



Implementation/Evaluation Plan

Be a Hero  Save a HeroSM

Example

Central City Fire and Life Safety Coalition Bike Safety Program

Vision: Cleveland Park will be one of the safest communities in the region for bicycle riders.

Problem Statement: The problem is the Central City Fire Department responds to a high rate of bicycle incidents compared to similar communities.

Goal: Cleveland Park children will be safe bike riders.

Outcome Objectives

As compared to baseline data, the following changes will have occurred:

By December 31, 20xx, there will be a 35-percent reduction in fatalities from bicycles to children 10 to 16 years in Cleveland Park. Evaluation methods: statistical proof and anecdotes.

By December 31, 20xx, there will be a 50-percent reduction in injuries from bicycles to children 10 to 16 years in Cleveland Park.

By December 31, 20xx, there will be a 50-percent increase in the number of children 10 to 16 years who consider it acceptable to wear bicycle helmets in Cleveland Park.

Impact Objectives

As compared to baseline data, the following changes will have occurred:

By January 1, 20xx, the city council will have adopted a bike helmet law for children 18 years and younger. Evaluation method: passage of law. Interventions: education, engineering, and enforcement.

By June 20, 20xx, there will be a 50-percent increase in the number of children age 10 to 16 who know rules of the road as they pertain to cycling. Evaluation methods: observational surveys, self-report surveys, and pretests and posttests.

January 20xx, there will be a 50-percent increase in the number of children aged 10 to 16 who wear bike helmets and wear them correctly. Evaluation methods: observational surveys, self-report surveys, and pretests and posttests. Interventions: education.



By September 30, 20xx, there will be a 50-percent increase in the number of children 10 to 16 who obey all traffic signs, signals, and other traffic control devices. Evaluation methods: observational surveys, self-report surveys, and pretests and posttests. Intervention: education.

By September 30, 20xx, there will be a 50-percent increase in the number of children aged 10 to 16 who wear bike helmets and wear them correctly. Evaluation methods: observational surveys, self-report surveys, and pretests and posttests. Interventions: education, engineering, and enforcement.

By December 31, 20xx, there will be a 60-percent increase in the number of bicycles outfitted with safety equipment require by law. Evaluation methods: observational surveys, self-report surveys, and pretests and posttests. Interventions: engineering and enforcement.

By December 31, 20xx, there will be a 50-percent increase in the number of parents/caregivers who can name three ways their children can be safe bike riders. Evaluation methods: pretests and posttests. Interventions: education.

Process Objectives

Starting January 1, 20xx, the project coordinator will monitor changes in the prevalence, incidence, and severity of child bicycle injuries by collecting and analyzing data from city emergency medical services run report data, the county's medical examiner's logs on fatalities, trauma registry data on children treated in three hospital emergency rooms and local clinics, police reports, and city traffic engineering department reports. Evaluation methods: injury/loss statistics and anecdotes.

By January 1, 20xx, the coalition will have drafted legislation requiring children 18 and under to wear bike helmets when cycling. Evaluation method: drafting of legislation. Interventions: enforcement.

By April 1, 20xx, the project coordinator will have distributed three news releases and three articles to local media to raise awareness about bike safety. Evaluation method: counting number of outlets using news releases and articles and estimating percent of public receiving new releases and articles. Intervention: education.

By June 20xx, the coalition will have distributed 300 helmets to children in the district who participate in the free or reduced lunch program. Evaluation method: counting the number of helmets distributed. Intervention: education, engineering, economic incentive.

By October 20xx, the project coordinator will have received permission from school board to expand program to the three additional schools in Cleveland Park. Evaluation method: letter of agreement and adoption of curriculum. Intervention: education.

By November 20xx, the project coordinator will have trained teachers in the three additional schools to use the curriculum consisting of classroom instruction, skill training in traffic, correct fit of helmets, and reinforcement by parents/caregivers. Evaluation methods: skill testing, counting, and questionnaires. Intervention: education.

By December 31, 20xx, the station commander at the Cleveland Park station, with the assistance of the coalition, will have conducted three bike rodeos and offered bike helmets to those qualifying. Evaluation methods: estimating number of people in attendance, number of helmets given away, and



the number of children going through bike rodeo course. Intervention: education, engineering, economic incentive.

By December 20xx, each member of the coalition will have made a presentation to a community group about the bike safety program. Evaluation methods: counting. Intervention: education.

Formative Objectives

By March 1, 20xx, the fire and life safety coalition will have conducted a community risk assessment of central city.

By April 1, 20xx, the fire and life safety coalition will select the risk issue and target population to address in the community.

By May 31, 20xx, the fire and life safety coalition will identify core stakeholders in the Cleveland Park district to join the bike safety program.

By July 1, 20xx, the fire and life safety coalition will develop goals, interventions, and objectives for the bike safety project.

By September 1, 20xx, the fire and life safety coalition will begin a fundraising campaign to raise \$5,000 to purchase helmets for children and props for bicycle rodeos.

By October 1, 20xx, the project coordinator will have received commitment from local merchants to offer discounts on bicycle helmets and display posters.

By January 1, 20xx, the project coordinator, with help of the coalition, will have developed/adapted a bicycle safety curriculum for use in the schools in the Cleveland Park district.

By March 1, 20xx, the fire and life safety coalition will have received approval for the board of education to use the bicycle safety curriculum in schools in the Cleveland Park district.

By April 1, 20xx, the project coordinator will have trained all firefighters at the Cleveland Park station on bike safety, how to conduct a bike rodeo, and how to fit helmets.

By April 1, 20xx, the fire and life safety coalition will have identified one school to pilot the bike safety program.

By October 31, 20xx the project coordinator will have trained teachers in the pilot school to use the curriculum consisting of classroom instruction, skill training in traffic, correct fit of helmets, and reinforcement by parents/caregivers. Evaluation methods: skill testing, counting, and questionnaires.

By January 31, 20xx, teachers in the pilot program will have taught lesson on bike safety and conducted pilot testing of students.

By March 31, 20xx, project coordinator with the assistance of coalition, will review materials and make changes based on teachers' recommendations.