

Measuring What Matters Case Study: Professionals, partners and service providers – water safety

This case study is about how RoSPA used the *Measuring what matters* framework to help evaluate the impact of their water safety workshops with partners.

About RoSPA

On average, 50 people accidentally drown in Scotland each year and a further 29 people take their own lives around Scotland's waters. Responsibility for managing water safety in Scotland is a key policy issue for Royal Society for Prevention of Accidents (RoSPA) and Water Safety Scotland who released Scotland's Drowning Prevention Strategy with a key aim to "develop water safety across Scotland's 32 local authority areas and promote the development of water safety policies".

RoSPA's awareness raising activity

To achieve this aim, RoSPA and RNLI agreed to hold the very first policy orientated workshop with the aim to help local authorities understand water safety policy, the barriers to implementing a policy and to share key information and advice.

The workshop featured discussions and presentations on the following:

- Issues to consider when developing your local policy
- Water Safety in Perth and Kinross
- Coastal risk processes

Evaluation approach

This was the first water safety workshop of its kind for RoSPA. Previous workshops on different topics were evaluated by only using pre and post questionnaires and reporting the number of attendees.

RoSPA decided to test out the Measuring What Matters framework with the workshops in order to find an improved method to show impact on the prevention of unintentional harm and injury. The approach encouraged RoSPA to follow up on the evaluation six months later in order to see the real impact of the workshop.

'Measuring what matters: An evaluation framework to support practitioners delivering activities to prevent unintentional harm or injury' helps to shift the balance from measuring only what can be counted (such as number of people, number of events) to measuring what matters in order to focus on outcomes for people.

Overall, 24 people attended with 15 local authorities represented. A pre and post evaluation questionnaire was used for the evaluation. The post questionnaire was used directly after the workshop and repeated again six months later.



Participants were asked a number of questions in relation to data access, ability to identify risk, understanding the need for water safety policy and interest in developing a water safety policy. Both the preliminary and subsequent results were good and revealed increases in knowledge and confidence, which was still evident six months later. Furthermore, five local authorities noted they were currently developing a water safety policy six months after the workshop which confirmed the success of the workshop and what we set out to achieve.

RoSPA's learning

Using the Measuring What Matters framework was highly beneficial because it allowed evaluation methods to be included in a logic model which was easy to follow and see short term, medium term and long term outcomes. It served as a prompt and a reminder to follow up the workshop six months later to investigate longer term benefits.

"This was highly beneficial for us and allowed us to see that our workshop had a lasting effect and policies were being developed" Carlene McAvoy, community safety development manager

Tips for others

The Measuring What Matters framework is recommended to other organisations. It was successfully used on a topic in injury prevention which is not often seen as a priority.

"The process was straightforward and we found the framework served as a useful map and guide to keeping the whole process of evaluation on track. RoSPA will use again in the future and recommend it to any organisation working within the injury prevention sector" Carlene McAvoy, community safety development manager

Resources

[Measuring what matters Framework](#)

[Measuring what matters Logic model](#)

Contact details

If you want ESS's support please contact

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