

Focus on IAG's work

Edition 11/2010

617.0-IAG:617.1

The levels model for campaign evaluation with reference to the example of "Fight the risk"

Problem

Under the slogan "Fight the risk", the German social accident insurance institutions are lobbying in 2010 and 2011 for greater safety during driving and transport tasks, both on company premises and on the public highway. The objective of this prevention campaign is to reduce the accident risk by means of measures for behavioural and circumstantial prevention.

The campaign is geared in the first instance to companies and their employees and to school-children, their parents and their teachers. The target group extends to anyone involved in occupational safety and health who is able to disseminate the subject-matter by launching and conducting measures within companies. Specific objectives of the campaign are:

- Improving the securing of loads
- Improving the safety of cyclists, particularly children and young people
- Increasing the safety of in-plant transport
- Increasing the number and quality of risk assessments concerning traffic safety
- Improving the observance of rules
- Improving visibility



Poster image of the "Fight the Risk" prevention campaign with the slogan "My head is still in the canteen"

The IAG has developed an evaluation concept in order to review the effectiveness of the prevention campaign.

Activities

The initial deliberations regarding evaluation quickly revealed that the accident statistics trends would be an unsuitable indicator of the campaign's impact.

The IAG therefore developed a phase model of this impact. In this model, criteria and indicators for measurement of the campaign's impact were formulated based upon the defined sub-objectives of the campaign.

The evaluation concept encompasses eight levels:

- Scope of the campaign activities and measures, i.e. documentation in a uniform format of all measures in the areas of press, activities, media and promotional items
- Response in the media, i.e. documentation and evaluation of the response in text, image, radio and TV broadcasts against qualitative and quantitative parameters
- Perception level, i.e. measurement of the target groups' perception of the campaign (awareness, retention, comprehensibility, associations)
- Behavioural and circumstantial change level, i.e. measurement of the actual changes within the target group (knowledge, attitudes, behaviour, image)
- Impacts within plants, i.e. measurement of the campaign measures' effects upon specific performance figures for the company/organization
- Quality of the campaign's structure and processes, i.e. identification and evaluation of the campaign's organization and procedures, in order for internal processes to be optimized
- Recommendations for and provision of consulting to the bodies responsible for the campaign for the purpose of evaluation, i.e. support for evaluation by the institutions themselves
- Reporting of evaluation, i.e. structured and continual reporting of the results of evaluation

Results and Application

The evaluation of the "Fight the risk" prevention campaign delivers information on:

- To what extent measures and media activities were performed in the course of the campaign (umbrella campaign/campaigns by the individual social insurance institutions) and were taken up by the press, radio and television media
- How the campaign was perceived by the target groups/what interest it generated
- What impact it had upon behaviour among the target groups and upon conditions within companies
- How organization and performance of the campaign is evaluated internally, and what scope for improvement exists for future campaigns

The evaluation enables structured information to be gained swiftly on the progress of the campaign and its measures.

Area of Application

Social accident insurance institutions and their member companies; the DGUV; partner bodies planning or conducting a campaign

Additional Information

- www.dguv.de/iag, Webcode e95055
- www.risiko-raus.de

Expert Assistance

IAG, Evaluation and Workplace Health Management Section