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
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What is KTP

Knowledge partner

KTP Associate

Organisation
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
KTP Case Studies

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

Area application

Person application
Motorcyclists Case Study

Males under 25yrs riding bikes under 125cc

Males aged 30-49 yrs riding bikes over 125cc

WYLYWIG
Behaviour Change Techniques

- Post it notes
  - I will be extra careful & cautious when driving - I can't afford to tell someone to stop if they're driving dangerously
  - To tell someone to pull over if they don't obey the rules or obey the police
  - Hold my nose - friends think I'm doing it just for fun & doing it as a joke & I know I'm not
  - Don't enter a car with a drunk friend
  - Always wear a Seatbelt
  - Don't be scared to tell people to slow down or be more careful
  - Think about others, not just yourself
  - Do not distract the Driver
  - Tell people to slow down as I was best mate in 2010 got knocked over by a car & my friend permanent damage to her body
  - Always a Seat
CFOA RS Day 2012
## Logic modelling

<table>
<thead>
<tr>
<th>INPUT</th>
<th>ACTIVITY</th>
<th>OUTPUTS</th>
<th>OUTCOMES</th>
<th>IMPACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Available resource:</td>
<td>Service delivered:</td>
<td>Quantitative:</td>
<td>Qualitative:</td>
<td>Probability to casualty reduction:</td>
</tr>
<tr>
<td>Budget</td>
<td>Workshop Event</td>
<td>No. of sessions</td>
<td>Tangible results and/or statistically</td>
<td>Causal links behaviour change correlated to</td>
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<tr>
<td>Staff</td>
<td>Event</td>
<td>No. of people reached etc.</td>
<td>reliably evaluation inc. evidence of</td>
<td>contributory factors</td>
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<tr>
<td>Partners</td>
<td>Campaign</td>
<td></td>
<td>behaviour change intention</td>
<td></td>
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<tr>
<td>Sponsors</td>
<td></td>
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</tbody>
</table>
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)
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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