

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.

Please ensure you have attached copies of the following information:

- X Financial acquittal/statement
- X Any resources produced for your project
- X Any media associated with your project. (Include both print and audiovisual media).
- X Photos

1. Contact Details

Project ID: 175 271

Project Name: City of Mandurah RoadWise Road Toll Silhouette Program 2004

Contact Person: Clive Hamilton

Name of Organisation: City of Mandurah

Email Address: Clive-H@mandurah.wa.gov.au

Phone number: 95503777 Fax number: 95503847

- 2. Executive Summary** (The executive summary should be no longer than half a page and should state clearly and concisely the aims of the project, what the project involved, resources developed, media coverage, what the project found (outcomes) and recommendations for future projects. Please note this summary will appear on the RoadWise website).

The City of Mandurah RoadWise Road Toll Silhouette Program initiated in 2003, once again provided a life size reminder to local residents and tourists of the need to drive safely. This was a community project that aimed to stimulate public interest in serious road crashes and the dangers of drink driving.

Silhouette Preparation

Three sets of 13, full size silhouettes were prepared. These represented the 13 killed in Peel road trauma since January 2003 (10 male aged 17, 18, 20, 22, 24, 28, 35, 39, 56, and 77; 3 female aged 18, 25 and 86). An additional 4 silhouettes for display within the Mandurah community, were also prepared.

Young people from around Mandurah made the silhouettes by tracing around their own bodies, and

personalizing them with paint (blue for males, pink for females, plus 1 – 3 words to describe who it could have been eg “my mate” “I loved surfing”. A small white, glow in the dark cross was incorporated at the base of each silhouette. Young people from Mandurah Senior College, Frederick Irwin Anglican High School, Foundation Christian College and the Billy Dower Youth Centre were all involved. The RoadWise Committee provided details of those killed on Peel Roads (number, sex and age). The students were provided with a bookmark promoting the silhouette program and the Don’t Drink and Drive message. Other bookmarks were made available where the additional silhouettes were displayed - at the Mandurah library, City of Mandurah council office, the Mandurah Senior Citizens Centre, the Mandurah RAC branch at Mandurahs’ largest shopping complex, police office and the RoadWise Display at the City of Mandurah Community Christmas party.

Silhouette Installation: Members of the RoadWise Committee Installed the silhouettes on three separate road verge sites with high traffic volumes from December 2004 to early January 2005. Additional signage to the silhouettes read “PEEL ROAD DEATHS SINCE JANUARY 2003” and “DON’T BE NEXT” followed by “DON’T DRINK AND DRIVE”.

Community Christmas Party Display: A Display was held at the Mandurah Community Christmas Party promoting the Silhouettes, the Drink Driving Message, Ipod and White Ribbons Campaigns. A Community Quiz was undertaken to evaluate the awareness of the project and a Don’t Drink and Drive Christmas Hamper was drawn as an incentive for community members to complete the questionnaire.

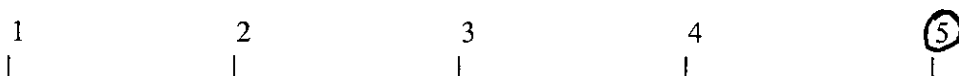
Project Evaluation: Once again the Committee considered that this project was an enormous success with a high level of community awareness in the project. The students provided positive retention of the messages and also positive feedback regarding their involvement in the project.

The silhouettes boasted a high visual prominence with the local community as well as visitors to the region with an estimated daily viewing of over 60,000 people.

A Christmas Hamper Quiz was undertaken at the community Christmas Party and a total of 51 entries were received. A series of 4 questions relating to the project were included on the quiz. 82% of entrants were aware of the silhouette project and of these entrants 60% retained the Don’t Drink and Drive message with the remainder of entrants specifying another road safety message ie: don’t speed, drive safe, don’t be next etc. The provision of bookmarks this year provided an ongoing reminder of the program to students and community members.

3. 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*): Stimulate public interest in road crashes within the Peel Region



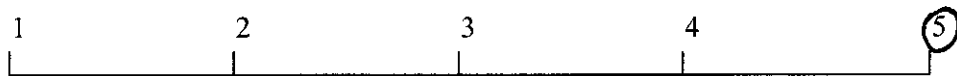
Not successful
at all

Very
successful

There was widespread interest of the project within the community and the commitment of the amount of people involved in the staging of the project reflected this. Those involved included all local RoadWise Members, Local SES, Local Bunnings Warehouse, Local Library, Council, Police, 3 high schools, Billy Dower Youth Centre, RAC, local media.

It is estimate that approximately 60,000 drivers passed the life size silhouettes on a daily basis The results of the Christmas Hamper Quiz indicated that 82% of entrants were aware of the Silhouette Project.

Objective 2 (State Objective): Involve Pre Learner Drivers in the programme to educate them about road safety.

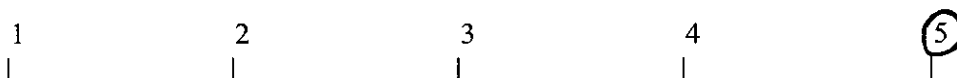


Not successful
at all

Very
successful

Students from three high schools were involved in making the silhouettes and were made aware of the reasons behind the project. Each student made a silhouette personalizing them with paint (blue for males, pink for females, plus 1 – 3 words to describe who it could have been eg “my mate” “I loved surfing”. The Silhouettes were also displayed at each school to educate other students not involved in the project. The meaning of the project and the retention of the message was proven to be a high success when the students’ comments about the project were received. These are attached.

Objective 3: Road Users over Christmas/New Year Holiday reminded of potential consequences of drink driving related to road trauma

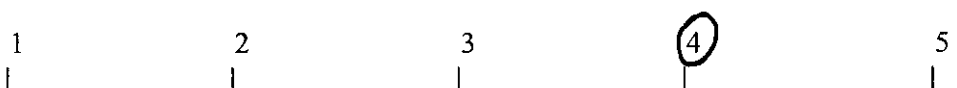


Not successful
at all

Very
successful

It is estimated that over 60,000 people per day viewed the silhouettes and the drink driving messages attached over the Christmas New Year Period.

Objective 4 : Police to provide enforcement to deter/limit those drinking and driving



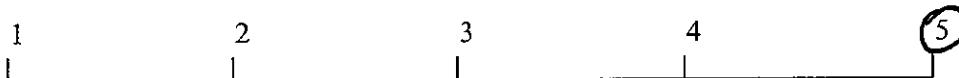
Not successful
at all

Very
successful

Over the period police carried out strategic enforcement activities on licenced premises located throughout the sub district, there was a noticeable decrease on drivers detected for drink related

offences and a decrease in those drivers driving with a high blood alcohol level (DUI).

Objective 5: Obtain widespread community support and participation in a road safety initiative aimed at making our roads safer and preventing further road fatalities

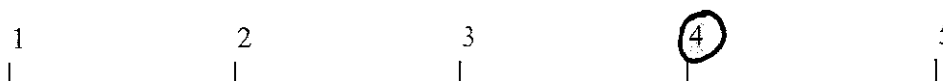


Not successful
at all

Very
successful

As mentioned previously there were a large number of people involved in the project included all local RoadWise Members, Local SES, Local Bunnings Warehouse, Local Library, Council, Police, 3 high schools, Billy Dower Youth Centre, RAC, local media. This reflects the community support in this road safety initiative. The police have reported that there was a noticeable decrease on drivers detected for drink related offences and a decrease in those drivers driving with a high blood alcohol level (DUI).

Objective 6 : Police to provide education against drink driving during silhouette displays.



Not successful
at all

Very
successful

Please provide evidence of your rating: During the campaign police provided education to the general community via local media (newspaper and radio). This was further enhanced by police conducting traffic stops handing out road safety information to motorists.

4. Project Activities

Briefly describe what activities/strategies were used to achieve these objectives:

1. Installing Life Size Silhouettes at three major locations in Peel region representing Peel Road Toll since 2003. Signage to education passing traffic of the meaning of the display.
2. Student participation and education of the reasons for display and the local road toll.
3. Over 60,000 vehicles per day to visualise the silhouette displays at the peak period for drink driving
4. Visual Police Presence Through Random Breath Testing/Booze Bus

5. December and January will target the Drink Driving campaign through media and police displays.
6. Widespread community involvement and participation provided to prepare and display the silhouettes.

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

- Yes Bookmark for students and general community
- 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 and indicate the source e.g. litter bags from the Office of Road Safety.

<u>300</u> Litter bags	<u>300</u> Air fresheners
<u>100</u> Brochures	<u> </u> Posters
<u>100</u> Balloons (Drink Driving)	<u>100</u> Wallet cards
<u> </u> Coasters	<u> </u> Tattoos
<u> </u> Water bottles	<u> </u> Pencils
<u> </u> Stubby holders	Other White Ribbons <u>200</u>

Was there any publicity or media generated from the project?

- | | | |
|-------------------------------------|---|-----------------------------|
| Print media articles or advertising | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
| Radio coverage or advertising | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
| Television coverage | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

GWN Infonet "Statewide" 29 Nov – 3 December
RAC Road Patrol Article December Edition
Mandurah Mail Article 18 November and 16 December

Please attach copies of all publicity.

Where appropriate please attach photographs of the project activities and any information that was produced as part of the project. Please remember to date and describe the photographs.

5. Community Participation and Volunteer 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 checked="" type="checkbox"/> Local businesses |

<input type="checkbox"/> Health Department <input type="checkbox"/> Department for Planning & Infrastructure	<input type="checkbox"/> Youth Advisory Council <input checked="" type="checkbox"/> Other MainRoads, SES
Estimate the amount of in kind support and volunteer hours for the project e.g. Using Police Vehicle to tow trailer to Driver Reviver locations out of working hours. Estimate approximate number of volunteer hours: 148 hours	
SES Setup	16 hours
Setup labour 5 x 6 hours	30 hours
Administration	38 hours
Schools Co-ordination	38 hours
Display	18 hours
Pack Down	8 hours
What, if any funding was provided from other sources? Sponsorship was received from Bunnings this year. They supplied all hard ware materials for the project.	
6. Conclusions and Recommendations	
Were there any major obstacles with the project? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, what were they? _____ _____ _____	
Do you have any suggestions for overcoming them? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Please provide details: _____ _____ _____	
Based on your evaluation make some concluding statements about your findings and make any recommendations about how the project could be improved: At it's meeting in February 2005 the Committee evaluated the project and the following recommendations were made. The Committee felt that the project was a success once again this year. Being the second year the general community appeared to be more aware of the project and the message it was delivering. The silhouettes on the Pinjarra Road were vandalised and the Committee recommended that the site be move further east where there are not as many pedestrians. Comments were also received that the wording on each silhouette was difficult to read and therefore it has been proposed that, in the future, the students be given specific text sizes to make these messages clearer. The Committee would also like to foster it's partnership with Bunnings further in the forthcoming years.	

6. Signature of Project Officer

Name: _____

Organisation: _____

Signature: _____ **Date:** _____

Please return by email to:

Community Road Safety Grants Officer

Email: roadwise@walga.asn.au