



# 2011 Inverness Safe Highlanders Evaluation Report



## Summary

The evaluation findings of this year's Inverness Safe Highlanders event

1. Demonstrate the event has met its objectives and show continuous improvement in delivering and meeting the event's outcomes; the agreed targets on meeting event's objectives were met or even exceeded (as per 'Evaluation of Impact' section).
2. Reveal continuous support to the activity received from all teachers, pupils and agencies attending this year's event; the agreed targets on maintaining the already very high level of service were met or even exceeded (as per 'Evaluation of Planning and Delivery' section).
3. Confirm that forward looking approaches to joining-up service delivery through integrated planning, resourcing and commissioning of services as practiced through the Safe Highlanders Project continues to be the best, most innovative and cost effective alternative to the conventional approach of delivering community safety outcomes by each agency working alone (as per 'Evaluation of the Safe Highlanders model').

2011 Inverness Safe Highlanders event through achieving on its outcomes contributed to number of local and national outcomes of the Highland Single Outcome Agreement (as per 'Background and Aims' section) and individual organisations' plans and made an impact on all the stakeholders involved.

## Background and Aims

Safe Highlanders is an annual education activity based on a partnership approach which promotes community safety, health and crime prevention. The main event is held in Inverness with satellite events in Fort William, Lairg, Portree and Wick. The Safe Highlanders event covers a range of community safety topics with a strong focus on enabling children to become more aware of personal safety, avoiding becoming victims of crime, understanding how to react to emergency situations and becoming good citizens. A myriad of topics were covered during this year's Inverness event including road safety, fire safety, water safety, first aid, building site safety, farm safety, electrical safety, internet safety and substance misuse. The event contributes to the achievement of a number of national and local outcomes within the Highland Single Outcome Agreement including

National Outcomes	9: 'We live our lives free from crime, disorder and danger', 4: 'Our young people are successful learners, confident individuals, effective contributors and responsible citizens'.
Local Outcomes	'People are, and feel safe from crime, disorder and danger', and 'Attitudes and behaviours towards alcohol and other drugs are changed and those in need are supported by better prevention and treatment services'.

Safe Highlanders delivers learning which is integrated with the nationally developed Primary Schools' Curriculum for Excellence and 'Health and Wellbeing' outcomes.

Safe Highlanders objectives are delivered through a range of visual, aural, reading/writing and kinaesthetic learning methods including play, drama and experience around potentially hazardous and life threatening situations.

The event is run by the Safe Highlanders Partnership, which incorporates representatives from the public, private and third sectors including the Highland Council, Northern Constabulary, Highlands and Islands Fire and Rescue Service, NHS H, Maritime Coastguard Agency, Health and Safety Executive, British Red Cross, Institute of Safety and Health, British Transport Police, Scottish and Southern Energy, Action for Children, Fujitsu as well as representatives from the voluntary and military sector. Safe Highlanders is supported by all members of the Highland Public Services Partnership.

### Inverness Event - Summary

Date	11 – 20 May 2011
Location	Cameron Barracks, Inverness
Organiser Lead Officer	The Highland Council Community Safety Officer
Partners	The Highland Council, Northern Constabulary, Highlands and Islands Fire and Rescue Service, NHS H, Maritime Coastguard Agency, Health and Safety Executive, British Red Cross, Institute of Safety and Health, Scottish and Southern Energy, Action for Children and Fujitsu.
Attendance	Inverness: 1655 pupils from 90 schools accompanied by 173 teachers or teachers' assistants. Satellite events: 784 pupils (Lairg, Fort William, Portree and Wick)
Safety Topics	Road Safety, Fire Safety, Water Safety, First Aid, Internet Safety, Building Site Safety, Farm Safety, Electrical Safety and Substance Misuse
Key messages:	
Substance misuse	Media impact on young peoples decision making on substance misuse
Farm safety	Danger of farmyards
Fire safety	Fire safety in the home
Road safety	Green cross code

First Aid	Treating an unconscious casualty whilst keeping yourself safe
Electrical Safety	Dangers of entering substations and overhead lines when fishing
Water Safety	Water rescue situation
Building Site Safety	Dangers of construction sites
Internet Safety	Dangers of sharing your personal information online
Resources	<p>The cost of the Inverness event: £17,000 (includes transport, venue and catering)</p> <p>Additional resources:</p> <ul style="list-style-type: none"> <li>- 71 staff hours dedicated by the Lead Officer to deliver the event (does not include event planning and preparation)</li> <li>- 522 staff hours dedicated by 86 members of staff from 10 Agencies to deliver the event (includes 21 volunteers); Corporate Social Responsibility or Community at Heart Scheme have been used to allow staff to participate in the event during their work hours</li> <li>- 450 volunteering hours provided by 22 volunteers to escort pupils between the sets</li> <li>- 70 volunteering hours provided by 2 Ness Bank Boy's Brigade to pack Safe Highlanders goodie bags</li> <li>- Core funded by the Highland Council, contributions from partner agencies, private sponsorship for the event and for the production of the 'Safe Highlanders' booklet and small fee for transport met by pupils.</li> </ul>
Media / Event promotion	<p>Managed by the Highland Council Public Relations Office; included:</p> <p>Press release</p> <p>Safe Highlanders webpage and website release</p> <p>Radio interview</p>

## Monitoring and Evaluation

The national framework 'Better Outcomes for Communities; A guide to basic evaluation' was utilised to evaluate the 2011 Inverness Safe Highlanders event. The evaluation is a formative process, focusing on meeting the event's objectives and improving future event planning and delivery. Questionnaires were disseminated to pupils, teachers and agencies at the end of their participation in the event for evaluation purposes. Pupils were also tested on their exit knowledge of the key community safety messages delivered during the event. This data then informs the subsequent mode of delivery of promoting key messages.

This year's Inverness Safe Highlanders event had the highest response to a pupil's questionnaire with 60% response (comparing with 39% for the 2009) and to teacher's questionnaire with 78% response (comparing with 67% for the 2009 event).

## Evaluation of Impact

The agreed targets for measuring the impact of the 2011 Inverness Safe Highlanders event were achieved and in all instances exceeded. The results are presented in a table below.

### Pupil's Questionnaire

Building Site Safety	99.7% of respondents would stay-out from a building site (98.8% in 2010).
Road Safety	The Green Cross Code for crossing the road was known by 99% of the respondents (98.5% in 2010).
Electrical safety	99.7% of respondents would know what to do if something went into a substation enclosure (98.3% in 2010).
Internet safety	97% of respondents will be more careful about putting their personal information online (set run for the first time this year).
Water Safety	98% of respondents would know how to react in a water rescue situation (97.8% in 2010).
First Aid	99% of respondents would be able to apply the recovery position (97.1% in 2010).
Fire Safety	95% of respondents would know how often to test a smoke alarm (94.3% in 2010).
Substance Misuse	89% of respondents will think differently about pictures of people drinking and smoking in media (different question asked in 2010).
Farm Safety	88% is aware of the biggest cause of death of children on farms (81.7% in 2010).
Amount of information acquired	98% of respondents scored 5 and over in terms of the amount of information learnt during this year's event (97% in 2010).

100% of respondents of Teachers' Questionnaire evaluated pupils experience of the Safe Highlanders project as 'very good' or 'good' (93.2% in 2009 & 98.4% in 2010).

The Safe Highlanders Partnership evaluated achieving the event's objectives as 'extremely effective' or 'effective' for all the set up outcomes.

The impact of the Safe Highlanders event is demonstrated also through a number of known examples of pupils utilising knowledge gained at the Safe Highlanders event. This includes one Primary 7 pupil phoning SSE customer number promoted during the event, this to get a ball back which was thrown into a substation. Another example includes correct action with flares taught during the event, found on Avoch beach. As a result of these actions an accident was avoided or potentially a life has been saved.

The value of the Safe Highlanders event is its joined-up delivery model was recognised nationally by the Scottish Government and the Convention of Scottish Local Authorities (COSLA). The event received the runner up award in the Partnership Working category, sponsored by COSLA, at the inaugural Scottish Government Safer Community Awards 2010. The event was also nominated in the Highland Council Quality Awards in ‘Supporting Children and Families’ category.

The importance of Safe Highlanders as part of the delivery of the Personal and Social Education and building these important life skills amongst young people has been highlighted by parents/carers in the consultation survey carried out by the Highland Council in 2009. The aim of the study was to review the delivery of Personal and Social Education which covers many topics including helping young people in developing social and life skills. Parents have acknowledged in the consultation the importance of reinforcing community safety message through external teaching such as Safe Highlanders event.

To strengthen the existing evaluation findings and to measure long term impact the Safe Highlanders event had on pupils and wide communities there are plans in place to evaluate the project with the secondary school pupils who attended the Safe Highlanders event in previous years. A supplement will be added to the report once the survey with secondary pupils and its findings are complete (2012).

## Evaluation of Planning and Delivery

The evaluation findings of this year’s Inverness Safe Highlanders reveal continuous improvement in planning and delivering the event and show continuous support to the activity received from all the teachers and agencies attending this years’ event. Detailed results of a teacher’s questionnaire are presented in a table below.

### Teacher’s Questionnaire

Correspondence	97.1% of respondents judged correspondence with as ‘very good’ or ‘good’ (94.9% in 2009 and 95.2% in 2010).
Travel Arrangements	98.6% of respondents were satisfied with travel arrangements (96.6% in 2009 and 91.9% in 2010).
Choice of Site	All the respondents (100%) were happy with the choice of site (95.5% in 2009 and 100% in 2010).
Scenarios	97.1% of respondents were happy with the choice of scenarios (93.2% in 2009 and 95.2% in 2010)
Delivery methods	98.6% of respondents were satisfied with the delivery methods (questions asked for the first time in 2011)

From the Partnership perspective the main challenges in planning and delivering the event included resourcing and staffing the event, recruiting required number of volunteers and delivering the event within the agreed schedule and timescale. Effective partnership, strong leadership and systematic and robust approach to event delivery allowed these barriers to be overcome.

## Evaluation of the Safe Highlanders model

Safe Highlanders is a unique, creative and innovative way of delivering community safety outcomes which demonstrates best use of resources. Reaching out to similar number of beneficiaries would have been impossible if the conventional delivery method, i.e. outreach activities by each individual agency within schools, had continued. Through this innovative approach the Safe Highlanders Partnership has delivered its objectives to over 30,000 Primary 7 pupils since the event inception. Similarly as in previous year all the agencies has highlighted through this year's event evaluation the value and efficiencies of this approach and expressed the wish to continue the project and the partnership they developed.

## Conclusion

The results of the 2011 Inverness Safe Highlanders demonstrate that the event has met its objectives and had a positive impact on pupils' safety and wellbeing. The evaluation findings confirm also that forward looking approaches to joining-up service delivery through integrated planning, resourcing and commissioning of services as practiced through the Safe Highlanders Project continues to be the best, most innovative and cost effective alternative to the conventional approach of delivering community safety outcomes by each agency working alone.

Input: Safe Highlanders Partnership

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