

# Evaluation Report – Projects under \$4,000

Funding from the Community Road Safety Grants Program was made available to your group/organisation on the condition that the group complete an evaluation report for the Local Government and Community Road Safety Committee (LG&CRSC) within eight weeks of project completion, this report should include a financial acquittal, project achievements and assessment against project objectives stated in the original application.

By completing the report you are assisting the LG&CRSC in evaluating the performance of the Community Road Safety Grants Program in Western Australia. Not only will the information provided be used to improve the efficiency of the program, but will be used to assist other groups /organisations to apply for and undertake projects, providing evidence of successful approaches.

The following proforma is designed to assist you in preparing your final report for the project.

## 1. Contact Details

Project ID: 200\_\_\_\_\_

Project Name: Yalgoo Races Drink Driving Campaign 2004

28 MAY 2004

Contact Person: Natasha Freeman

Name of Organisation: Mullewa Yalgoo Murchison Health Service

Email Address: [natasha.freeman@health.wa.gov.au](mailto:natasha.freeman@health.wa.gov.au)

Phone number: (08) 9961 1002\_\_\_\_\_ Fax number: (08) 9961 1008

## 2. Project Funding

Amount of Grant Received: \$2750.00\_\_\_\_\_ (including gst)

Amount of Grant Expended: \$2711.44\_\_\_\_\_ (including gst)

Unexpended Amount: \$ 38.56\_\_\_\_\_

Please provide itemised account of expenditure:

Please refer to **Acquittal of Funds**

What, if any, funding was provided from other sources?

Nil

Estimate the amount of in kind support for the project:

Estimate approximate number of hours: \_\_\_\_\_ @ \$22.00 per hour = \_\_\_\_\_

On the day: Coordinator	12hours x \$22.00 =	264
Staff	(10hrs x \$22.00) x 2 =	440
Community Members	(2hrs x \$22.00) x 8 =	<u>352</u>
<b>Total</b>		<b>\$1056.00</b>

### 3. Project Activities

Briefly describe the project activities:

An interactive tent was the site for the majority of Drink Driving activities held at the Yalgoo Races. The tent provided 'Mocktails' (Appendix 1) – an alternative to alcoholic drinks, a display of information on standard drinks, penalties involved with drink driving and other consequences of Drink Driving. Race-goers who showed an interest in the tent and display were invited to do an 'Alcohol: Do you know the facts?' quiz (Appendix 2). The answers to the quiz could be found on the quiz tables or on the display boards in the tent. After they had completed the quiz, it was marked by one of the staff members and the participants were informed of any mistakes they had made and what the correct answer/s was. They were then invited to participate in some activities using the Fatal Vision Goggles (FVG). Completing the quiz also allowed them to enter a competition to win \$50 (x3) cash to be drawn throughout the day (Appendix 3 – NB there were three draws throughout the day, not two as stated on the entry form). Finally each participant was given a car litter bag which contained information regarding standard drinks, a standard drink wallet card and a 'Yalgoo Races: Drink and Drive – You'll Never Make It Past the Past' stubby holder. The local Police provided BAC testing and explanations to those wanting to be tested.

The race book promoted the interactive tent and provided space for participants to record the number of drinks they had consumed throughout the day (Appendix 4).

Were any resources produced for this project e.g. Promotional items, educational literature?

Yes (Please attach a sample) – Appendix 1, 4, 7

No

Were any other resources distributed during the project?

Yes

No

If yes please indicate which resources were distributed and approximately how many of each.

250__ Litter bags	_____ Air fresheners
250__ Brochures	_____ Posters
_____ Balloons	250__ Wallet cards





24/04/05 Participants doing the quiz and looking at the displays

#### 4. Community Participation and Support

Please indicate the partnerships involved in implementing this project:

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> Local Government              | <input checked="" type="checkbox"/> Police                        |
| <input checked="" type="checkbox"/> Schools                       | <input type="checkbox"/> Local businesses                         |
| <input checked="" type="checkbox"/> Health Department             | <input type="checkbox"/> Youth Advisory Council                   |
| <input type="checkbox"/> Department for Planning & Infrastructure | <input checked="" type="checkbox"/> Other Community Members _____ |

Has participation in the project assisted in the development of a better cooperative relationship between the community and local management agency/agencies?

- Yes  
 No

If so please provide details:

The Yalgoo Police – have since asked local Health Promotion Officer for resources for drug education in their community. The local mines have also approached the RoadWise Officer about the possibility of running similar events at their mine sites.

Has the project increased the level and effectiveness of community involvement in road safety initiatives?

- Yes  
 No

If so please provide details:

A number of agencies (Police, Health Service, Population Health and RoadWise), community members and the Race Organising Committee were involved in the project. It was the first time that such a project had been implemented in Yalgoo and for a lot of people it was an eye-opener on road safety and Drink Driving. The local community members are now aware of what agencies are available for similar initiatives.

Has the project helped raise the awareness of road safety issues in the community, the problems and the possible solutions?

Yes

No

If so please provide details:

Many people were unaware of 'the facts' relating to standard drinks, the affect alcohol has on the body including vision (as demonstrated by the FVG). It raised awareness of guidelines for males and females, who are drinking, to stay under the 0.05 limit.

## 5. Project Evaluation

Describe the results of the evaluation you conducted as described in your grant application.

### Evaluation Design

How did you evaluate the project? (Link this to your grant application). Please attach copies of any data collection tools that you designed and used (e.g surveys).

Evaluation of knowledge through 'Alcohol: Do you know the facts?' quiz (Appendix 2). Please see Appendix 5, Table 2 for analysis of quiz results. Also able to evaluate by comments and reactions to using the FVGs and post-race comments and follow-up (eg Police and mine-site requesting more information). Positive feedback about the project was noted in the town after the event as mentioned in the letter from Yalgoo Jockey Club (Appendix 6).

Following the Races the Police stopped 35 drivers to test their BAC. Of these, one driver was found to be 'driving under the influence'.

### Results

Who was the target group of your project?

Men and women 18-40 years, particularly 17-39 year old males.

Please estimate the number of people reached by this project.

- |                                       |  |   |
|---------------------------------------|--|---|
| <input type="checkbox"/> Less than 50 | <input type="checkbox"/> 50-100        | <input checked="" type="checkbox"/> 101-200 |
| <input type="checkbox"/> 201 -500     | <input type="checkbox"/> More than 500 | <input type="checkbox"/> More than 1000     |

Please estimate the percentage of your project audience that were in the following age groups:

Refer to **Table 1**

_____ %	0-4 years	_____ %	5-12 years
_____ %	12-18 years	_____ %	18-24 years
_____ %	25-39 years	_____ %	40-60 years
_____ %	over 60 years		

Please estimate the percentage of males and females that participated in the project:

Males 48 %                      Females 36 %    Unknown 16%

What did your evaluation find?

(Link this back to your grant application -- if you indicated in your application that you were going to conduct a survey tell us what that survey found in this section)

From the analysis of the quiz it was found that the most common misunderstanding or misconception was related to standard drinks, how many standard drinks males and females can consume and stay under the limit, plus how many mls is in a standard drink. In the tent participants could look at a display which had information about standard drinks, see exactly what various standard drink quantities looked like and receive a standard drink wallet card.

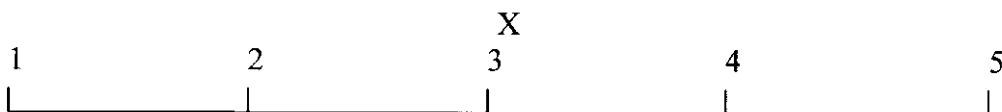
Qualitative evaluation of the use of the FVG showed most participants were very surprised at their level of unco-ordination and visual impairment while attempting activities wearing the FVG. Many people commented that they thought the use of the FVGs was a great idea as it showed people (in a sober state) just how different their vision and co-ordination could be after drinking. They thought they were a great preventative tool and would be good to use in schools and other workplaces.

The FVGs were also effective for attracting a crowd, sparking interest in the tent. After watching, spectators wanted to 'have a go' but of course they had to complete the quiz and then go through it with one of the staff, who could pick up and counsel them on any errors before allowing them to 'have a go' at the goggles.

Following the races only one out of 35 drivers who were breathalysed by Police was found to be over the limit. The project may have influenced this low rate as during the day participants were made aware of the number of drinks they could consume before being over the limit. Having a greater understanding of this and BAC testing being available during the day may have inspired some people who were considering driving home after the event, not to do so.

List each of the project objectives and rate how successful you were at achieving each of these objectives (refer to your grant application).

Objective 1 (*State Objective*): Inform the community of the legal and moral consequences of drink driving.



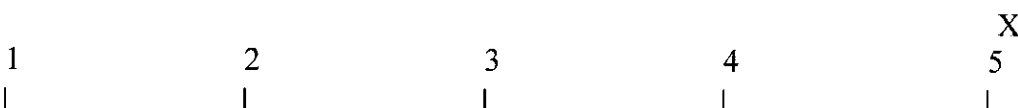
Not successful  
at all

Very  
successful

Please provide evidence of your rating:

The Police displayed penalties for drink driving and explained them to people whose BAC levels they checked. Unfortunately the PowerPoint presentation did not go ahead so moral consequences were not as strongly reinforced as originally planned.

Objective 2: (*State Objective*) Educate community members on Blood Alcohol Content (BAC) limits.



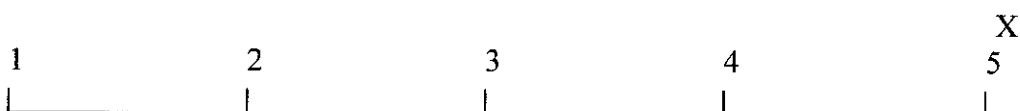
Not successful  
at all

Very  
successful

Please provide evidence of your rating:

The display contained this information as well as the quiz which every participant was taken through by a project assistant. The Police also counselled individuals on this information when they tested BAC levels with a breathalyser.

Objective 3: (*State Objective*) Inform the community on the actual size of one standard drink.



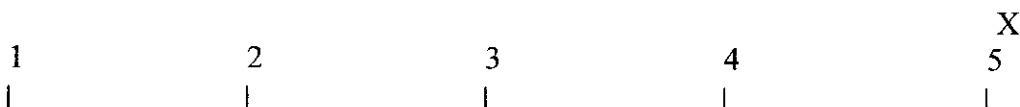
Not successful  
at all

Very  
successful

Please provide evidence of your rating:

Standard drink sizes were on display through actual glasses containing the 'standard drink' amount of alcohol as well as written material. There were questions in the quiz regarding standard drinks and every participant received a standard drink wallet card.

Objective 4: (*State Objective*) Show affects of alcohol on the body – co-ordination and perception.



Not successful  
at all

Very  
successful

Please provide evidence of your rating:

Approximately 100 people used the FVGs and there were many observers.

Were there any major obstacles with the project?

- Yes
- No

If yes, what were they?

The only obstacle was staffing levels. Having only 3 staff members (plus the Police and Mocktail makers) did not allow for anyone to promote the tent through the crowd of race-goers or allow for any breaks throughout the day.

Do you have any suggestions for overcoming them?

- Yes

No

Please provide details:  
Secure more staff.

**Conclusions and Recommendations**

Based on your evaluation make some concluding statements about your findings and make any recommendations about how the project could be improved.

The project was able to attract the target group and met most of its objectives successfully. Generally, most participants scored well in the quiz. The strategy of marking the quiz with the participant meant that the staff member was able to counsel and inform the participant where there were errors. This one-on-one session was very effective in disseminating information. The fact that participants had to undertake and have the quiz marked prior to using the FVGs ensured that the relevant information was disseminated and the use of the FVGs was not taken lightly. However, this was quite a time consuming process.

People were very interested in having their BAC levels taken. Unfortunately due to other duties, the Police were not able to breathalyse throughout the whole event. Community members from Yalgoo were responsible for the Mocktails and were often distracted by other events of the day, therefore it was not presented to its full potential. The resources and display was very eye-catching and encouraged people to take an interest in the project.

As noted above the objectives of the event were met. The only improvement would have been to have more staff.

**6. Signature of Project Officer**

Name: Natasha Freeman \_\_\_\_\_

Organisation: Mullewa, Yalgoo, Murchison Health Service

Signature:  \_\_\_\_\_ Date: 24/05/04

Please return by email to:

Community Road Safety Grants Officer

Email: [roadwise@walga.asn.au](mailto:roadwise@walga.asn.au)

# Try these non-alcoholic Cocktails

## *Goo Juice*

- Mint leaves
- 1 lemon or lime
- 1 cup unsweetened lemon and lime barely water
- 1.25 litres lemon squash
- 1.25 litres soda water
- Sugar to taste (optional)

Combine barely water, lemon squash and sugar. Slice lemon and add to punch with soda, mint leaves and ice. (serves 12)

## *Joker's Tumble*

- 1 cup unsweetened pineapple juice
- 1 orange
- 1/2 apple
- 1/2 pear
- Ice cubes

Peel and seed fruit. Blend fruit with pineapple juice until smooth. Add ice. (serves 4)

Appendix 3

**ENTRY FORM**

**Yalgoo Races 2004**

**Drink and Drive - You'll never make it past the Post**

For your chance to win \$50 cash, fill in this form and drop it in the entry box.  
There'll be 2 draws today. Good luck!!!!

Name

Contact Number

Post Code

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Thankyou for your participation, we hope that you have gained some valuable information. To help us evaluate our activity can you please fill in the following details?

Please circle your answer.

Gender:            Male  
                                 Female

Age:                17-21  
                                 22-29  
                                 30-41  
                                 42-50  
                                 51+

Please fill in your postcode

(NB RW Officers: It is optional to include this question)

Do you regard yourself to be of Aboriginal or Torres Strait Islander Descent?

Yes

No



**Don't drink and drive.**

## Appendix 2

### Alcohol: Do you know the facts?

Read each of the following statements about alcohol and indicate, by writing T for true and F for false in the box, whether you believe each statement to be a myth or a fact. When you have finished compare your answers with those on the "Alcohol: The Facts" pamphlet and return this form to the RoadWise Officer

1. A middy of full strength beer contains the same amount of alcohol as a middy of dry white wine.
2. Drinking coffee or taking a cold shower helps to sober up an intoxicated person.
3. A standard drink contains 10grams of alcohol.
4. Alcohol affects males and females of the same size in the same way and to the same extent.
5. The legal Blood Alcohol Limit for most drivers in Western Australia is .05.
6. One standard drink of wine = 120mls.
7. A can of full-strength beer is equal to 1.5 standard drinks.
8. The guidelines for a male to stay under the 0.05 limit is to consume no more than 2 standard drinks each hour.
9. The guidelines for a female to stay under the 0.05 limit is to consume no more than 1 standard drink each hour.
10. At 0.05 blood alcohol concentration the risk of being involved in road crash is double that of what it would have been if you had not been drinking at all.

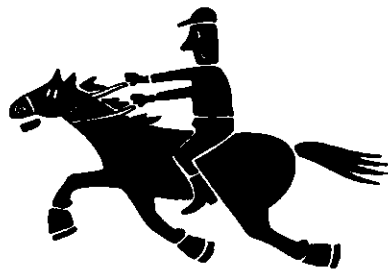


**Don't drink and drive.**

Please turn over

APPROXIMATELY 7 (SEVEN) MILLION (PER WEEK) DRINK AND DRIVE

# Drink and Drive... you'll never make it past the post.



Race in to the Mullewa, Yalgoo, Murchison Health Service tent on course today and check your BAC (Blood Alcohol Content) as you enjoy the races.

Win cash prizes and sample delicious Mocktails.  
See you there!



# Drink and Drive - You'll Never Make It Past The Post

## Yalgoo Races 2004 Drink Check

### What to do?

During the course of the day, mark down how many and what type of alcoholic drinks you have consumed.

Make your way over to the RoadWise tent and ask one of the crew if you can blow in the bag to see what your levels are.

When you're there - try one of the free delicious Mocktails, try the Fatal Vision Goggles, enter the competition and grab a free stubby holder!

Time	Type of Drink	How many	Food? Type?

My BAC level is \_\_\_\_\_

GOVERNMENT OF WESTERN AUSTRALIA  
 VICTORIAN ALCOHOL EDUCATION ASSOCIATION  
 ROADWISE  
 ROAD SAFETY AUSTRALIA

THIS PROGRAM IS FUNDING SPEED AND DRINK GOGGLES AND STUBBY HOLDERS THROUGH THE NATIONAL COUNCIL OF WA TRUST FUND ADMINISTERED BY THE RAA

# Drink and Drive - You'll Never Make It Past The Post

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 ROAD SAFETY AUSTRALIA

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## Appendix 5

Table 1

### Number of surveys completed by sex and ethnicity

Age	Male	Female	Unknown	Sub-Total	Percentage of Total Audience
17-21	7	5 + 1	1	14	14%
22-29	12	8		20	17%
30-41	15	13 + 1		29	24%
42-50	14	7	1	22	18%
51+	17	13 + 1	2 + 1	34	28%
<b>Unknown</b>			1	1	
<b>Sub-total</b>	65	49	6	120	
ATSI				5	
<b>Total</b>				<b>120</b>	

Aboriginal and Torres Straight Islander

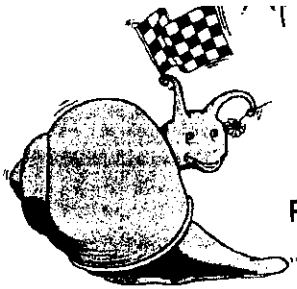
- 134 people completed the quiz, were counselled regarding their answers, given the opportunity to try the Fatal Vision Goggles and enter the competition to win \$50 (x3) cash. This is approximately 22% of the total race-goers.
- It was likely that more than this number witnessed the project and did not participate in the survey but just looked at the display, tried the 'Mocktails' and observed others who were participating
- Of the 134 participants, the majority were males and the largest age group was 51+ (28%) followed by 30-41years (24%). Twenty participants did not mark male or female on their surveys
- 5 participants were of Aboriginal and Torres Straight Islanders descent

Table 2

### Percentage of correct quiz answers by sex

Grade	Male	Female	Unknown	Sub-total
40%	1			1
50%	4	3	3	10
60%	4	2	2	8
70%	8	13	4	25
80%	22	12	4	38
90%	18	9	3	30
100%	8	10	2	20
Incomplete			2	2
<b>Sub-total</b>	65	49	20	134
<b>Total</b>				<b>134</b>

- 14 participants did not mark their age or sex
- 99% of the entrants scored above 50% in the quiz
- Majority of participants scored well (70-100%) in the quiz
- Approximately 75% of participants from the quiz went onto try the FVGs and 85% then entered the competition
- Approximately 40 people had their BAC levels tested (not recorded on the tables above)



# Yalgoo Jockey Club (Inc)

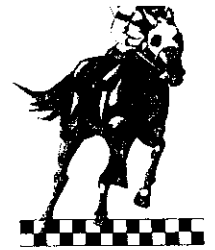
Post Office

YALGOO WA 6635

President: P Bland Ph. 9961 3898

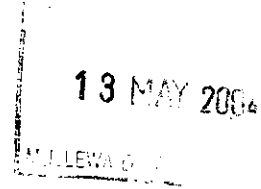
Secretary: H Hills Ph. 9962 8058

Treasurer: SD McSporran Ph. 9962 8031



8 May 2004

Ms Natasha Freeman  
Health Promotions Officer  
Mullewa/Yalgoo/Murchison Health Service  
PO Box 167  
MULLEWA WA 6630



Dear Natasha

## Thank You for your help - Yalgoo Race Day 2004

On behalf of the Yalgoo Jockey Club I extend our sincere thanks to you and your team for assisting in the success of our annual Race Day held on Saturday 24 April 2004 through the Health Promotions Interactive Tent.

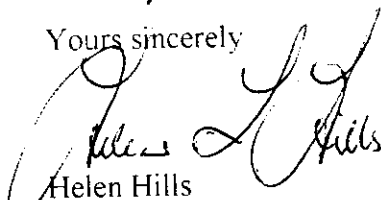
The feedback from the general public was very positive and I believe everybody was very busy. It happens like that in Yalgoo!

As a club we are greatly encouraged by the support of sponsors and look forward to holding the event again in 2005. We'd like to think that you thought it was worthwhile and may wish to help us again next year.

When I have details of our date set for our next race meeting I will be in touch.

We wish you every success in the future and look forward to speaking with you again.

Yours sincerely



Helen Hills  
Secretary

**“GO THE GOO”**

# WALGOO RACES

## Saturday 24 April 2004

Loads of  
Camping  
Space -  
Make a  
Weekend  
of it!

Have an "Outback  
Adventure"

**Race Sponsors**  
Newmont Golden Grove, Gindalbie Gold,  
Agility, Murchison Tyre Centre, WesTrac,  
Cream Transport, Wesfarmers

First Race at 1:30pm

RACES

Race 1	Mdn	1200m
Race 2	Class D	1100m
Race 3	Sprint	1200m
Race 4	Class 3	1600m
Race 5	Yalgoo Cup	1850m
Race 6	Class D	1400mm

Admission to Racecourse  
including Racebook

Ladies and Gents: \$10.00  
Pensioners: \$5.00  
Children (up to 17yrs): Free  
Extra Racebooks: \$3.00

Total Stakes \$24 300

Photo Finish Facilities



Ladies Prizes (Best Dressed)  
Gents Prize (Best Novelty)

Plenty of  
Other Activities

Come Early



Classic Cars

Mine Tour - Gindalbie Gold

Esky Table Available for Hire

Caricature Art Auction

Interactive Tent

Drink and Drive and You'll Never  
make it Past the Post

Sky Channel

Snack Foods/Afternoon Teas  
Evening Meal - Butt of Beef  
Refreshments - Softdrinks & Bar

Bookmakers/Tote

Two-Up - After Last Race

Band on Site 7.00 to 11.00pm

~ Mango Tango ~

Treasurer - Jock 9962 8031  
Secretary - Helen 9962 8058

# Outback fun

Appendix 7 B  
Midwest Mail April 22<sup>nd</sup>

The juxtaposition of Yalgoo will be a million hits welcomed by the influx of visitors for the annual Yalgoo Cup race meeting on Saturday.

Over the past few years the race meeting has attracted increasing crowds, many of whom attend do so more for the social atmosphere, rather than the races.

With plenty of camping space available in the Yalgoo Caravan Park, many are expected to take advantage of the Anzac Day long weekend to experience an outdoor race meeting in addition to

other points of interest in and around Yalgoo.

With \$24,300 in stake money up for grabs there should be some exciting finishes.

For those not interested in horse racing the Yalgoo Turf Club in conjunction with Glindahle Gold have organised a mine tour. The tour will provide those not familiar with mining operations with an insight into the day-to-day workings of the mine.

Other attractions on the day include a classic car display, car lecture art auction and an interactive tent along with evening

meals and two-up after the last race.

A new innovation by the club this year is an esky and table hire service for those want to add to the social aspect of the afternoon.

There will also be a prize for the best dressed lady and the best novelty dressed male in addition to a live band from 7pm onwards.

The Yalgoo Cup meeting provides the first opportunity for many to see a unique part of the Midwest and to answer the call of the outback.

Local Knowledge. Local Solutions. National Reach. We do it all.



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At Workbase you're not just a number, we aim to provide job seekers and employers positive solutions to your employment problems.

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Su on 9964 4405  
Fax 9964 4580  
Email: [geraldton@workbase.com.au](mailto:geraldton@workbase.com.au)

Geraldton office located at  
66 Fitzgerald Street

Geraldton Branch  
66 Fitzgerald Street  
Geraldton WA 6530

Appendix 7C

THE WEST AUSTRALIAN LIFTOUT

May 5<sup>TH</sup>

## Mid West

# It's all Goo for the cup

Nothing typifies WA bush tradition more than a race meeting.

In Yalgoo, 215km east of Geraldton, racing is as old as the town, both dating back to 1896.

As Yalgoo Jockey Club secretary Helen Hills attests, the annual Yalgoo Cup, known as the "Goo", is a part of the town's social fabric and one of the links keeping the Murchison racing circuit alive.

On April 24, more than 800 people converged on the newly graded and refurbished track and grounds, to enjoy all the attractions of a race meeting — fashion prizes, live bands and big hats.

The Yalgoo Shire Council spent \$700,000 restoring and transforming the former Yalgoo Railway Station — which last saw a train in 1978 — into a racetrack complete with grassed entertainment areas replacing the platform and lines.

Mrs Hills said the races were a key event in helping attract people to visit the shire.

"It brings in the station people and the horsey crowds but also appeals to all sorts of other people — country people, city people and families who come for the weekend," she said.

"The races provide a real country racing carnival atmosphere and they are a great way to see the best part of



Trainer Phil Bland whispers a message to Star Conteur before the "Goo" races.

life in the bush." Trainer Phil Bland said his horse, Star Conteur, came third in the last race. Its father was Voltage Peak, bought by Laurie Connell for \$750,000 in the mid-1980s.

"He has had several starts now and he's done well — he won a first and fourth in one day," Mr Bland said.

The overall winner of the Yalgoo Cup was Geraldton horse Seattle Fling.

# Learn the ga of life

Football in Wiluna has transformed a community.

The Wiluna Football set up in the mainly Ab because truancy and bel big problems with teens

Wiluna shire youth o Wall said the academy v starting point because li "number one" in the to transient population of and 400 people.

The boys began by d code of conduct and set ended up turning the ac much more than a plac skills.

"We used it as a foru things," Mr Wall said. became comfortable aft were happy to sit dow issues at home such as drugs, what they want future — things they li day that they don't get opportunity to express

"We started off wil ideas of going there to and turning up to scho became quite a powerf them. Some days they involved with these tw going through what w their lives that they de football.

"Behaviour change

"rich in stories - steeped in history"

## ANCIENT AUSTRALIA UNCOVERED

Your perfect new

