

# Evaluation Summary Report

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# Background

The aim of this evaluation was to understand the effectiveness of the implementation and delivery of the Road to Zero Education Complex (RtZ) and to identify where improvements could be made.

All aspects of RtZ were evaluated, including:

- The Exhibition Space
- Health and Science Learning Studio Programs
- The Regional In-School Program
- School Holiday Programs

The process evaluation addressed the following themes:

*Appropriateness* - program content, scope, presentation style

*Reach* - is the program reaching the target audience?

*Dose* - variety and duration of the program

*Fidelity* - consistency with the original planned intent?



A modern museum gallery with a blue sofa, glass display cases, and interactive exhibits. The room features a dark ceiling with recessed lighting and a carpeted floor. The walls are decorated with white line art illustrations. A mannequin in a racing suit is displayed in a glass case. A large white panel in the center has text on it. A silver trash can is visible on the right side. The word "Methodology" is overlaid in white text on the blue sofa.

# Methodology

# Teacher Feedback

All teachers who visit Road to Zero were sent a feedback survey via email. Each teacher who visited was sent a unique link to the survey. In 2019, 59 teachers completed a survey, a response rate of 41%.

The survey collected data about:

- Relationship of RtZ to subject areas taught
- Awareness of RtZ
- The RtZ booking process
- Satisfaction with the program
- Student and teacher feedback about the program and possible improvements
- Road safety education at the school
- Use of RtZ teacher resources
- Intention to recommend RtZ and to book again

To get more in depth and detailed feedback, focus groups and one-on-one interviews were conducted with teachers in November 2019. A total of 10 teachers participated in focus groups and 29 participated in in-depth interviews.



# Student Survey

Survey data were collected from 421 student visitors to RtZ at the Melbourne Museum in Term 3 2019. Twenty-nine (55%) of the 53 school groups which attended were surveyed.

Survey data were collected from the first school to participate in the Regional In-School Program (RISP) (n=55). The results from this small survey are also discussed, but separately to the Melbourne Museum results.

The student surveys asked for feedback about:

- The overall experience of RtZ
- What they enjoyed most and least about the program
- What they think Towards Zero means
- What one thing they will do to improve road safety

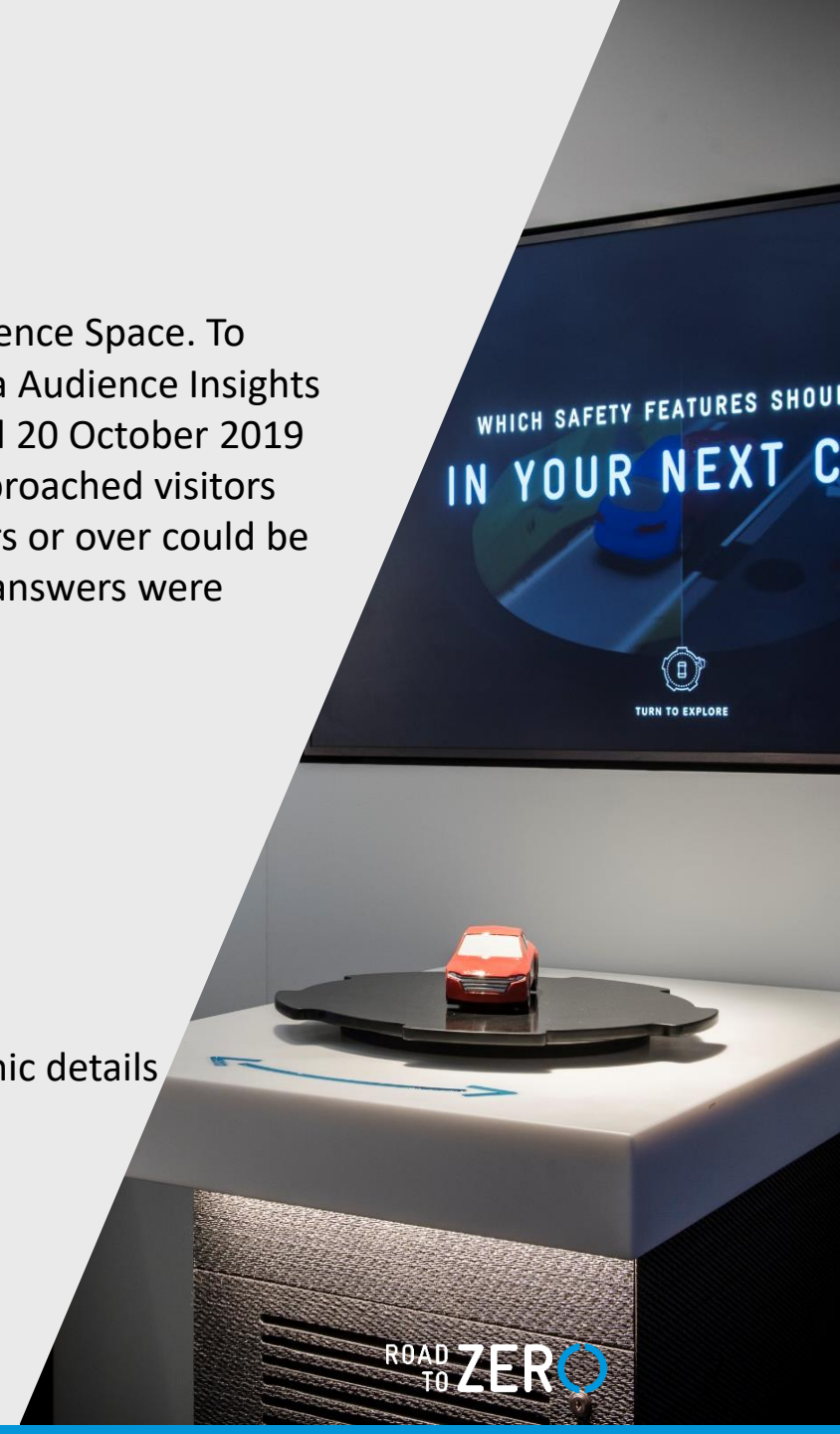
# Visitor Survey

The general public is a secondary audience for the Experience Space. To collect data from the general public, the Museum Victoria Audience Insights team ran an intercept survey with visitors over the period 20 October 2019 to 17 November 2019. Interviewers employed by MV approached visitors exiting the RtZ experience space, only those aged 18 years or over could be interviewed. Questions were asked by interviewers and answers were recorded by interviewers on an iPad.

The survey collected data about the following:

- Travel to Museum on the day of the visit
- Finding the RtZ exhibit
- Feedback about the experiences in the exhibit
- What was learned
- People accompanying the participant and demographic details

A total of 87 visitors were interviewed, from a pool of 144 visitors approached by interviewers (60% response rate).



# School Holiday Program Survey

Data were collected about attendances at the school holiday program and about the experience of the program via a survey of participants. A total of 395 participants were interviewed. The survey covered four school holiday periods.

Surveys were collected from 103 visitors in Easter 2019, 160 in Winter 2019, 82 in Spring 2019 and 50 in Summer 2020.

The survey collected data about the following:

- How visitors heard about the holiday program
- Ages of children
- Satisfaction with the program
- Feedback about the program





# Facilitator and Content Audits

A review process for facilitators was developed and the reviews were completed in mid-2019.

The review took the form of observation and feedback sessions and was intended to ensure:

- Fidelity in terms of the delivery of the program
- Appropriate development and improvement among facilitators
- The reputation of the program is maintained to assist in meeting RtZ targets
- Collegiality and professionalism are fostered within the team of facilitators

To assess these goals each facilitator was observed in the following contexts:

- Delivering the introduction for groups starting the Experience Space
- Running the Health and Science education programs in the Learning Studios, including:
  - introducing the topic and key concepts
  - explaining the task and managing discussion
  - providing clear direction
  - moving students into pods
  - monitoring progress
  - building rapport
  - emphasising key messages
  - responding to student questions
  - resolving technical issues
  - keeping to time and wrapping up



A modern museum gallery with a blue and white color scheme. In the foreground, there is a blue sofa with white armrests. The background features glass display cases filled with various items, including a racing helmet and a car. The walls are decorated with white line art illustrations. The ceiling has recessed lighting panels and track lighting. The floor is a light-colored carpet with a large white semi-circle graphic in the center.

# Key findings

# Teacher feedback...

- 99% of teachers were either extremely satisfied (73%) or satisfied (26%) with the RtZ programs
- 81% said they were likely to recommend RtZ to others and to book again in the future
- Key strengths was the interactive nature, use of technology and students were highly engaged
- The health and science programs were positively regarded with good links to the curriculum and enabled students to put into practice learnings
- The experiential and hands on approach to learning attracted positive feedback
- Teachers involved in **RISP** also provided very positive feedback about their experiences and student engagement
- Most teachers surveyed completed an additional road safety education activity either before or after their visit. Most used the RtZ teacher resources and were very satisfied with them.

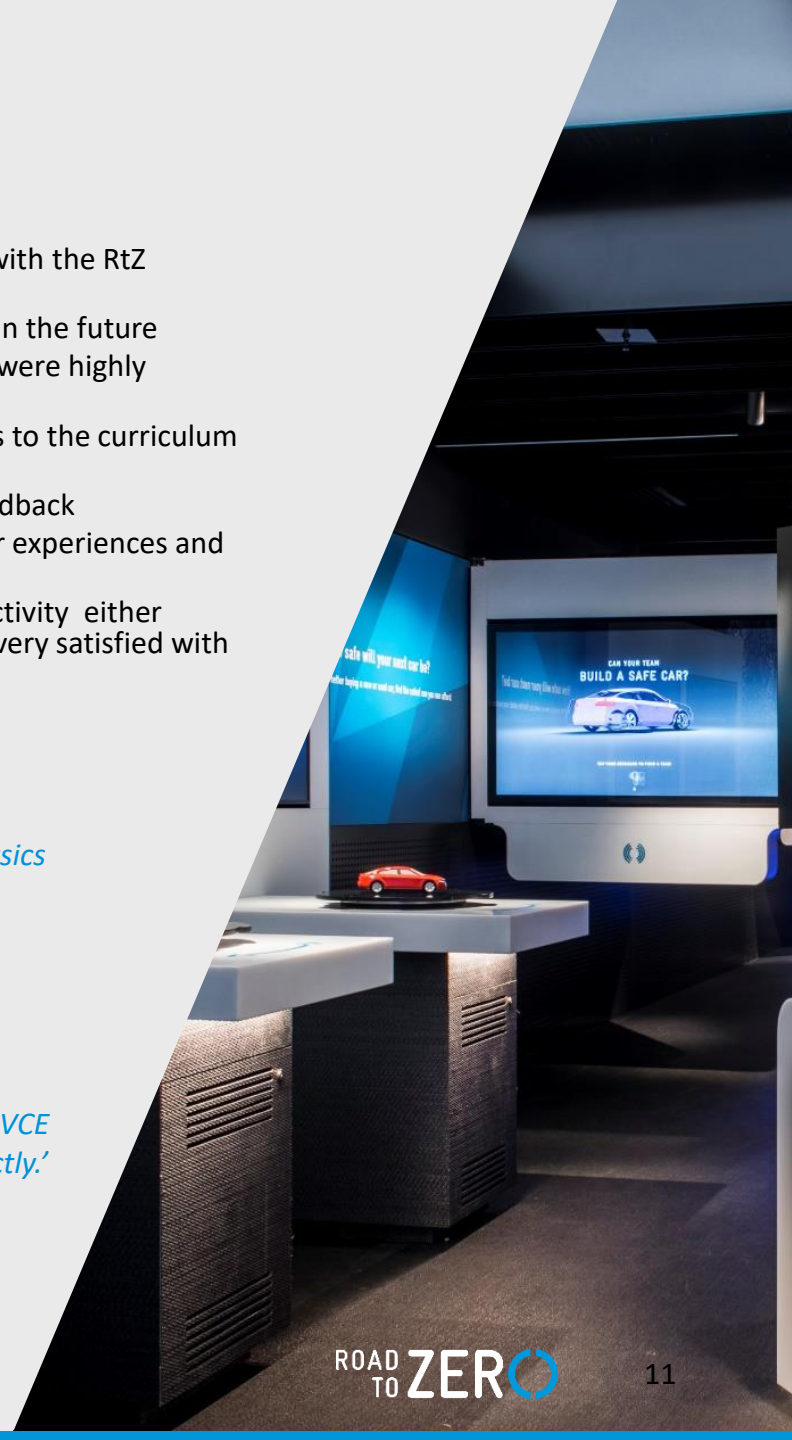
## Teacher comments:

*'Students enjoyed the experience especially the hands-on nature of the physics program'*

*'The content was spot on... was exactly what we were looking at in class at the time. We had been doing distance/time graphs, so it related to our program perfectly.'*

*'Key point of the program (year 10 health) is to prepare kids for VCE health and human development and this program fit that perfectly.'*

*'Best part was the students working in a team to complete the physics challenge. The simulation of stopping distance and initial explanation was worthwhile.'*



# Student feedback...

- Students rated the experience at Road to Zero an average score of 4.2/5.
- The virtual reality experience was rated as the exhibit the students enjoyed most, followed by making their own road safety advertisement.
- The interactive nature of the excursion as well as learning about road safety were also mentioned by students as positive aspects of their visit.
- 71% of students had a clear understanding of the term *Towards Zero* after completing the program.
- Over 80% of students were able to identify something that they could do to improve road safety.

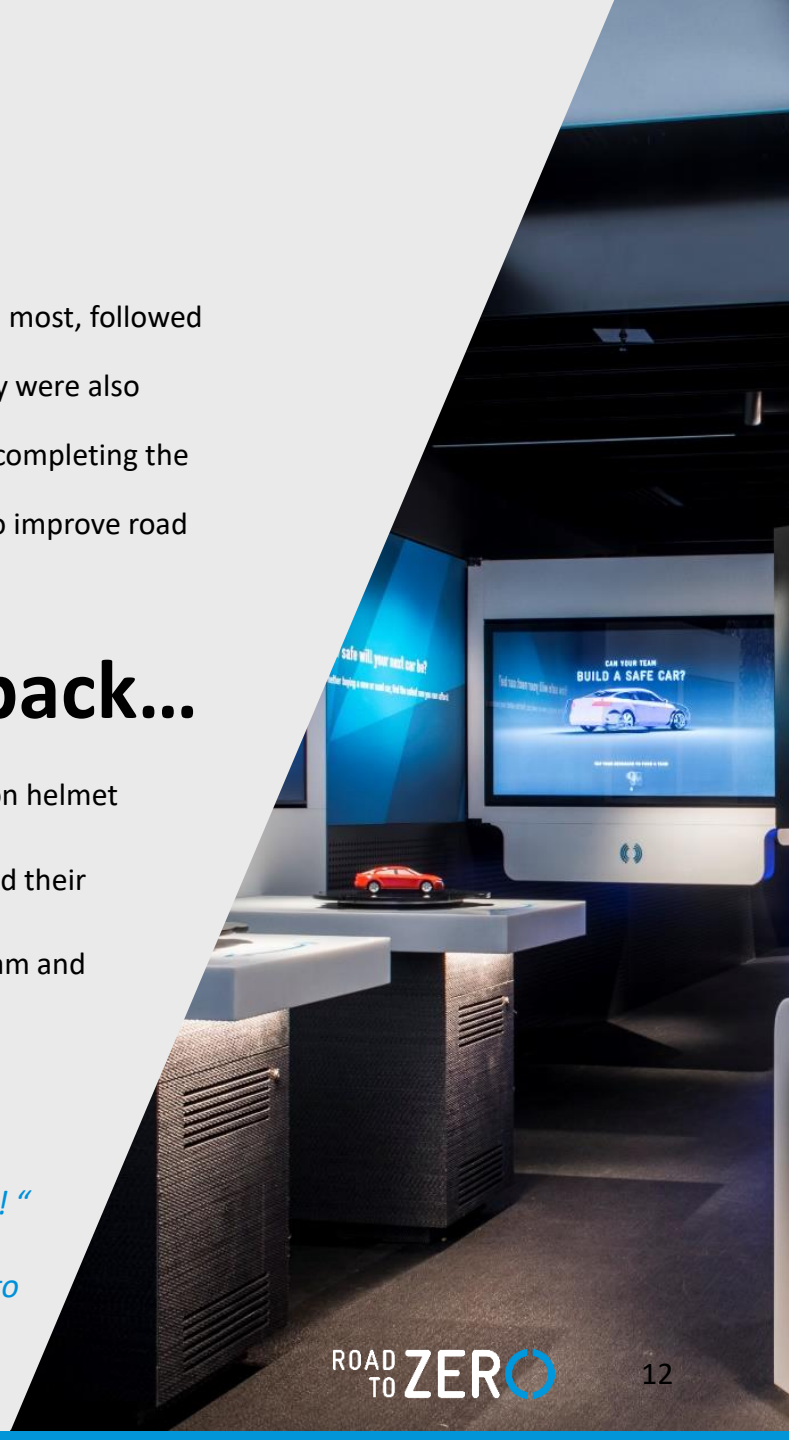
# School holiday program feedback...

- Two different school holiday program topics were conducted in 2019, one on helmet wearing and one on vehicle safety.
- These programs were designed for pre and primary school aged children and their parents.
- 99% of participants surveyed were satisfied with the helmet wearing program and 98% were satisfied with the vehicle safety program.

## Parent comments:

*“It got us to be creative and we learnt about bike safety. It was fantabulous!”*

*“The technology is great - very appealing to my kids but still getting them to think about the importance of Toward Zero.”*



# Visitor feedback...

- Visitors rated the Road to Zero Exhibition very positively, with those surveyed rating their overall satisfaction with the visit a 4.46/5.
- The most popular exhibit mentioned by visitors surveyed was the Road Trip to Zero VR experience.
- Visitors were asked to rate how much they agreed with a range of statements, were a score of 5=strongly agree...down to 1=strongly disagree. The results are noted below...

<b>I will recommend RtZ to others</b>	<b>4.31</b>
<b>I will now think more about road safety issues</b>	<b>4.14</b>
<b>I now understand more about road safety</b>	<b>4.10</b>
<b>I learnt things</b>	<b>4.06</b>
<b>I will tell others about what I learnt today</b>	<b>4.06</b>
<b>I was surprised by RtZ</b>	<b>3.80</b>



# Attendance...

- The education programs have reached the target market of secondary school students and teachers, with over 6,000 students booked to attend in the first year of the program.
- The students reached were a diverse group, broadly representative of the secondary school population, including students from state, catholic and independent schools, across Years 9, 10 and VCAL.
- The school holiday program extended the reach to a further 4,714 children and accompanying adults.
- The RISP will further reach students who are unable to attend the Melbourne Museum. (outside of the evaluation period, RISP has reached 856 students)
- More than 70,000 entries to the Experience Space were recorded over the first 13 months of RtZ.

## Teacher comments:

*'By the end of it they (students) couldn't stop talking about it. They are still talking about it... Road to Zero = 0 deaths.'*

*'This program was really well organised. I am glad it is taken out to rural/regional areas where it is needed most'*

*'As a special school it provided a variety of ways to participate.'*



# Nature of the experience...

- The number of minutes on average spent in the Experience Space is 24.5 minutes for both students and visitors.
- The time allowed for student visits to this space is appropriate (45 minutes).
- The Experience Space covers a variety of content topics and interactive experiences; Virtual Reality, crash simulations, quizzes and static displays.
- The survey data shows that all displays attracted positive ratings from the general public.

Teacher comments:

*'Engaging. Interactive. Students learning through doing. Listening to their discussions there was high level negotiation about target audience and key message.'*



# Program delivery...

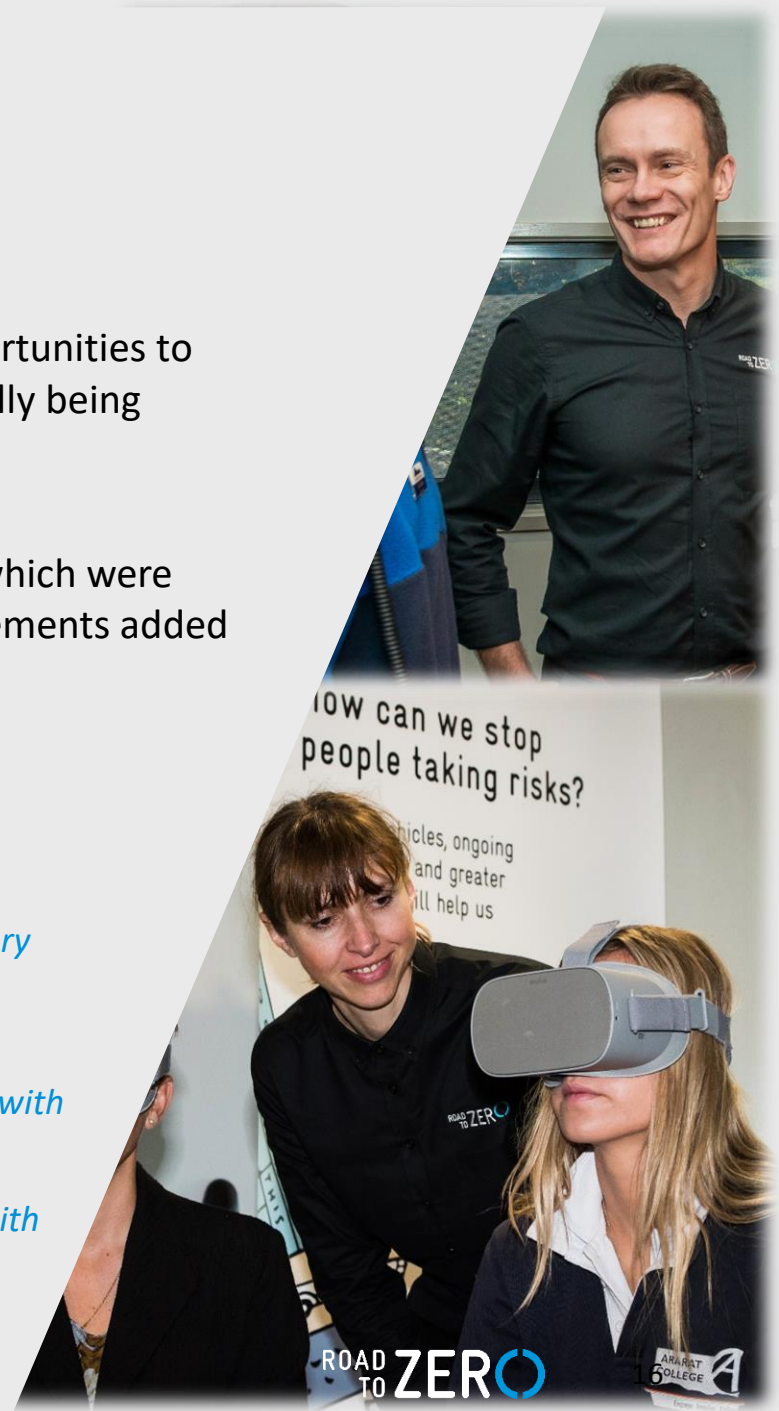
- The facilitator audit indicates that while there are opportunities to develop and support facilitators, the program is generally being delivered as intended
- The content of the Experience Space covers all topics which were planned for inclusion and have had some additional elements added based on visitor numbers and feedback

## Teacher comments:

*'I loved the way the presenters engaged the students. They were very knowledgeable and helpful.'*

*'The kids really enjoyed it. All parts were valuable. The room set up with stands was great.'*

*'The staff were really helpful and encouraging. They provided us with great information.'*







How can we keep  
ever, all the time?

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ever, all the time?

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# Conclusions

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- The Road to Zero Education Complex has been extremely well received by teachers, students, families and visitors.
- Teachers in particular found the program to be highly engaging for students. The road safety messaging was well understood by students and the learning programs effectively addressed relevant curriculum areas.
- An expansion of the range of education programs offered through Road to Zero is being undertaken. This will include additional programs for VCAL students, VCE Health, and Year 6 students.
- Two new exhibits in the Road to Zero Exhibition Space have been installed since the evaluation was undertaken.
- Further evaluations will be undertaken over the 10 year life of the Road to Zero Education Complex.



# ROAD TO ZERO

ROAD TO ZERO

Why should we walk slower? Because it's important that people are seen by drivers. Please don't speed.



[roadtozero.vic.gov.au](http://roadtozero.vic.gov.au)