EVALUATION

The proposed SHSP Evaluation process was submitted for development to create a detailed evaluation plan. The request for proposal is part of the Emory University, Rollins School of Public Health project. The project has spanned three academic terms and developed evaluations of the Commercial Vehicle Safety Plan, SHSP process logic model, and the bicycle safety action plan. The SHSP evaluation project seeks to determine:

▶ How well does the Governor's SHSP administration develop its programs according to the National Cooperative Highway Research Program, Integrated Safety Management Process?

▶ What is the life savings effectiveness of the individual and/or combined safety program outcomes?

▶ What is the cost benefit of implementing combined, specific area, four safety E's, programs.

▶ The findings will assess the overall SHSP administrative and life saving program effectiveness. The evaluation will be used to direct future safety programs development and implementation.

Georgia's SHSP will be evaluated annually through both process and impact evaluations. SHSP Task Teams' strategic programs will contribute to and be evaluated as to the contribution to the statewide reduction of highway crashes, injuries, and fatalities. The SHSP direction is to identify the methodology for doing impact evaluations. Impact evaluation methodologies may vary from one emphasis area to another. Identifying and adopting specific methodologies would require additional resources. During the next year's SHSP planning, an evaluation plan will consider the:

▶ Areas to evaluate

▶ Methods to employ

▶ Measures to use

▶ Plan for analysis, and

▶ Future action to address the results

The performance measure will be the annual reduction in the number of fatal and serious injuries as well as continuously reducing the statewide highway fatalities through 2014.

The SHSP process logic model was developed to organize the process evaluation and related safety program inputs. A copy of the full report and related tables and graphs may be viewed online at: www.gahighwaysafeyt.org/shsp. The purpose of the evaluation is to identify the programs associated with the SHSP and align the program activities according to the four safety Es. This evaluation also determined the impact of key behavioral factors (speed, occupant restraint use, alcohol impaired driving) on trends in motor vehicle fatalities in the state of Georgia.

Crash Outcome Data Evaluation System (CODES)

The Georgia CODES Project is a data-linking project federally funded by the National Highway Traffic Safety Administration (NHTSA) and also uses 408 funds through GOHS. The project is housed in the Injury Prevention Program of the Department of Public Health. Injuries resulting from motor vehicle crashes remain a major health concern. Any one data set alone (Crash, Hospital/ER, EMS) does not give a complete picture of the risks factors of crash-related injuries and fatalities. But by linking crash, vehicle, and data on risk and protective factors to their medical and financial outcomes, a more comprehensive view of crash injuries is created, and opportunities for prevention can be identified.

Programmatic decisions are data driven and based on the analysis of injury data. With the growing interest in injury prevention programs within the traffic safety, public health, and law enforcement communities, there are a number of local, state, and federal initiatives, which drive the development of injury data analysis. At best this analysis incorporates crash, pre-hospital (EMS), emergency department (ED), hospital admission/discharge, trauma registry, and long-term rehabilitation databases to track injury causes, magnitude, costs, and outcomes. Georgia CODES has been used to link data from crash records with EMS records and hospital records.

What is CODES?

▶ CODES uses linked electronic data to track persons involved in motor vehicle crashes from the scene through the health care system to determine crash outcome in terms of mortality, injury, severity, and health care costs.

▶ CODES uses probabilistic techniques to link crash and injury records.

  ▪ Combinations of identifiers are used to identify records for specific individuals. For instance, geographic location, times, type of vehicle and other variables are used to identify a specific crash; age/date of birth, gender, description of injury, name or initials (if available) and other variables are used to locate a specific person.

What do linked crash and injury data tell us?

▶ Linked data identify the types of injuries and the costs that result from specific driver, vehicle, and crash characteristics. Below are examples of what linked data can identify:

  ▪ Populations at greatest or least risk for different types of injuries

  ▪ Hospitalization charges associated with crashes

  ▪ Characteristics of driver and occupant behavior that resulted in crashes

  ▪ Injuries in relation to bodily regions

The project uses the linked data to produce fact sheets and reports using identified prioritized motor vehicle areas of interest. Injury Prevention Section has worked toward institutionalizing CODES in Georgia by developing and maintaining relationships with data owners, users, and injury prevention stakeholders through the establishment of two groups, the CODES Board and CODES Data Subcommittee.