

# Evaluation of the National Road Safety Partnership Program

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## Abstract

The National Road Safety Partnership Program (NRSPP) was created to bring together businesses, researchers, and government in a collaborative network and support organisations to improve road safety. This presentation will summarise findings from a program evaluation completed by the Monash University Accident Research Centre, measuring the program's activities, outputs and impact. The evaluation identified evidence that the NRSPP has increased its engagement in activities including knowledge production, advancement, and dissemination since its inception in 2013. Findings support the program's influence on key decision-makers, including government, external stakeholders, the research sector, and workplace organisations, as evidenced by reference to the NRSPP in policy papers, scientific reports, and stakeholder materials. Survey results additionally demonstrate the program's positive contribution to workplace health and safety outcomes (e.g. employee safety knowledge and workplace safety culture), and highlight areas of improvement to inform the future strategic directions of the program.

## Background

The NRSPP was created to bring together businesses, researchers, and government in a collaborative network and draw on local and international good practices to support organisations to improve road safety.

In 2020, the Monash University Accident Research Centre (MUARC) undertook an evaluation of the NRSPP, aiming to assess the impact of the program's outputs and activities over the past nine years. Guided by a research impact model (Van Eerd et al., 2021), the evaluation focused on:

- i. Outputs of NRSPP activities including knowledge production, knowledge advancement and knowledge dissemination;
- ii. Influence of NRSPP activities on key decision-makers in workplace road safety (e.g., employers, policymakers); and
- iii. Impact of NRSPP activities on improving individual and workplace health and safety outcomes.

This presentation will describe the evaluation outcomes and the program's future strategic direction.

## Method

Data (Table 1) was collected using academic and grey literature, a survey of program stakeholders, an extensive website review, and social media analytics tools. A subject matter expert in workplace road safety reviewed the evaluation to ensure scientific credibility.

## Results

### *Immediate outcomes*

Between 2014 and 2021, the NRSPP has demonstrated notable program membership growth, with the number of program partners increasing from 23 in 2014 to 189 in 2021 and the number of Working Group members increasing from 16 in 2014 to 94 in 2021. The program demonstrated strong growth

40 in social media followers (from a cumulative following of 32 in 2013 to 2,677 in 2021) and annual  
41 website users (from 3,468 in 2016 to 84,002 in 2021).

42 The NRSPP has engaged in producing, advancing, and disseminating knowledge, hosting >1,785  
43 road safety resources on its website. Almost all knowledge creation content has demonstrated strong  
44 cumulative growth (e.g. the number of Quick Fact's increasing from one in 2014 to 71 in 2021).

#### 45 *Intermediate outcomes*

46 The NRSPP has consistently influenced government, external influencers, and workplace parties.  
47 This was demonstrated through reference to the program in materials such as government strategy  
48 and action plans, external influencer submissions to government, and workplace policy documents  
49 and survey responses (indicating industry use of the NRSPP for education and awareness-raising,  
50 self-learning, and training purposes). Reference in scientific reports provides some evidence of the  
51 program's influence on the scientific community. Program director Jerome Carslake has been widely  
52 recognised as a subject matter expert, and reference to the program in external media has  
53 demonstrated strong growth.

#### 54 *Final outcomes*

55 50% of respondents indicated the NRSPP assisted them in improving employee safety knowledge,  
56 workplace safety culture, and integrating safety good practices into day-to-day operations. Fewer  
57 participants indicated that the program assisted them in introducing improved procedure (27%),  
58 reducing workplace crashes (27%), and reducing workplace compensation claims (9%).

59 Qualitative feedback indicated that a significant benefit of program membership was access to a  
60 network of industry experts and previously unavailable support services and resources.

#### 61 **Conclusions**

62 The evaluation findings provide support for the growing impact of the NRSPP on workplace road  
63 safety, and identified several areas of opportunity for program improvement. Future strategic  
64 directions of the program will be discussed.

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**Table 1. Evaluation data sources**

<b>Data type</b>	<b>Methodology</b>
<b>Academic literature</b>	The Monash Library Search Engine (i.e. <a href="https://guides.lib.monash.edu/search">https://guides.lib.monash.edu/search</a> ), Google Scholar and ProQuest were searched using the terms "NRSPP" or "National Road Safety Partnership Program". The search was restricted to the period 2014 to December 2020, and resulted in 95 hits. Abstracts were examined for relevance.
<b>Grey literature</b>	A Google search was undertaken to scan for mention of the NRSPP in grey literature materials. The search terms included "NRSPP" or "National Road Safety Partnership Program". This search yielded 31 pages of results, and all pages were visually examined for relevance.
<b>Stakeholder survey</b>	To explore the influence of the NRSPP on workplace safety outcomes, a secure survey was distributed to 111 key NRSPP stakeholders via Qualtrics. The survey included questions regarding key outcome indicators, stakeholder usage of NRSPP resources, and free-text responses. A total of 43 responses were recorded (response rate of 39%), however significantly fewer respondents (<25) answered all survey questions.
<b>NRSPP Website</b>	A search of the NRSPP website was undertaken to examine content it had published via its website. The search distinguished between content the NRSPP was involved in creating and externally-produced content disseminated by the program. This search yielded approximately 1790 results, and documents were examined according to resource type.
<b>Digital analytics tools</b>	WordPress and Google Analytics tracking information from the NRSPP's website was utilised to provide information on the program's user reach and activity. Statistics were collected based on the date period of August 2016 – August 2021. Social media follower counts were obtained directly from the relevant channels.

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77 **References**

78 Van Eerd, D., Moser, C., & Saunders, R. (2021). A research impact model for work and health.  
 79 *American Journal of Industrial Medicine*, 64(1), 3–12. <https://doi.org/10.1002/ajim.23201>

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