

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:

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

1. Contact Details

Project ID: 87

Project Name: Spring in the Valley – Don't Drink and Drive

Contact Person: Engel Prendergast

Name of Organisation: City of Swan RoadWise Committee

Email Address: eprendergast@walga.asn.au

Phone number: 9213 2060 Fax number: 9321 8378

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).

Spring in the Valley is an annual festival presented by the Swan Valley Tourism Council. During the second weekend in October approximately 90 licensed premises are open and about 50 000 people visit the Valley. This is an opportunity for people to visit the Valley and sample the produce and ambience that the Valley provides.

The project aimed to educate visitors to the Valley on the dangers of drink driving, standard drink sizes, number of wine tastings in a standard drink and number of standard drinks to affect BAC levels. It also looked at introducing the Signs of Safety Project and working with bus companies regarding safety and drinking on buses.

The project involved being part of the Events Committee, a don't drink and drive message in the Spring in the Valley Brochure, displays with educational materials handed out and free voluntary preliminary breath testing, alcohol survey, competition and a bus pack for bus companies.

Resources developed included posters on wine tasting sizes, posters on beer serve sizes, stubby coolers, pop top keyrings, alcohol survey and competition question.

The project has proved successful in several ways including forming ongoing relationship with licensed premises in the Valley.

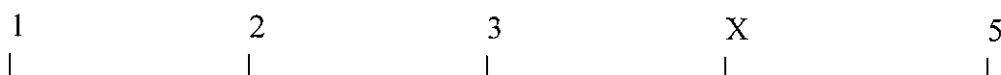
Signs of Safety installed in 15 licensed premises to date.

RoadWise Road Safety Officer currently sits on the Swan Valley Tourism Council Events Committee.

Swan RoadWise Committee works with various venues running displays and volunteer educational breath testing at events throughout the year.

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*): Displays containing drink driving information to educate visitors on issues such as standard drink sizes, effect of wine tasting on BAC, effects of alcohol on driving, general statistics etc

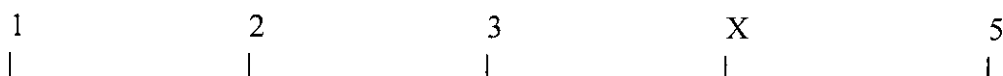


Not successful
at all

Very
successful

Please provide evidence of your rating: To encourage people to read the information contained in the displays and to gauge their knowledge of alcohol related facts, patrons were asked to fill in a survey. The survey had eight questions relating to various topics including standard drinks, blood alcohol concentration and effects of alcohol. A total of 1762 individuals completed the survey. Most respondents (over 80%) answered questions correctly with the only exception being the question What is the only thing that can lower BAC? (answered correctly by about 60%). [A copy of the survey is attached].

Objective 2 (*State Objective*): Highlight the relationship between wine tasting and BAC levels.



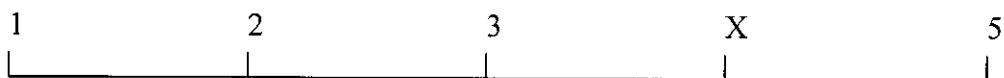
Not successful
at all

Very
successful

Please provide evidence of your rating: Though over 1000 people (1074) entered the competition,

487 of them did not answer the question or put an inappropriate answer (figure instead of word), in the majority of cases this was 0.05% possibly relating to BAC limit. However, of the 587 who did fill in the competition form in the right way, 584 answered correctly. This was very encouraging as it had been one of the education focus points for the weekend.

Objective 3 (*State Objective*): Distribution of merchandise to act as a further reminder of the dangers of drink driving.

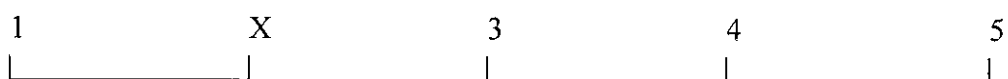


Not successful
at all

Very
successful

Please provide evidence of your rating: Many promotional and education materials were handed out throughout the weekend including 2000 wine glasses with standard drink sizes marked and don't drink and drive message, 300 stubby coolers and 2000 pop top keyrings with a don't drink and drive message. The intention of these materials is that people will take them with them as an added reminder of the dangers of drink driving when they leave the display. All items were extremely popular. All recipients of items had to participate in the display by filling out a survey, entering the competition, using the fatal vision goggles or breathalysers. In this way it was ensured that a message could be given.

Objective 4 (*State Objective*): Encouraging venues to take up Signs of Safety



Not successful
at all

Very
successful

Please provide evidence of your rating: To date the response has been fairly slow with only 15 venues taking up the Signs of Safety

(NB: If you have more than three objectives, please insert a row into the table and then high light, copy and paste a new rating scale into the document)

4. Project Activities

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

- Manned displays containing drink driving information
- Fatal vision goggles to illustrate the effects of alcohol on vision
- Voluntary breath testing to illustrate the effect of wine tasting on BAC
- Surveys and competition to encourage people to go through displays

Promotional materials/merchandise to encourage people to participate in display activities and to serve as reminders of information received.

Were any resources produced specifically for this project e.g. Promotional items, educational literature?
 Yes (Please attach a sample)
 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.

2000	Litter bags	[ORS]	2000	Air fresheners	[ORS]
2000	Brochures	[ORS]	50	Posters	[grant]
_____	Balloons		2000	Wallet cards	[ORS]
2000	Coasters	[ORS]	_____	Tattoos	
_____	Water bottles		1000	Pencils	[ORS]
300	Stubby holders	[grant]	Other 2000	wine glasses	[ORS]
			2000	keyrings	[ORS and grant]

How did you promote your project?:
 Through the Spring in the Valley brochure

Was there any publicity or media generated from the project?

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

Other, please specify
 ___brochure_____

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 type="checkbox"/> Schools	<input checked="" type="checkbox"/> Local businesses
<input type="checkbox"/> Health Department	<input type="checkbox"/> Youth Advisory Council
<input type="checkbox"/> Department for Planning & Infrastructure	<input checked="" type="checkbox"/> Other - Swan Valley Tourism Council

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: 250 over the weekend

What, if any funding was provided from other sources? City of Swan RoadWise Committee part funding of key rings

6. Conclusions and Recommendations

Were there any major obstacles with the project?

Yes

No

If yes, what were they? The popularity of the displays and giveaways meant that there were times when the quality of interaction with people was compromised.

Do you have any suggestions for overcoming them?

Yes

No

Please provide details: Ensuring that people work harder for higher quality giveaways (glasses, keyrings etc) by making sure that display personnel go through survey answers with patrons. This has proved successful on other occasions. It is however acknowledged that some people will take advantage of freebies and that at times sheer numbers makes this impossible.

Based on your evaluation make some concluding statements about your findings and make any recommendations about how the project could be improved: **Spring in the Valley 2003** was an excellent way to form a working relationship with the licensed premises in the Swan Valley. The result is that the Swan RoadWise Committee now works closely with the Swan Valley Tourism Council and with individual venues throughout the Valley on other road safety issues as well as drink driving. The Committee is also starting to form links with bus companies. More work needs to be done with both venues and patrons with regards to drinks sizes, tasting sizes and designated drivers. Swan RoadWise is working hard on these aspects.

6. Signature of Project Officer

Name: Engel Prendergast

Organisation: City of Swan RoadWise Committee

Signature: _____ Date: 6/12/04

Please return by email to:

Community Road Safety Grants Officer

Email: roadwise@walga.asn.au



Staying within the limit - How much do you know?



Answer the following questions to find out how much you know about staying within the legal driving limit – check the displays for answers.

1. What is the legal Blood Alcohol Concentration (BAC) limit if you want to drive? _____
2. How many standard drinks can an average man have in the first hour to stay under the legal driving BAC limit? _____
3. How many standard drinks can an average woman have in the first hour to stay under the legal driving BAC limit? _____
4. Does wine tasting add to your BAC? _____
5. What happens to crash risk with increased BAC?

6. What is the only thing that can lower BAC? _____
7. What are some of the effects that alcohol has?

8. What are some factors that can affect an individual's BAC?

Male Female (please circle)

Thank you for taking the time – please hand this to the people at the display to receive a gift.

Don't Drink and Drive

					THIS PROJECT IS FUNDED THROUGH SPEED AND RED LIGHT CAMERAS AND THE NATIONAL SAFETY COUNCIL OF WA TRUST FUND ADMINISTERED BY THE RAC
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The following photos show different activities at Sandalford Caversham Estate, Houghton Winery and Feral Brewing Company during the Spring in the Valley festival on 11th and 12th October 2003.



