Impact Evaluation for Road Safety Interventions Training Course

Professional Development Training Course Outline

Category	Traffic Management & Road Safety	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Road safety remains a critical issue globally, with millions of lives lost each year due to traffic accidents and unsafe road conditions. In response to this growing concern, effective road safety interventions are crucial to prevent fatalities, reduce injuries, and create safer road environments. Impact Evaluation for Road Safety Interventions Training Course is designed to provide professionals with the necessary skills and knowledge to assess and measure the effectiveness of these interventions. By evaluating road safety programs, practitioners can ensure that resources are optimally allocated and interventions are making a real difference. This course aims to enhance participants' ability to analyze road safety data, interpret results, and recommend actionable strategies for improving road safety.

The course blends theory with practical approaches, offering participants a deep understanding of impact evaluation methodologies and tools. Participants will explore key concepts such as monitoring and evaluation (M&E) frameworks, data collection techniques, statistical analysis, and policy advocacy to assess road safety projects. Through hands-on experience with real-world case studies, the course will help learners understand the practical application of these tools in diverse road safety contexts. With a focus on evidence-based decision-making, participants will leave with the ability to evaluate the impact of road safety initiatives and contribute to data-driven policy improvements.

Programme Curriculum

Impact Evaluation for Road Safety Interventions Training Course

Introduction

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Course Duration

5 days

Course Objectives

1. Understand the foundational principles of impact evaluation in the context of road safety.
2. Develop the skills to design robust monitoring and evaluation (M&E) frameworks for road safety interventions.
3. Learn to apply statistical techniques for analyzing road safety data.
4. Gain insight into data-driven policy and how to advocate for effective road safety interventions.
5. Master the use of traffic accident data and GIS mapping to assess road safety risks.
6. Explore various road safety interventions, including infrastructure improvements and public awareness campaigns.
7. Evaluate the cost-effectiveness of road safety programs through detailed economic analysis.
8. Understand the role of stakeholder engagement in designing and evaluating road safety initiatives.
9. Learn how to integrate social equity considerations into road safety evaluations.
10. Develop the ability to assess the long-term impact of road safety interventions on public health and mobility.
11. Learn how to evaluate the success of traffic enforcement strategies in improving road safety.
12. Gain practical experience with field data collection methods, such as surveys and accident investigations.
13. Develop the capacity to use evaluation results to inform policy recommendations and improve road safety governance.

Target Audience

1. Road safety professionals and engineers.
2. Public health professionals working in traffic safety.
3. Policymakers in transportation and urban planning.
4. Data analysts and statisticians focused on road safety.
5. Academics and researchers in transportation or urban safety.
6. International development professionals working on road safety projects.
7. Non-governmental organizations (NGOs) focused on road safety.
8. Advocacy groups working to improve road safety regulations.

Course Modules

Module 1: Introduction to Road Safety and Impact Evaluation

- Overview of global road safety challenges.
- Key concepts in impact evaluation and road safety interventions.
- Importance of data in evaluating road safety outcomes.
- Frameworks for assessing the effectiveness of road safety initiatives.
- **Case study**: Evaluating a public awareness campaign in a mid-sized city.

Module 2: Monitoring and Evaluation Frameworks

- Basics of M&E frameworks and their relevance to road safety.
- Defining indicators and data collection methods.
- Setting measurable goals and outcomes for road safety programs.
- Evaluating the implementation and impact of interventions.
- **Case study**: Evaluating road infrastructure improvements in a developing country.

Module 3: Statistical Methods for Impact Evaluation

- Key statistical tools for analyzing road safety data.
- Conducting impact assessments using regression analysis and other techniques.
- Understanding causal inference and establishing relationships.
- Interpreting results from traffic safety data.
- **Case study**: Using statistical methods to assess the impact of speed cameras on crash rates.

Module 4: Economic Evaluation of Road Safety Interventions

- Techniques for conducting cost-effectiveness and cost-benefit analysis.
- Economic modeling for road safety interventions.
- Analyzing financial sustainability and resource allocation.
- Quantifying health and economic impacts of road safety programs.
- **Case study**: Economic evaluation of a road redesign project aimed at reducing pedestrian fatalities.

Module 5: Data Collection and GIS Tools for Road Safety

- The role of Geographic Information Systems (GIS) in road safety evaluations.
- Collecting and analyzing traffic accident data.
- Using mobile data collection tools for field research.
- Mapping high-risk areas and road safety interventions.
- **Case study**: GIS analysis of crash hotspots and targeted interventions.

Module 6: Stakeholder Engagement and Policy Advocacy

- Identifying key stakeholders in road safety projects.
- Engaging communities, local governments, and businesses in safety initiatives.
- Strategies for influencing road safety policy through evidence-based advocacy.
- Building partnerships for more effective interventions.
- **Case study**: Collaboration between government and NGOs to improve pedestrian infrastructure.

Module 7: Evaluating Long-Term Impact and Sustainability

- Assessing the long-term outcomes of road safety interventions.

- Measuring sustained behavior change in road users.
- Understanding the impact of road safety policies over time.
- Designing follow-up evaluations and long-term studies.
- **Case study**: Long-term evaluation of a national road safety program.

Module 8: Reporting and Communicating Findings

- Presenting evaluation results to different audiences (government, stakeholders, public).
- Creating clear, actionable reports with visual data.
- Using evaluation findings to advocate for policy change.
- Developing effective communication strategies for road safety messages.
- **Case study**: Reporting on the success of a road safety education campaign for teenagers.

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call +254769199797

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

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