

# Operation One Chance

## Traffic offender intervention and evaluation

DCP Alliance Operations Department, UoE Department of Psychology



## Operation One Chance: Context, objectives and procedure

### Inspector Olly Tayler

- Looking at a new way to approach an old problem.
- Does simply issuing tickets reduce KSI's?
- Not aware that this approach has been tried before.
- Important to understand what does and doesn't work.
- Looking to prove a concept in the most cost effective way we could.



## Operation One Chance: Evaluation

### Dr Cris Burgess

- What is the headline news from the evaluation?
- What key points can be carried forward?
- What has this taught us?



## Operation One Chance: Evaluation

### Dr Cris Burgess

- What kinds of traffic offender were offered One Chance?

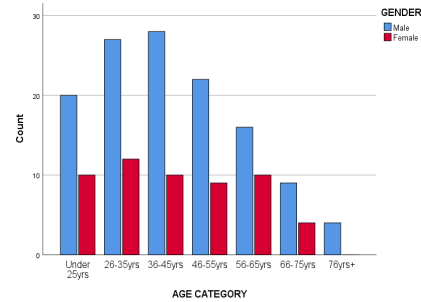
Type of offence by gender (n)		Due care	Mobile phone	Seatbelt	Speeding	Traffic signals	Total
Gender	Male	20	18	15	65	3	121
	Female	10	5	2	36	2	55
Total		30	23	17	101	5	176



## Operation One Chance: Evaluation

### Dr Cris Burgess

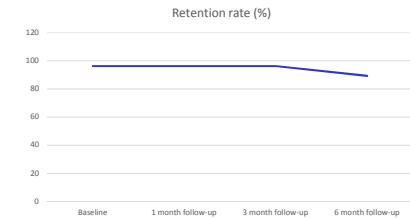
- What kinds of traffic offender were offered One Chance?



## Operation One Chance: Evaluation

### Participant retention

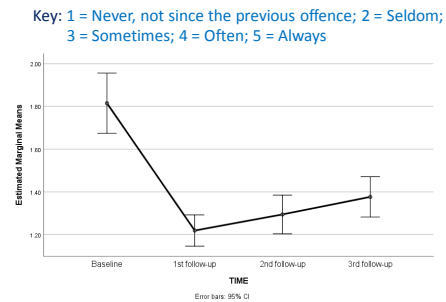
- 86% participant retention at 6 month follow-up
- Would normally expect c.10-50%



## Operation One Chance: Evaluation

### Self-reported offending

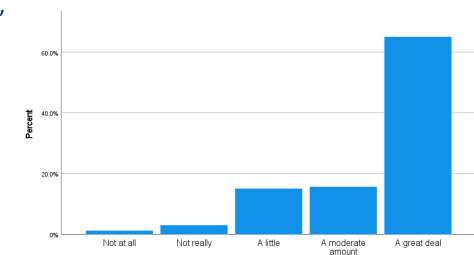
- Baseline to 1<sup>st</sup> follow-up  
*p* < .001, i.e. highly significant decrease
- Baseline to 3<sup>rd</sup> follow-up  
*p* < .001, i.e. highly significant decrease
- No significant gender or age differences found



## Operation One Chance: Evaluation

“Do you think this opportunity has changed your approach to driving?”

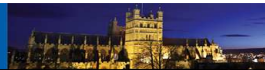
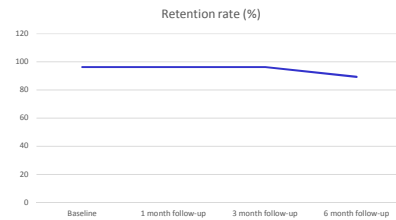
- At 6 month follow-up:  
65% ‘A great deal’  
16% ‘A moderate amount’  
15% ‘A little’  
(89% response rate)
- 96% of respondents positive



## Operation One Chance: Evaluation

### Participant retention – Wow!

- 86% participant retention at 6 month follow-up
- Would normally expect c.10-50%
- Proof of concept
- Effects of self-reporting driving behaviour over extended period
- Opportunities for micro-dosing



## Operation One Chance: Reflections

### Inspector Olly Tayler

- Well received by senior management with buy in from the outset and a willingness to try something new and unusual.
- Combining the passion, enthusiasm and experience of the right people gave it the best chance of success.
- An understanding that no one person or organisation has all the answers but by working in collaboration and creating the right team great things are possible.



## Operation One Chance: Reflections

### Dr Cris Burgess

- Opportunities to trial proof of concept ideas for road safety interventions
- Operationalisation of experimental mechanisms and “The Translational Pipeline”
- Knowledge and experience of relevant policies, structures, processes and legal obligations, as well as practical know-how



## Operation One Chance: Reflections

### Dr Cris Burgess

- UKROEd – traffic offender diversionary courses
- Collaborative Road User Research Lab
- Opportunities to run larger-scale trial (with control groups)

