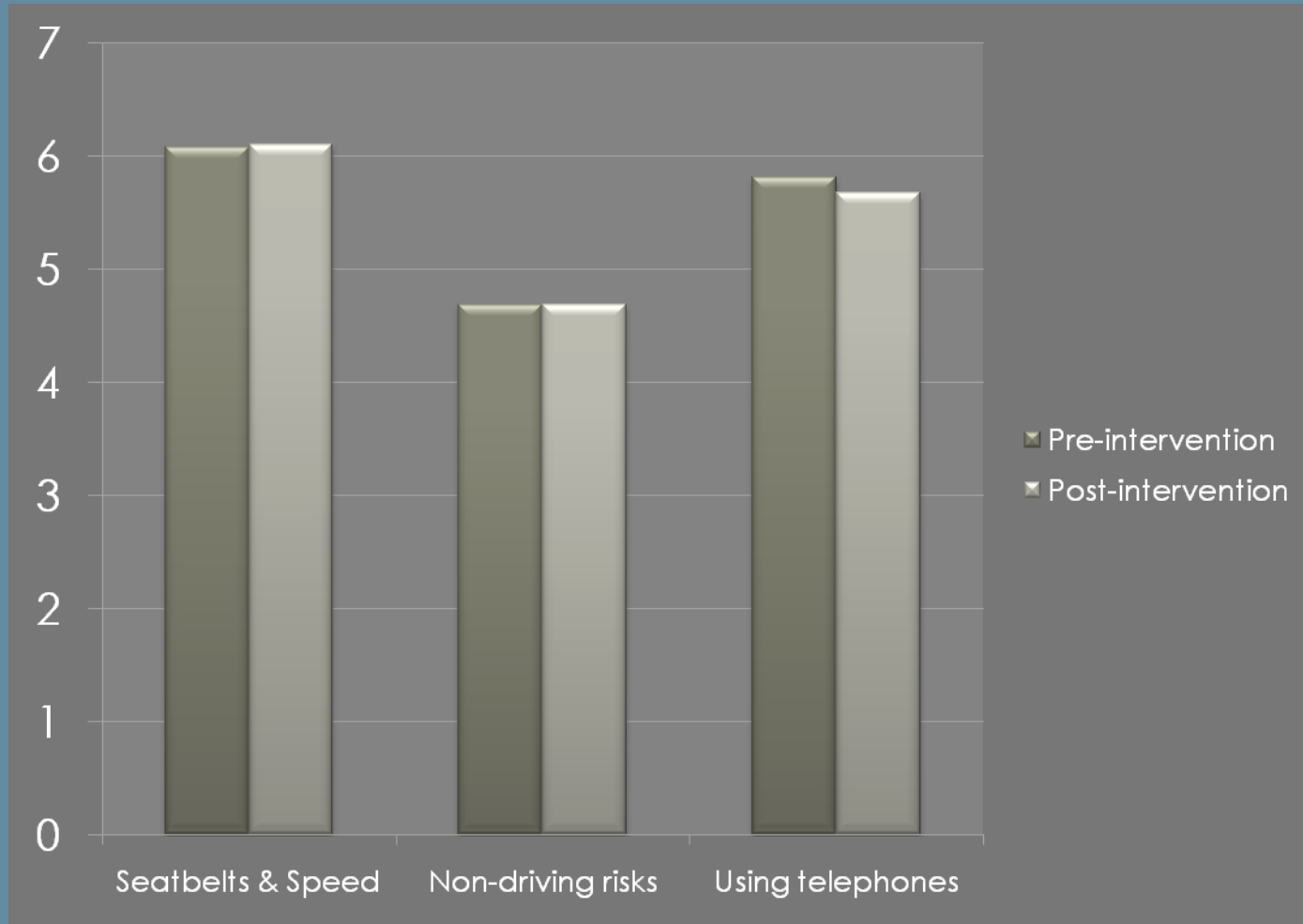
Rationale for study.

- Strategic initiative
 - DTA, prevention as well as reaction
 - Requires independent evaluation.
 - Resolving debates & developing good practice.
 - Does education work?
- Organisationally it is a question of evidence based strategy and tactics.
 - Is an organisation ready to address an answer that it does not like?
- Does DTA intervention actually make any difference?
 - Complex question that requires extensive research.
 - Necessary to study impact upon psychology.

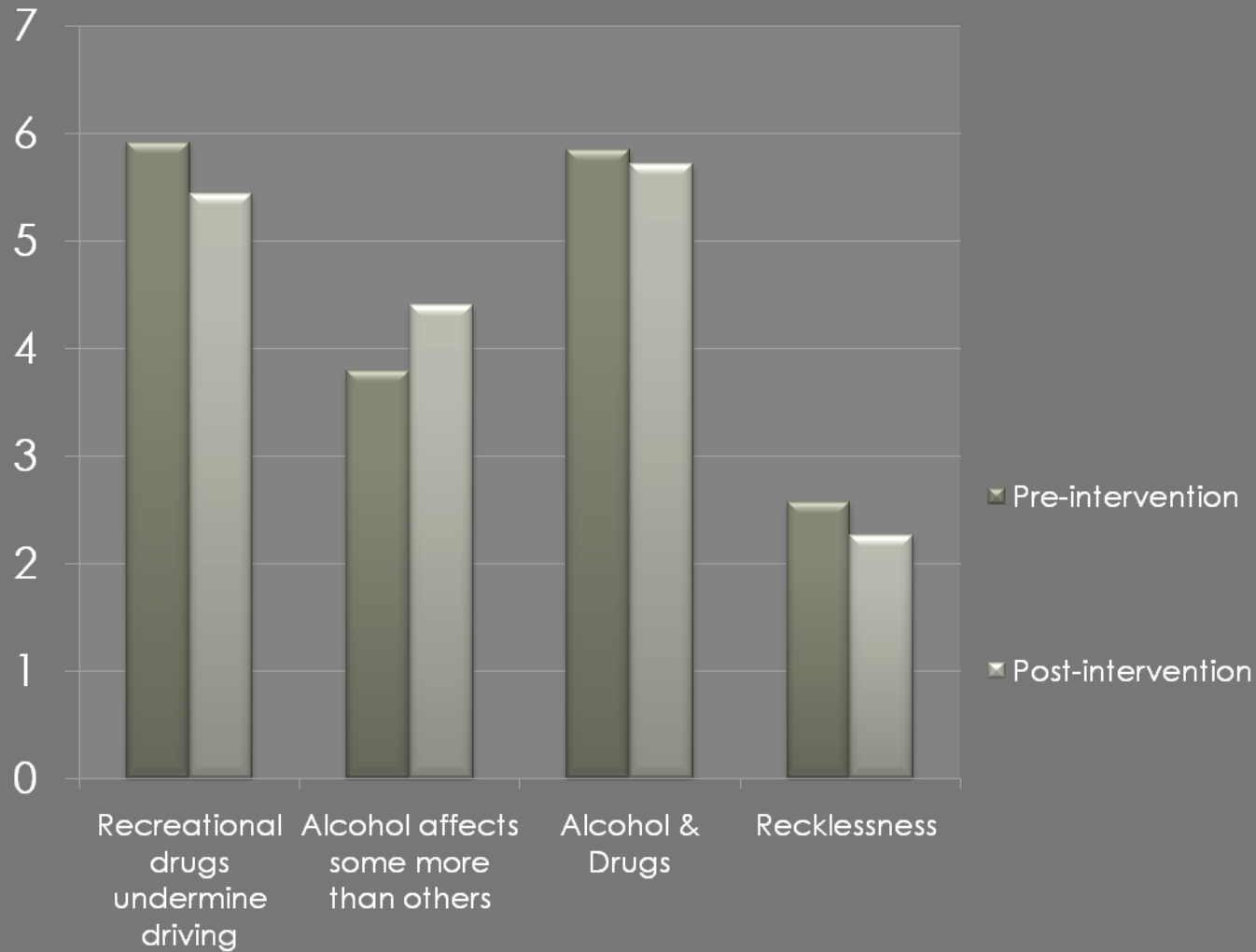
Method

- Assumption that impact on 'big five' will be beneficial in the reduction of RTCs.
 - Questionnaire developed to measure attitudes relating to the 'big five'.
 - Piloted, subjected to reliability analysis and adapted.
- Questionnaire then delivered by MF&RS to 331 taking DTA voluntarily or by referral.
 - Categorised in terms of various demographics including 'lower' and 'increased' risk.
 - Demand characteristics.
 - Half completed before and half after DTA intervention.
- Questionnaire measures:
 - Alcohol & other drugs, seatbelts and speeding, recklessness, risk posed as pedestrian & concern about reduction in RTCs, use of the telephone
- Observation of two sessions.

A lack of impact?



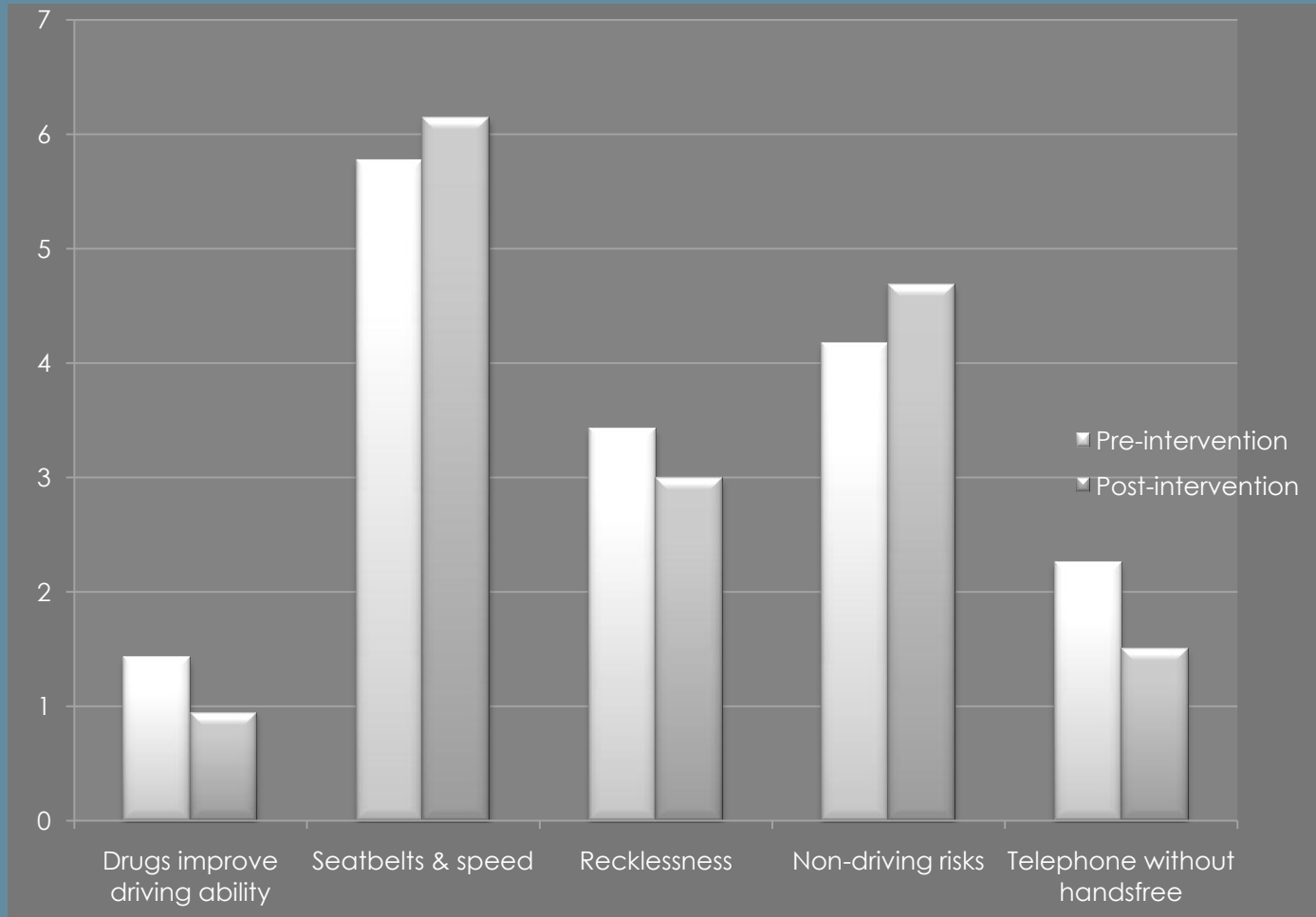
Alcohol, drugs & recklessness.



Demographics

- No evidence of attitude change among drivers versus non-drivers.
- Among males evidence that DTA related to positive change in use of 'hands-free'.
- Among females decrease only on one dimension of 'recklessness'.
- Stronger evidence of positive impact among those posing a 'higher risk'.

Positive impact among those at increased risk



Summary

- Little evidence of impact of DTA on attitudes among general population.
 - Alcohol, drugs & telephones only significant trends but this is in a negative direction.
 - Recklessness shows some positive change but little change in other factors of the big five.
- Evidence of positive impact among 'higher risk'
 - Downward trend that recreational drugs improve driving.
 - Positive trend for seatbelts, speeding, recklessness & reducing RTCs

Conclusions

- There is evidence that proactive intervention impacts upon attitudes:
 - Precise targeting is important because intervention can be counterproductive.
- DTA intervention is at its most useful in addressing and changing attitudes toward the big five:
 - among those posing higher risk of involvement in RTCs.
- No clear basis for comparison:
 - Is it DTA or just intervention?
 - Need comparable data from other interventions
 - What are the underlying processes?
 - Does changing cognition change behaviour?
- Where next?