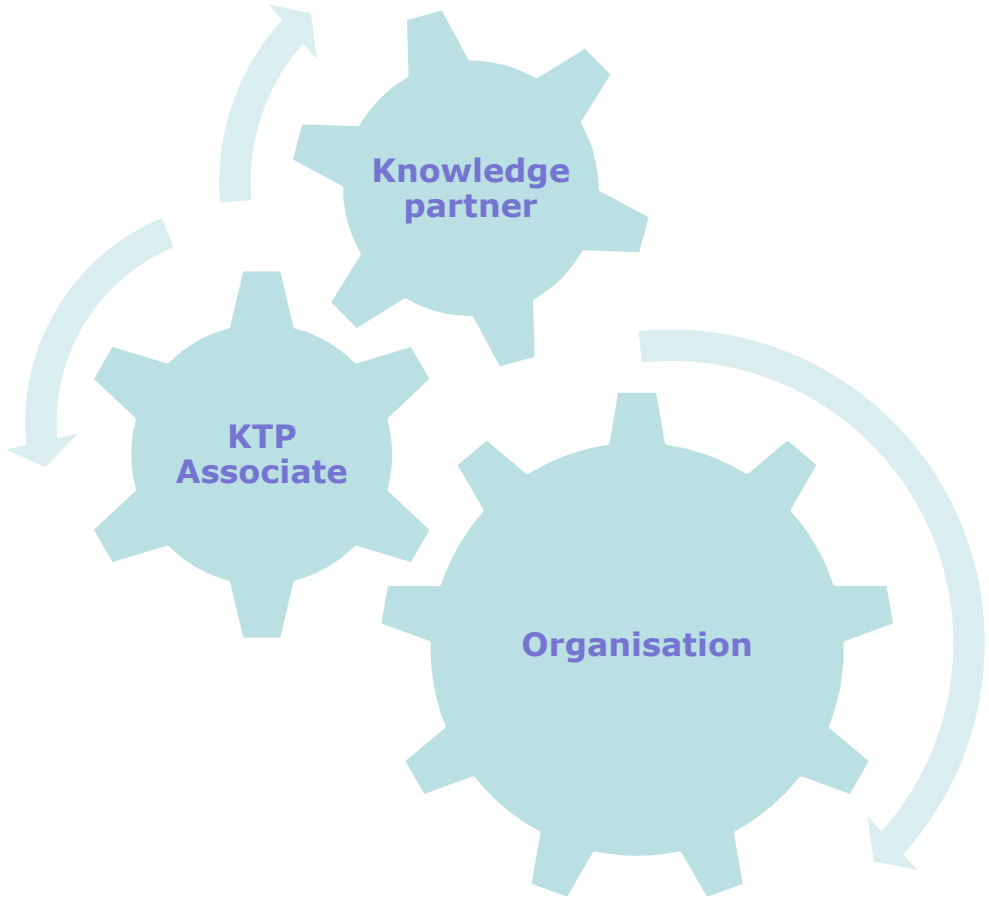
Making knowledge exchange between theory and practice a reality

A practical model to enhance road casualty reduction on a decreasing budget

Paula Wellings, Cornwall Council

19th May, 2014

What is KTP



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What is EBP?

- Best available evidence

Data & research

Knowledge partner

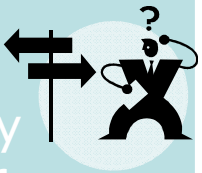
- Taking account of customer preference

Customers & partners

Change management teams

- Use Professional judgement

Knowledge & Experience



Road Safety Practitioner

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KTP Case Studies

- Deprivation
- Motorcyclists
- Young drivers/passengers
- Older road users
- Behaviour Change Techniques

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Deprivation case study

Area application

Person application

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Motorcyclists Case Study

Males under 25yrs riding bikes under 125cc

Males aged 30-49 yrs riding bikes over 125cc

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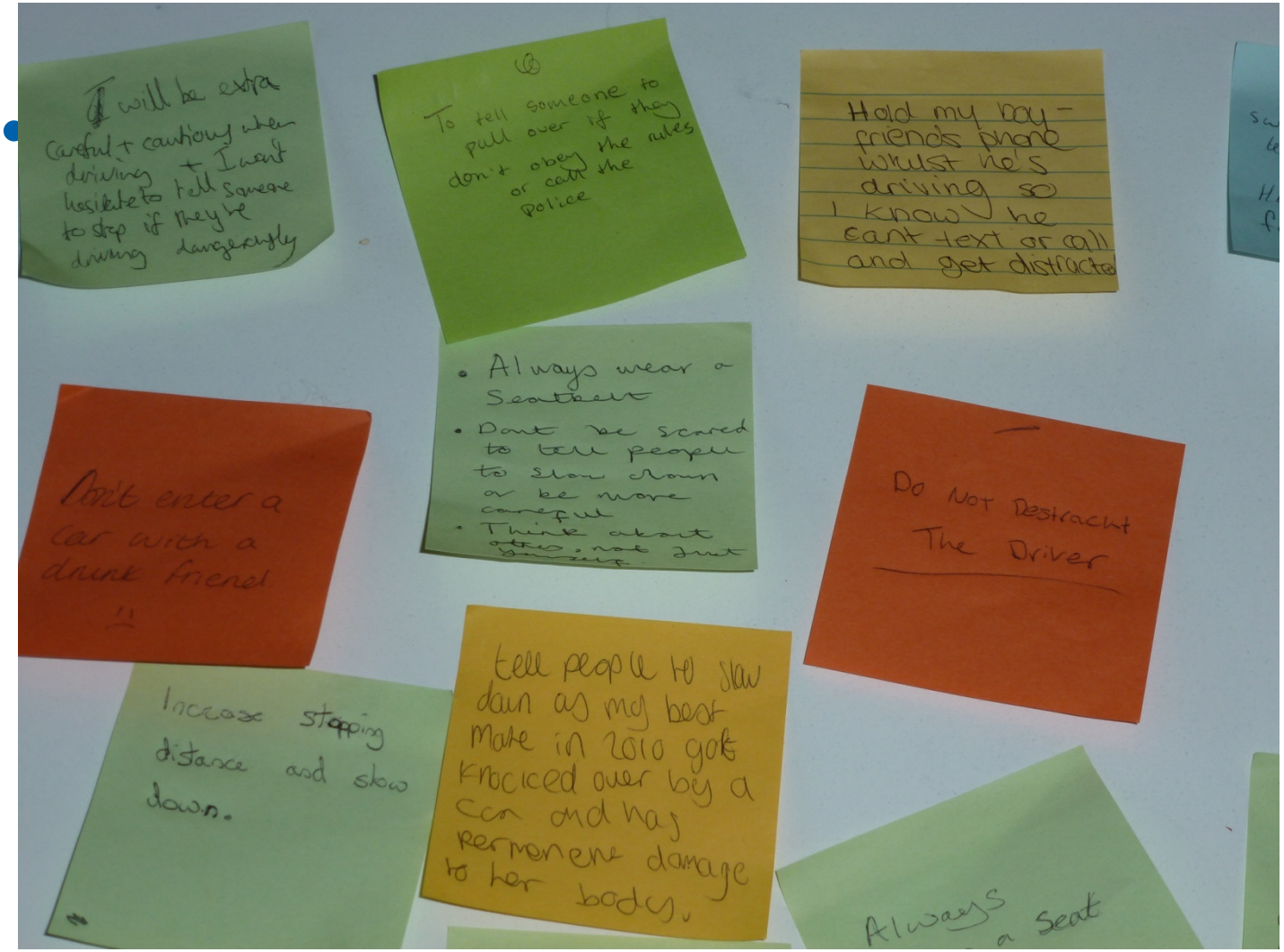
Behaviour Change Techniques



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CFOA RS Day 2012

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Logic modelling

INPUT	ACTIVITY	OUTPUTS	OUTCOMES	IMPACT
Available resource: Budget Staff Partners Sponsors	Service delivered: Workshop Event Campaign	Quantatitive: No. of sessions No. of people reached etc.	Qualitative: Tangible results and/or statistically reliable evaluation inc. evidence of behaviour change intention	Probability to casualty reduction: Causal links behaviour change correlated to contributory factors

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Legacy

- Perpetuation of EBP practices through trained team members (research, analysis/intelligence, change management teams, BCTs, logic modelling, etc)

- Strengthened collaboration with Plymouth University Academics (who have won PhD studentship, grant funding, published international papers, created MSc module – Research in Applied Settings)

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Knowledge exchange from theory into practice...a reality

Our approach is a demonstration of a practical model for enhancing road casualty reduction performance on a decreasing budget

By implementing and embedding Evidence Based Practice resources can be prioritised on the 'areas' most at risk and the 'areas' going to produce the best value for money.

Applying EBP effectively to everything we do is the strongest defence weapon in our armoury as we face further cuts in public spending.

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Paula Wellings, MCMI, AMRSGB

Fire & Community Safety Service
Cornwall Council
County Hall
Truro TR1 3AY

Tel: 0300 1234 100
www.cornwall.gov.uk

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