'The Honest Truth' Process Evaluation - Executive Summary

Overview
This project focused on an assessment and process evaluation of the 'The Honest Truth' (THT) educational intervention. THT comprises educational materials and resources delivered through Approved Driving Instructors (ADIs) to inform their students about how to stay safe as the driver or passenger in a vehicle.

The assessment of THT examined the implementation of the intervention and monitored how it is being delivered. The evaluation identified how the intervention operates and is perceived by the people involved.

Research questions
A number of key research questions were identified for the study:

- How does THT work in practice?
- How and to what extent is THT implemented?
- To what extent is the target group reached by THT?
- How do people perceive THT and engage with it?
- What might it be doing in terms of changing behaviour?
- What are the potential mechanisms at play?
- Are they plausible?
- How would we know?

Assessment of THT
The assessment of THT sought to determine the structure of the intervention and to establish what the intervention may be doing in terms of changing behaviour. This provided information on how THT may work in practice and the potential mechanisms at play.

The goals (e.g. To help reduce the number of 17-24 year olds killed or seriously injured on our roads by getting road safety messages to young drivers through ADIs), aims (e.g. To reduce anti-social driving amongst 17-24 year olds) and objectives (e.g. the expected change in mobile phone use) were established for THT. Objectives were split into intervention objectives (depending on the type of evaluation that is undertaken) and implementation objectives (relating to the outputs).

A logic model was constructed for THT. The inputs (e.g. ADIs), outputs (e.g. ADI presentations), outcomes (both short term, e.g. number of ADIs with THT resource packs increases and long term, e.g. reduction in those aged 17-24 years old undertaking anti-social driving) were outlined. External factors (e.g. funding limitations) and assumptions (e.g. ADIs will use THT materials) were also considered for THT.
A number of behaviour change techniques (BCTs) were identified that are currently adopted by THT following our assessment of the intervention. This provided insight about what THT may be doing in terms of behaviour change.

**Process evaluation**

The process evaluation identified how THT operates and is perceived by people involved.

The focus group with learner drivers suggested that the majority were aware of THT although there was some initial confusion with Learn2Live. The approach taken by ADIs to using THT material was not standardised. Many of the learner drivers felt that the current method of communicating THT messages was appropriate for younger learner drivers up to 19 years old, but not older than this. Suggested improvements for the website were provided, and included tailoring to different age groups and further promotion of THT.

The interviews with ADIs suggested that THT is viewed positively. There was a lack of standardisation in terms of the way that THT is applied by ADIs during the driving lesson. The majority of ADIs have limited interaction with parents and when an opportunity is provided for discussion, THT is not a priority. Suggested improvements were introducing a more standardised approach for using THT materials in the lessons and increasing publicity of THT messages.

Interviews with parents showed that they had little knowledge and involvement with THT. Although parents viewed safety interventions positively they were unable to provide constructive feedback about THT due to a lack of information. The main improvement suggested was increasing the communication between parents and ADIs.

**Recommendations**

A number of recommendations were made based on the findings from the assessment and process evaluation:

- Continue developing THT based on theory from the perspective of behavioural change and psychological knowledge
- Tailor THT road safety messages to the whole target audience
- Provide further promotion of THT
- Standardise the approach used by ADI’s
- Build relationship between ADI and parents/guardians
- Undertake further evaluation of THT

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1 It should be noted that this study cannot comment on whether the intervention is successful in achieving behavioural change, as this kind of evaluation was outside of its scope.