SMARTRISK
Theory of Change for Youth

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Theory of Change: What is a Theory of Change?

- Popularized in 1990s to capture and plan complex initiatives
- Outcomes-based
- Causal model
- Articulate underlying assumptions
- Chosen model adapted from work of Aspen Institute Roundtable on Community Change
Theory of Change: Specifying Outcomes

- You specify your long-term goal or outcome, and then any necessary earlier outcomes.

![Diagram showing a hierarchical structure with long-term outcome at the top, followed by necessary preconditions that must be achieved before the long-term outcome.](image)
Theory of Change: Assumptions

- You make explicit any underlying assumptions about the outcomes or their connections.
Theory of Change: Points of Intervention

- Interventions are needed when pre-conditions will not necessarily lead to those that follow.
1. Fewer young Canadians are seriously injured or die by injury each year

2. Youth take smart risks

3. Young Canadians motivated to make smart choices about managing the risk of injury for themselves and others

4. Young Canadians are aware of the risk of injury

5. Young Canadians feel personally vulnerable to injury

6. Young Canadians are aware of ways to manage the risk of injury

7. Young Canadians feel they are capable of managing the risk of injury

8. Young people receive positive influence to take smart risks

9. Credible peer role-models exist

10. Other chief influencers (e.g., parents) are positive influences

11. Media present positive risk-taking images

12. Informed, positive role-models exist

13. Young people choose to follow rules and regulations that support smart risk taking

14. Young people are aware of relevance of positive rules and regulations

15. Positive rules and regulations exist to support smart risk taking

16. Environments & products support managing the risk of injury to youth

17. A national, charitable organization, dedicated to preventing injuries and saving lives

Revised 2009/10/16
A. Injuries are predictable and preventable

B. Youth are less likely to hurt themselves or others if they take smart risks

Fewer young Canadians are seriously injured or die by injury each year.

A. Injuries are predictable and preventable

B. Youth are less likely to hurt themselves or others if they take smart risks
C. Youth can be motivated to take smart risks based on awareness

D. Youth can still take smart risks even without consciously choosing to (e.g., by following role models or regulations)
E. Threat Appraisal and Coping Appraisal both necessary to be motivated to protect oneself

F. Coping appraisal includes other costs like peer relations, being thought uncool, etc.
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G. There are different levels of being informed that are appropriate for different influencers.
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Positive rules and regulations exist to support smart risk taking

Injury Risk Management Strategies & Messages are Relevant to Young Canadians

1. Fewer young Canadians are seriously injured or die by injury each year

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H. Risk taking is an inevitable and important part of life

I. Social marketing puts the focus on understanding the audience in order to make the message relevant

Injury Risk Management Strategies & Messages are Relevant to Young Canadians
In some situations, without smart design, no amount of behavioural change will be sufficient to prevent injury.
• Secondary school program that trains staff advisers and youth leaders to implement injury prevention activities

• Program includes three phases: recruitment, training and implementation

• Since the program started in 2003, over 100 schools have been trained
SMARTRISK No Regrets trains students to help their peers learn to make good decisions when faced with risk.
No Regrets Overview

Phase 1 - Recruitment
Recruit schools and select two student leaders and one staff adviser from each school to participate in a training session.

Phase 2 - Training
Host a training session facilitated by SMARTRISK staff focusing on the issue of injury, injury prevention, risk management, team building and activity planning.

Phase 3 - Implementation
Recruit additional team members to help in planning and hosting activities that promote the SMARTRISK five key messages.
Evaluation Results

- The program was pilot-tested and evaluated in five Canadian high schools over a two-year period.

- In all five participating schools, students showed significant gains in knowledge and changes in attitudes and behaviours in line with SMARTRISK injury prevention messages.

- Following the pilot, SMARTRISK has continued to evaluate the program for benefits to the primary participants, to the entire student body, and to the culture of risk management in the participating schools.
Evaluation Results

- Consistently it has been shown that participation in SMARTRISK No Regrets teaches injury prevention strategies and skills, helps to reshape attitudes toward injury and risk, and inspires changes in behaviour among those involved.

- Students have reported fewer injuries requiring medical care following a single year of exposure to the program’s messages.

- SMARTRISK No Regrets has been proven to reduce self-reported injury by 17% in young people.
Focusing the Evaluation Questions e.g., #1

- Demonstrated significantly increased knowledge:
  - “What is the leading cause of death of Canadian youth aged 13-19 years?”
  - \( \uparrow 23\% \) from Pre-Test to Post-Test
Focusing the Evaluation Questions e.g., #2

- Demonstrated changes in attitudes:
  - “It is my life, and if I choose to take risks, it is my business because I am only endangering myself.”
    - ↓ 10% from Pre-Test to Post-Test
  - “Injuries are a problem for some teens but I don’t believe I am personally at risk.”
    - ↓ 2% from Pre-Test to Post-Test
  - “Buying and wearing protective gear is not worth the cost.”
    - ↓ 7% from Pre-Test to Post-Test

- Young Canadians feel personally vulnerable to injury
- Young Canadians are aware of ways to manage the risk of injury
- Young Canadians feel they are capable of managing the risk of injury
Focusing the Evaluation Questions e.g., #3

- Demonstrated changes in behaviour:
  - “I wore a bicycle helmet with the strap done up while riding a bicycle”
    • Significant ↑ from Pre-Test to Post-Test
  - “I participated in training before attempting new sports activities”
    • Significant ↑ from Pre-Test to Post-Test
  - “I thought about what I was going to do before doing it”
    • Significant ↑ from Pre-Test to Post-Test

Young Canadians motivated to make smart choices about managing the risk of injury for themselves and others
Focusing the Evaluation Questions e.g., #4

Number (Percentage) Reporting an Injury in the Past 6 Months that was Treated by a Doctor or Nurse

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Pre-Test</th>
<th>Post-Test</th>
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<tbody>
<tr>
<td>Never</td>
<td>193 (59%)</td>
<td>215 (66%)</td>
</tr>
<tr>
<td>Once</td>
<td>87 (27%)</td>
<td>67 (21%)</td>
</tr>
<tr>
<td>Twice</td>
<td>30 (9%)</td>
<td>22 (7%)</td>
</tr>
<tr>
<td>Three or more times</td>
<td>17 (5%)</td>
<td>21 (7%)</td>
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The difference was confirmed with the McNemar test ($\chi^2 = 5.087, p < 0.05$)

↓ injuries of 17% during one year
Next Steps

• Already in use for strategic and operational planning
  • Re-creation of SMARTRISK Heroes as SMARTRISK No Regrets Live

• New Evaluation Framework in Development
  • Increased emphasis on indirect pathway
  • Causal modelling
  • Hard outcomes
2011 Canadian Injury Prevention and Safety Promotion Conference

Presented by/Présentée par

Canadian Red Cross Croix-Rouge canadienne
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collectivités sécuritaires Canada

November 16-18, 2011
Westin Bayshore Hotel
Vancouver, British Columbia, Canada

Conference Theme: “Be Visible”

Abstract submissions open from
January 1, 2011 to March 31, 2011

For more information contact:
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www.injurypreventionconference.ca

2011 Conférence canadienne sur la prévention des traumatismes et la promotion de la sécurité

Du 16 au 18 novembre 2011
Westin Bayshore Hotel
Vancouver, Colombie-Britannique, Canada

Thème de la conférence: Sois visible

Les résumés pourront être soumis

Pour de plus amples informations:
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www.conferencesurlapreventiondesblessures.ca