

Evaluation in the Field of Prevention at AUVA

Marie Jelenko, Thomas Strobach
Austrian Workers' Compensation Board
Vienna, Austria

Overview

- eKIT: Framework for the evaluation of prevention campaigns and projects
- Two application examples
 - Evaluation of the AUVA-campaign „Hände gut, alles gut!“
 - Evaluation of the current AUVA-campaign on carcinogens

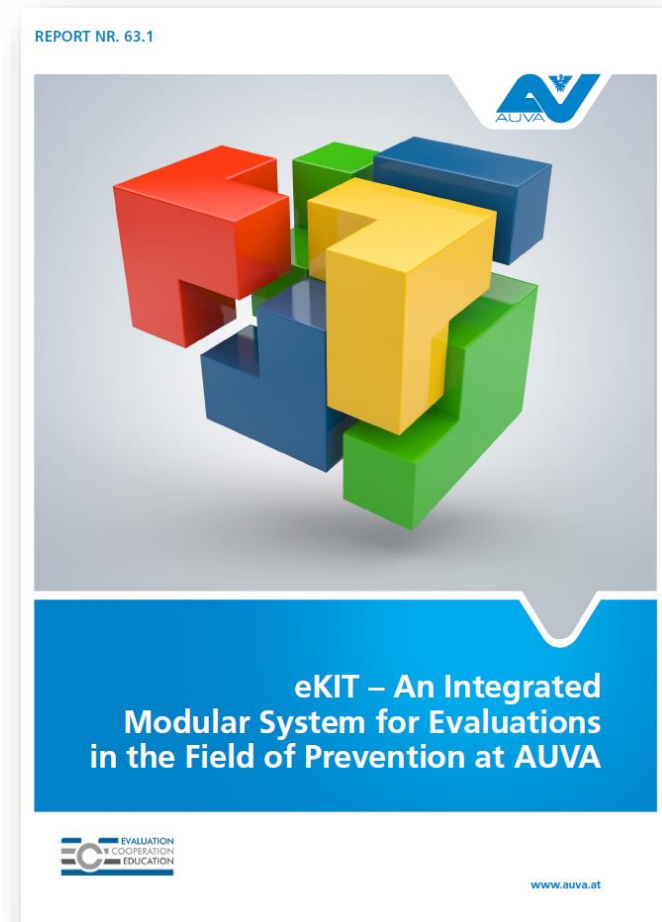
The four pillars of AUVA - everything from a single source

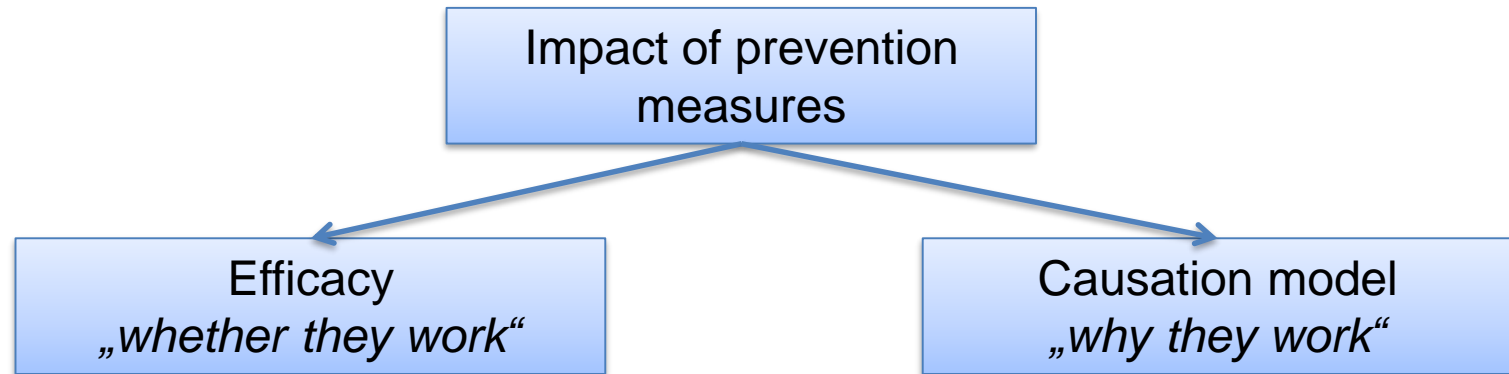


EvaluationKIT

An Integrated Modular System for Evaluations in the Field of Prevention at AUVA

REPORT NR. 63.1





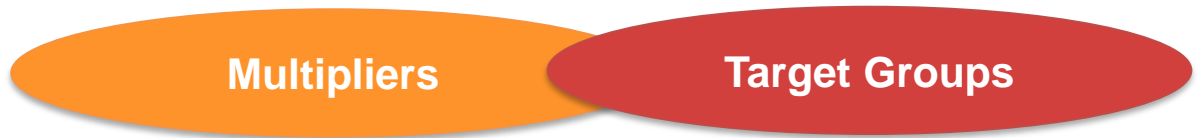
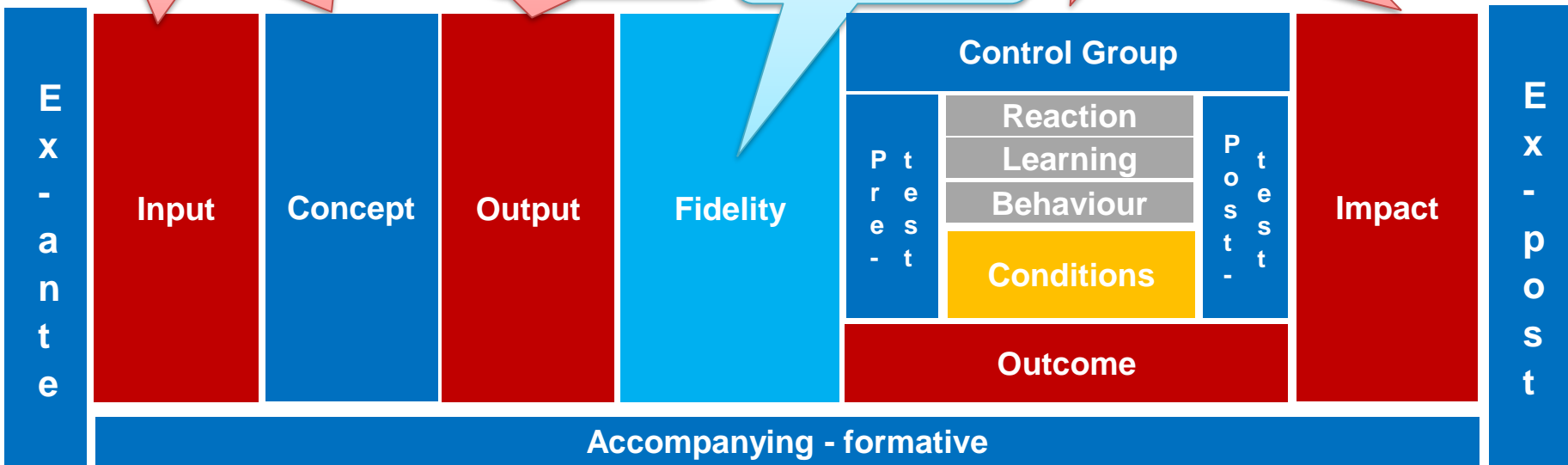
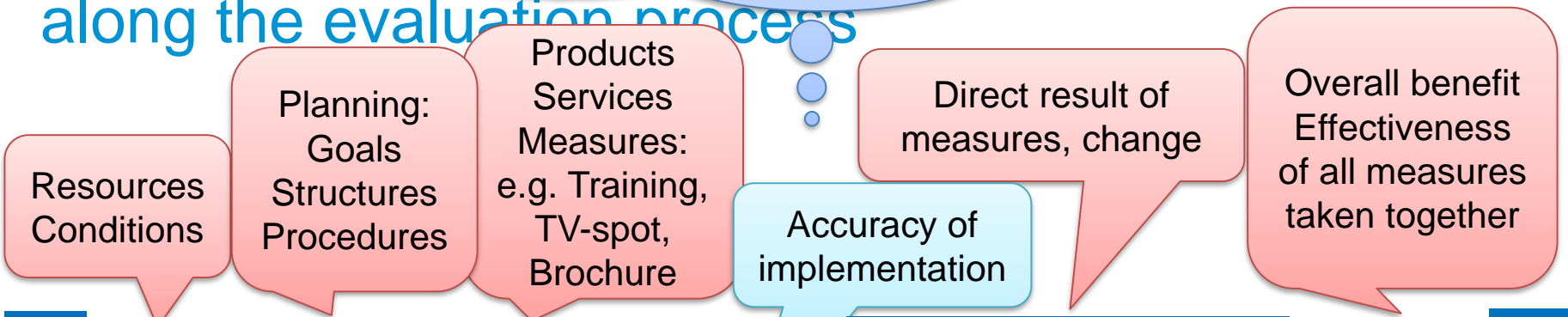
positive/negative influencing factors,
target groups,...

- Success control
- Input for new projects, campaigns
- Comparison and prioritization of prevention measures



Where to look more closely? What type of evaluation? What methods? Quantitative or qualitative approaches?

eKIT: Simplify along the evaluation process



Evaluation concept and implementation

- Development of an evaluation concept in accordance with eKIT
 - Key questions of the evaluation
 - Key aspects that should be focused on
 - Selecting and mixing quantitative and qualitative methods

- Implementation of the evaluation
 - Collecting data (based on the scientific standards)
 - Feedback to the campaign team (accompanying evaluation)
 - Summarize results

Evaluation of the campaign „Hände gut, alles gut“, 2014-15

Description of the campaign:

- Main aim: reducing hand injuries in the long term
- Design
 - Media campaign: television spots, posters in public space
 - Consultation, training and awareness-raising measures
 - Brochures, apps and demonstration materials



Jetzt gleich...

...bestellen!

Hände gut, alles gut!

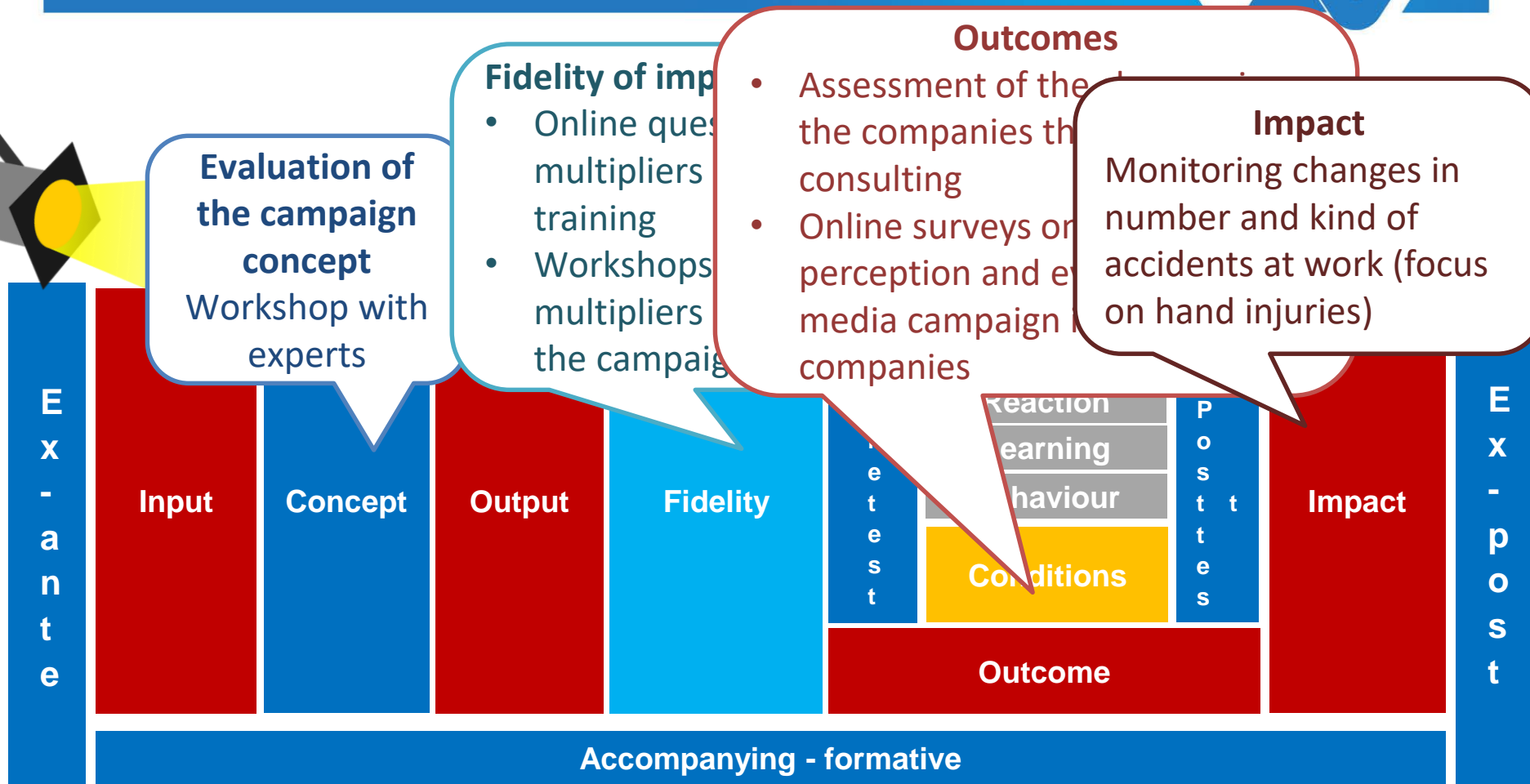
Aktionsmaterial
zur Kampagne

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Evaluation with eKIT



Campaign concept

Workshop with experts

Inclusion of target groups and relevant experts at a very early stage of the campaign is essential

A large blue exclamation mark icon is positioned to the left of the 'Fidelity of implementation' section.

Fidelity of implementation

- Online questionnaire for the multipliers
- Workshops with the multipliers

High need for improvement, especially regarding role clarification and information flow

Outcomes at company level

- Assessment of changes
- Online surveys involving the perception of the media campaign

- Significant positive changes in the companies as a result of consulting activities
- Positive ratings for importance, clarity, relevance and comprehensibility of the media campaign

Impact: Development of the rate of occupational accidents affecting hands

Tendency towards a significant decrease of hand-related accidents in comparison with recent years and in comparison with other occupational accidents



Conclusions

- Implementation of a campaign manager
- Development and implementation of general consulting trainings for our employees
- Improving the training of multipliers at the start of campaigns

Evaluation of our current campaign „Gib Acht, Krebsgefahr!“ / „Watch out, Cancer Risk!“



Description of the campaign:

- Main aim: Reducing occupational cancer in the long term
- Secondary objectives:
 - Improving the knowledge in companies
 - Increasing the reporting rate of occupational cancer

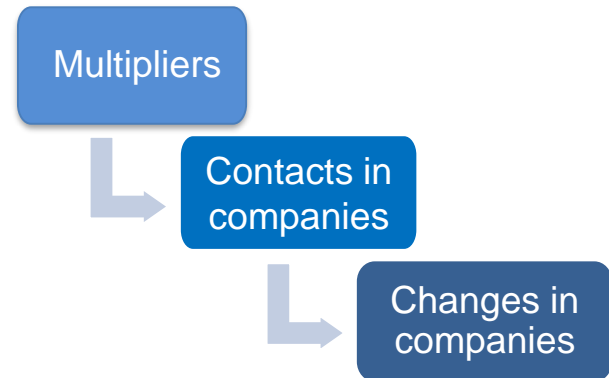


Eine Initiative der AUVA gegen krebserzeugende Arbeitsstoffe

Key aspects of the evaluation

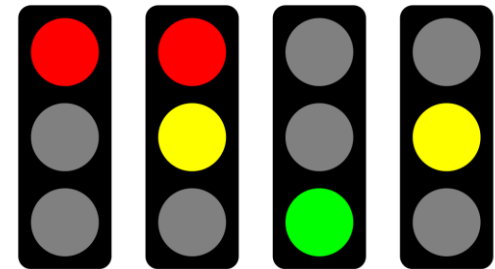
■ Results and mutual influences at three levels:

- Multipliers of AUVA
- Contact persons in the companies
- Changes initiated by companies



■ Beneficial and hindering conditions at company level

=> What should we focus on to achieve even better results?



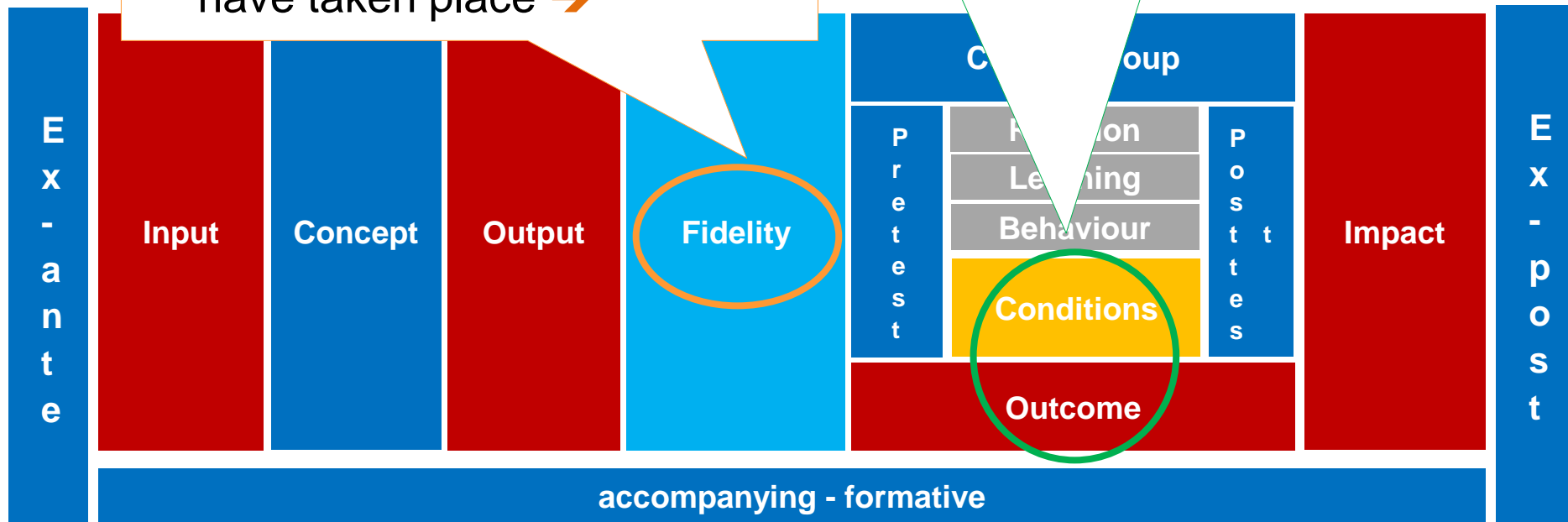
Online surveys with multipliers

at 2 dates:

- After the training ✓
- After most of the consultations have taken place →

Success Case Method:

Qualitative telephone interviews with advised persons in companies →



Multipliers

Target Groups

Project Start

Development

Training

Intervention

Completion

Success Case Method

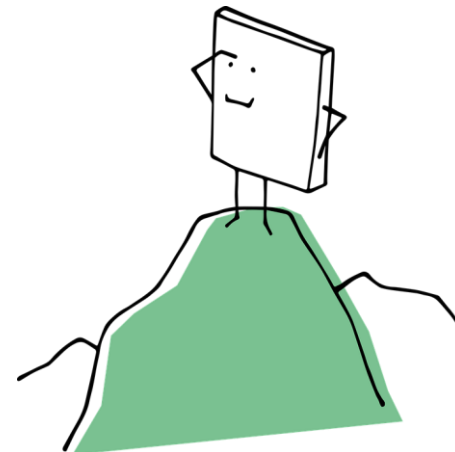
(Brinkerhoff, 2005)



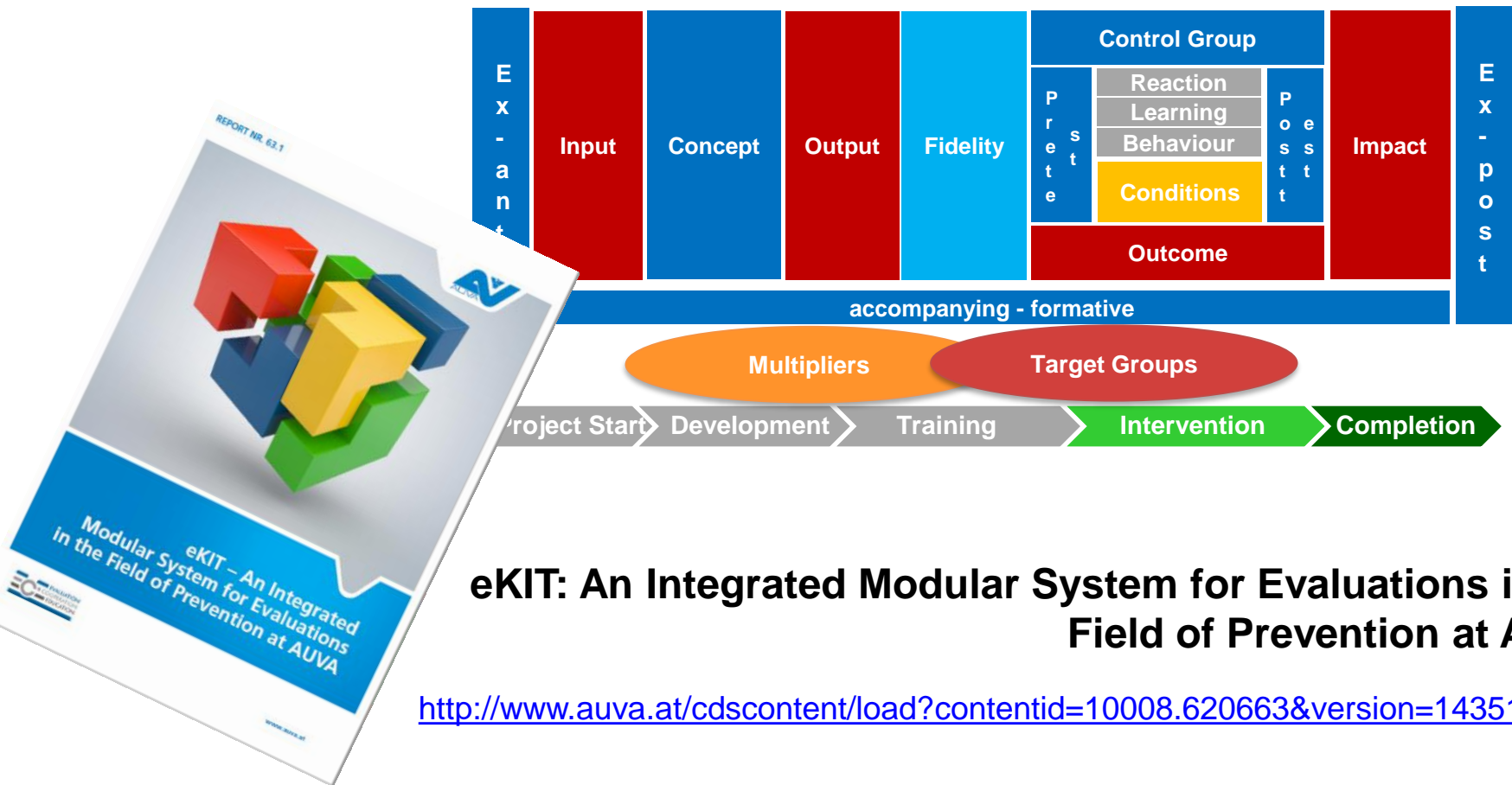
- **Objective:** Under what conditions does a program work and under what conditions does it not?
 - **Comparative Analysis** of the most successful and most unsuccessful cases
 - **Definition of criteria** and standards for "success" with the Delphi method
 - **Multipliers classify** the consulted companies as successful or unsuccessful cases and pass on the contact details
 - **Qualitative telephone interviews**
 - **Analysis and interpretation:** documentary method and qualitative content analysis according to Mayring
- ➔ The results should help us to improve our consulting services

Conclusions and outlook

- Positive assessment of initial training by multipliers
- The results of the success case method will influence our consulting practice
- Improving the fidelity of implementation is and remains an important issue



Thank you for your attention



eKIT: An Integrated Modular System for Evaluations in the Field of Prevention at AUVA

<http://www.auva.at/cdscontent/load?contentid=10008.620663&version=1435130986>