



# WELCOME

Nau mai ki te kaupapa  
Kaitiaki o Ara / SADD



## Student Advocates for Everyone's Road Safety

The SADD team are excited to share our programme with you and provide students with opportunities to benefit from participating in SADD activities. You will see that SADD offers a platform to empower young kiwis to lead road safety activities in their School and communities to prevent road trauma and improve wellbeing outcomes for all rangatahi.





## Donna Govorko General Manager SADD

It is a privilege to lead such an amazing organisation, working with inspiring young people and community partners to help make New Zealand roads safer.

The SADD team are dedicated to empowering young people to become leaders in their schools where they influence their peers and wider community to adopt safe road user behaviours.

This is vitally important as New Zealand's road toll is rising and we need to work together to address the daily consequences that are felt by our communities. SADD helps develop young leaders to amplify our message and become problem solvers, collaborators, influencers and mentors.

The SADD programme encourages students to incorporate road safety messages into the curriculum, placing students at the centre of learning, encouraging critical thinking to provide solutions. Our National Leadership Programme provides a platform for passionate and committed SADD school leaders to influence others and provide input to the SADD programme.

I am proud of the amazing contribution all our SADD participants make in helping keep our roads and communities safer.



## Simon Douglas AA GENERAL MANAGER MOTORING AFFAIRS

I began working with SADD 10 years ago when I joined the AA, first as the Secretary to the SADD Board and now as a Board Member.

Over the time that I have been with SADD, my own children have been going through their driver licencing journey. So much of what I have been exposed to in working with the SADD Board and the management team has informed the approach that I have taken to ensuring my own children have had a safe journey through the licencing process. SADD's youth led, peer to peer approach has been critical in this. I have learned to appreciate a youth perspective on safe driving, and to look at the whole journey from their perspective. This has made our journey more enjoyable and more positive.

Everyone engaged in SADD from the Board, to the management team, to the youth leaders has such a strong belief in SADD and its goals that you can't help be infected by it – the positivity and the professionalism are something to be proud of. Unfortunately, despite some significant progress in road safety over the 35 years that SADD has been working in the field there is still a very real need for our organisation and it's message. I'm very please to be able to contribute to that work.



## Brett Flintoff - Kaitiaki o Ara/SADD Chair AA PRESIDENT AND CHAIR OF SADD

Brett has been waiting in the wings to join us at SADD. He took his seat as our Chair in March 2023 - a position which comes with being elected NZAA National Council Vice President the same month. He has been a member of AA's Southland District Council since 2010 and took the opportunity to travel to attend our Christchurch Conference this year to meet the team and support students on presentation day. Great to have you with us at such an exciting time for Kaitiaki o Ara!





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Empowering young Kiwis to prevent loss on our roads. Together.

## SADD PURPOSE

SADD exists to empower young Kiwis to prevent road trauma. SADD is a student led, peer to peer programme that gives youth a voice to effect and inspire safe road user behaviours. SADD supports and provides a platform for youth to amplify safe road user messages to their communities, becoming youth agents for change.

Road trauma is the greatest cause of harm for 16 to 24 year olds in NZ and has long lasting effects in our communities.

Road trauma does not just effect drivers, it also includes pedestrians, cyclists, scooter riders, and other road user activities. The most common crash factors are distractions, alcohol and speed.

- The most dangerous time for young drivers is the initial six months after they get their restricted licence and are driving solo
- Drivers on restricted licence are 7x more likely to be involved in a fatal or serious injury crash than other drivers.
- Young drivers make up only 7% of drivers, but 14% of crashes
- 78% of young drivers in fatal crashes are male
- Road death is the second most common cause of death for young New Zealand men after suicide. [More Info >](#)

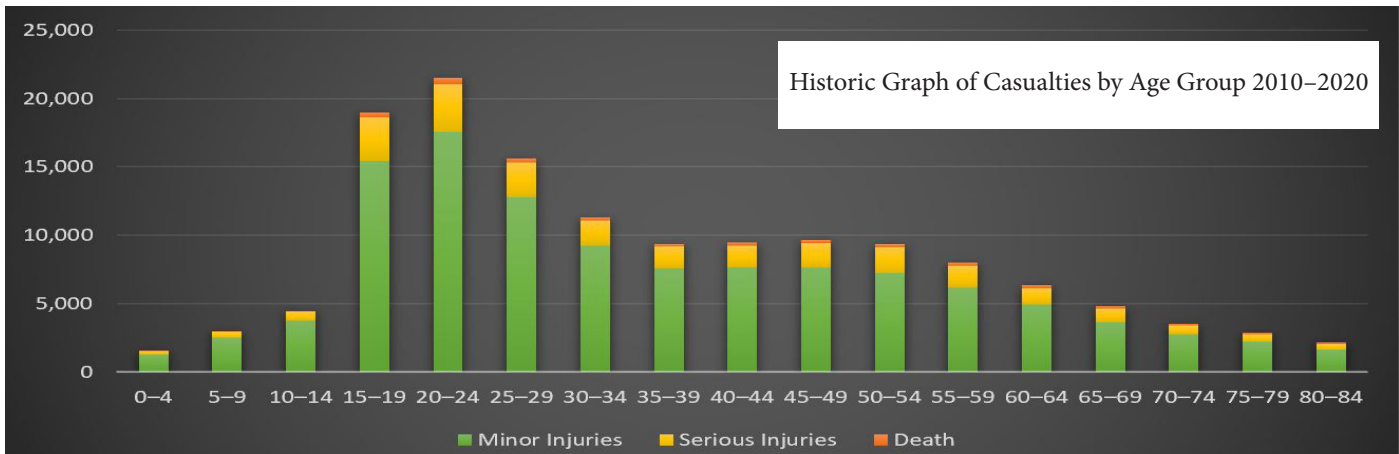
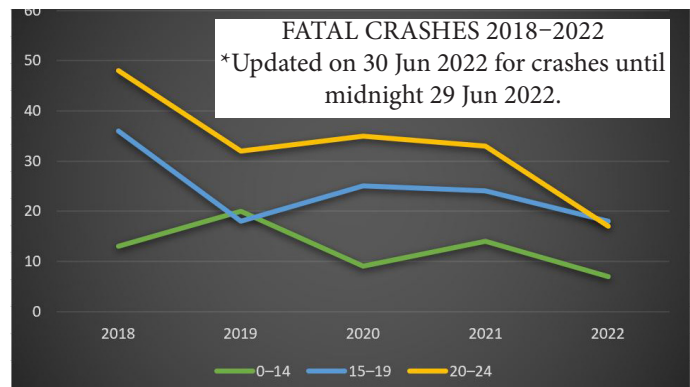
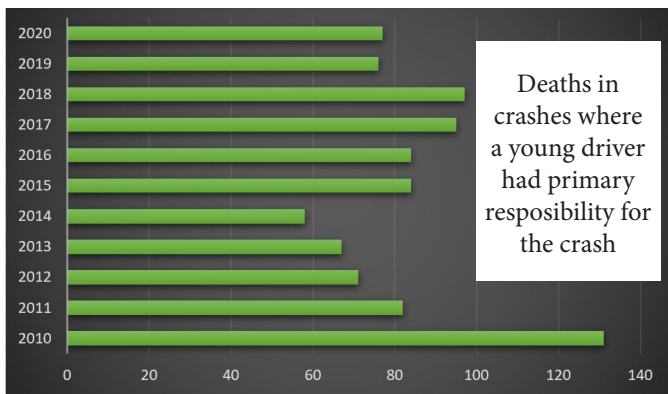
Young drivers are more vulnerable to crash risk because they are still developing, both physically and mentally. It takes time and practice to develop safe driving skills.

Dangers on the road are often underestimated and it is therefore important that these drivers are supported with education and awareness training.

SADD aims to plant the seed of awareness, good decision making and consideration of self and others' futures. Our approach is to invest in youth participation, creating community networks with problem solving at its heart, demonstrating causal effects – and what individuals can do to safeguard a future.

For more information on young driver crashes go to [Ministry of Transport >](#)





## WHAT WE DO

SADD is a student-led charity with the collective goal of preventing loss on New Zealand roads. The SADD team provide guidance and support using best practice, evidence based, road safety education approaches to influence their peers and wider community to positively promote safe road user behaviours. We encourage whole of community approaches to encourage positive, lifelong road user behaviours and reduce the incidence and severity of harm caused by road trauma. Our point of difference is in offering youth-centred leadership development and behaviour changing opportunities within a road safety context. An emphasis is on good decision making and societal contribution. SADD offers opportunities for students to work collaboratively and build relationships with road safety partners and community groups to develop solutions to achieve our collective goals of reducing harm on our roads and improved wellbeing outcomes for our rangatahi.

## HOW WE DELIVER OUR MESSAGE

SADD provides a diverse platform for collective student voice that constantly adapts to provide tailored resources to groups across the country. New Zealand youth form SADD committees in Schools. Student-led groups influence positive behaviour change in all road users. SADD is supported by teachers, community volunteers and road safety partners. They identify and solve issues in their local communities, run positive and engaging activities, campaigns and events in their schools and beyond their school gates, promoting our six principles of safe road use. SADD works alongside community partners to spread awareness and provide opportunities for young leaders to collaborate to achieve common road safety goals. SADD enhances wellbeing by providing opportunities for young Kiwis to take on leadership roles within their school and community. Our National Leaders advocate for students across the country by influencing the plan and vision of SADD and ensuring we remain relevant and student led. SADD offers a spectrum of participation levels encouraging SADD students to have a voice and contribute as a movement.

## OUR GOALS

- Empower + Lead: Develop leaders who in turn empower peers by creating local leaders, innovators and change-makers in their school and communities
- Align + Collaborate: Work together and create greater impact. Develop and run positive activities that contribute to national road safety strategy, for the benefit of all road users
- Educate + Activate + Communicate: Design and deliver promising practice road safety education initiatives and effective communications to influence safer road user choices
- Enhance: Enhance Wellbeing/Hauora focus –being safe, transition skills, staying on the right path
- Endure: SADD is resilient and adapts to change, meets challenges and contributes to building a life-long road safety culture.

## BENEFITS AND OPPORTUNITIES

Volunteering, mentoring, building CV content, being part of a team/committee, developing communication skills, leading school and community road safety activities, gaining experience in youth leadership and development skills, problem solving, providing support for driver licence journey, contributing to a strong civil society, contributing to preventing road trauma and enhancing wellbeing for young people.

## WHAT DOES SUCCESS LOOK LIKE

- Keeping our young people alive on our roads
- Putting students at the centre of teaching and learning
- Community & Participation – collaborating for road safety
- Creating connected, actively involved and lifelong learners
- Enhancing opportunities for young people to succeed and improve wellbeing outcomes

# Programme Aspirations

## SAFE ROAD USERS

“We make safe decisions both before we get in the car and while we are on the road.”

Safe road users are what we want everyone using Aotearoa roads to be. There are so many road user behaviours that make up a safe road user and it is our mission to see everyone adopt these behaviours and encourage others to do the same.

- Impairment free driving
- No distractions
- Driving to the conditions
- Safe speeds
- Seatbelts and child restraints
- Safe active transport

## SHARING OUR ROADS

“We understand we are all part of a collective and act in a safe way to protect ourselves and other road users”

There are more than just cars on the roads and it is important that we look out for all road users, no matter how they choose to get around. Sharing our roads means more than just looking out for what other drivers are doing - it means safely navigating intersections, crossings and other features of the road too. Our ‘sharing our roads’ aspiration is focused on ensuring all road users know not just what to do, but also how to do it safely.

- Intersections
- Keeping left
- Truck safety
- Using indicators
- Merging Rail safety





## DRIVER LICENCE JOURNEY

“We adhere to our licence conditions for ourselves and for others”

Do you have the key steps for success? When we begin the journey of obtaining our licence it affects all road users, including cyclists, drivers, and pedestrians. We all rely on knowledge and experience to keep us safe on the roads. Lack of experience is one of the leading contributing factors to crashes on New Zealand roads and we want to see this change.

- Being licenced
- Being educated
- Getting adequate practice
- Adhering to licence conditions

## SAFE VEHICLES

“We ensure our vehicles are always safe and roadworthy”

Being safe on the roads takes more than just our behaviour behind the wheel. It starts before we even get into the car. We want to encourage all New Zealand road users to understand the importance of looking after their vehicles and to know what to look for when purchasing a vehicle.

- Checking tyres
- Vehicle safety ratings
- Vehicle maintenance
- Current WOF





CHECK OUT  
SOME OF OUR  
LEADERSHIP STORIES:

[Alice Kibble >](#)

[Fergus Lelland >](#)

[Ben Bonne >](#)

[Rawhiti Erstich-Coles >](#)

[Katelyn Twiss >](#)

# SADD Programme

SADD student movement operates under their own call to action “Student Advocates For Everyone’s Road Safety” (SAFER)

## Regional Workshops

Regional workshops are held across the country during terms one, two and three. The aim of these workshops is to provide training and support for students to help them be effective and successful leaders of the SADD programme in their schools. Workshops are designed to bring together students from neighbouring schools to connect with each other, share ideas and inspiration and learn about local issues affecting their region. Workshops in term one focus on getting started and planning for the year, while terms two and three are more focused on specific campaigns, events and activities. We regularly run these workshops in conjunction with local community partners to ensure we are targeting specific regional road safety issues while fostering collaboration and connection within the communities we visit.

## SADD Conference

SADD holds annual conferences in 3 locations across New Zealand. Conference is an essential part of the programme as it is designed to both support and inspire new SADD student members and re-engage existing members. Often described as the highlight of the SADD calendar, conference is an opportunity for student members to connect with each other, as well as the SADD team and a network of community partners. Members learn more about road safety, the SADD vision, and how to contribute to developing the programme for current and future members. SADD conferences are 3-day, residential events held in the April school holidays.

## Rangatahi hei Urungi

The National Leadership Program and Regional Leadership Program provides a platform for passionate and committed SADD school leaders to extend influence and provide input to the SADD programme. Each year we recruit 10-15 year 12 students who participate in the programme for their final 2 years of secondary school. The programme provides an opportunity for these students to learn about SADD and the position our organisation holds within the current landscape of road safety in New Zealand. It provides them with the chance to develop experience and skills such as networking, teamwork, resource creation and targeted leadership development. National Leaders benefit from an increased profile as youth advocates; recognition from SADD, partners, local and national media and influential members of their communities such as local councillors and MPs. They gain exposure to not-for-profit and public business sectors and develop a sense of achievement and belonging as part of the cause.

- Offers leadership experience – building young leaders while addressing road safety
- Networking both in school and SADD events give back to their community in multiple ways.
- Benefits students on a personal and educational level, advantage for schools benefiting from student learning and sharing with others.
- Beneficial to the agencies that work with these awesome young people – they learn how to connect with, engage and stay relevant to youth and what youth want.

[See more >](#)

[See more >](#)





## SADD Awareness Campaigns



The After Party is a brand new resource designed to give young people an opportunity to explore how different decisions can lead to a wide range of outcomes - including both positive and negative consequences. It is an interactive video that encompasses 4 levels of decisions that are all in the hands of the viewer.

Our interactive video was specifically designed for rangatahi so they can experience something close to a realistic situation around driving (breaching licence conditions for example), whilst weaving in factors like speeding, restraints, impairment, distractions that impact the ability to drive safely.

They choose which path to take and experience the consequences. This important point provides exposure to learning coping strategies to respond to peer pressure (for example). A follow-up discussion on the use of the video and outcome are an essential part of the experience and, ultimately, gain an understanding of what the best action would be to stay alive and thrive. The video can be used in multiple settings, such as during whānau time, in the classroom, in workshops or other settings where young people can work together in pairs or small groups. The resource is designed to enable young leaders to facilitate viewing sessions so students can participate during school time, present on the subject and encourage group discussion. The interactive video also encourages family participation at home



Its purpose is heightened awareness and activity from SADD groups across the country. We encourage all SADD groups to run a campaign in their schools and wider community where they focus on issues that are specific and relevant to them. Alongside asking people to be safer on the roads, SAFER as an acronym describes what we ask young student leaders across the country to be - advocates for everyone's road safety. We ask them to #speakup on our concerning road toll and driver behaviours, promote positive choices for safer road use within their school community through activities and events, and join the movement of SADD groups preventing loss on our roads.

Kelsey Beet - Year 13 at Orewa College

"SAFER September is a month where students can unite across the country to promote our message of safe driving to both current and future drivers. We want our deadly driving statistics to change and for drivers to take responsibility of their own driving actions when they step into a vehicle. We need to work together to prevent the toad toll from rising further."

Ben Bonne - Year 12 at Albany Senior High, Auckland

"The purpose of SAFER September is for us to raise awareness throughout our community and focus on promoting safe road use. September is a very busy time of the year, and we want to empower every single New Zealander to be safe on our roads. By working together and raising awareness, we can make a significant positive difference, and help reduce our large road death toll."

Oksana Voznyuk - Year 12 at Te Awamutu College

"Personally, I really like the SAFER September campaign because it really captures what SADD is all about - students fighting for the safety and wellbeing of their communities around road safety. The SAFER slogan is very inclusive and positive, stating what students are advocating FOR rather than what we are against, creating a feeling of students wanting to stand up together for everyone's safety."

## SADD Awareness Campaigns



### ROAD SAFETY WEEK

SADD supports Road safety Week and encourages students to spread road safety messages during this week.

Kelsey Beets a National Leader talks about why she is a part of SADD on the AM show.

[See more >](#)

## SADD Activities

All SADD activities are designed by students for students to help peers adopt safer road user behaviours. Activities can be tailored to meet a specific need in your community or learning outcome.

[See more >](#)



### POST-IT PLEDGE

Create A3 pledges for your school community - "I pledge..". Encourage students to write on a post-it note one safe driving habit they will commit to, to sign their name, and put on the pledge.



### FUNDRAISER

Hold a sausage sizzle or bake sale to raise money for your SADD committee and to raise awareness about safe driving in the community. Quiz nights are also a lot of fun.



### KAHOOT!

Organise a Kahoot for lunchtime or form time to test your peers driving knowledge and have some fun! Try it here.



### TRAFFIC JAM

Wearing cardboard cars, get students to complete and obstacle course under different conditions to demonstrate the effects of speed on safety.



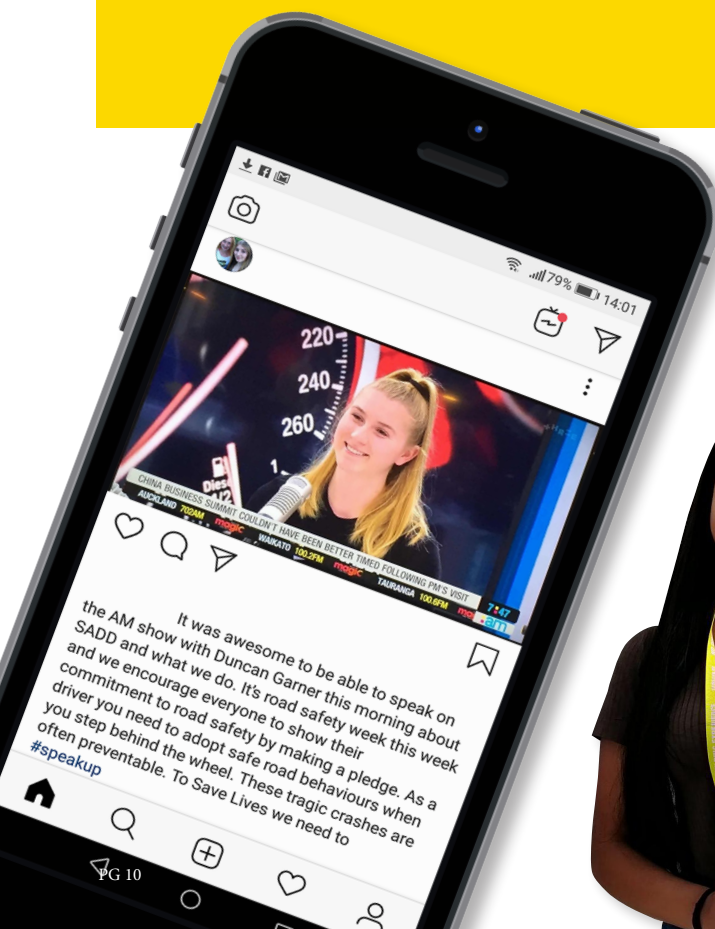
### THE INFLUENCERS

Create posters to display around the school that include photos and quotes from influential people stating why they wouldn't drink drive.



### SNAP HAPPY

Run a competition in your school that encourages students to design a Snapchat filter with a road safety message.








## Beyond the School Gates

SADD groups are encouraged to work with their community partners to spread the safety messages far and wide to influence positive road user behaviours.

Examples include: going out with Police on checkpoints, running activities at local primary and intermediate schools, attending community events and contributing to other road safety campaigns.

[Click here for Downloads & Links >](#)



Albany Senior High School attending a Police checkpoint

[See more >](#)





# SADD Alignment

## SADD in the curriculum

SADD offers students opportunities to be active learners, lead education activities, problem solve, as well as actively participate in whole school and community-based activities.

See [Examples here >](#)

### INQUIRY - BASED LEARNING/PROBLEM SOLVING

SADD joined forces with the NZTA Education Team who shared with us the step-by-step process they use when designing their advertisements and education programmes. They helped us to create a Design Your own Activity challenge which tasked students with designing a new SADD resource or activity design that meets current best practice guidelines. Students were stepped through the 5-stage 'design thinking' process to help them come up with relevant, meaningful and engaging activities. Students can use the videos on our website to guide them through designing an activity that fits a need in your school and community.

[See more >](#)

### IMPACT IN COMMUNITIES

SADD students make impact in communities

[See more >](#)

### STUDENT-LED CAMPAIGNS

Students Against Dangerous Driving reboots student-led campaigns

[See more >](#)

### TEACHER RESOURCES

SADD works closely with the NZTA Education Team and encourages students to look for innovative ways to incorporate SADD into the curriculum.

[See more >](#)

### SCHOOL LEAVERS TOOLKIT

SADD has been acknowledged within Ministry of Education's School leavers toolkit

[See more >](#)



National Leader Kelsey Beet uses media interview for SADD for English assessment

[See more >](#)



Epsom Girls using SADD for their assessment

[See more >](#)

#### A Toolkit for Students

A 2016 report by NZTA and ACC called 'the case for change' identified many barriers for young people restricting them from obtaining their licence. It also found that 84% of young Kiwis reported breaching their driver licence conditions. Additionally, while 70% of jobs require a licence, only 9% of beneficiaries aged 18-24 hold a licence. There is a strong case for the driver licence being a huge asset for job seekers in New Zealand. SADD students know our target audience and they understand the challenges young people face when it comes to the driver licensing journey. SADD students can be the 'go to' in schools for driver licence information, and to help assist their peers to navigate through the journey. This toolkit enables students to help peers get on track early and stay on track. SADD wants all young road users and their family/whānau embarking on the driver licensing journey to not just obtain their licence, but also to embed safer road user behaviours into everyday practice on the road.

[See more >](#)







## Effective Road Safety Education

Our programme contributes to government Road to Zero – vision zero goals, supports wider road safety goals working alongside our partners NZ Police, Fire and Emergency, NZ Automobile Association, and NZ Transport Association to reduce New Zealand’s road trauma. SADD is New Zealand’s only peer to peer road safety education programme offering year round, whole of school/community activities, supports good practice road safety education, contributing to National and International Partners Road Safety.

SADD embraces what research shows works:

- Comprehensive programmes that are delivered across age levels and across the curriculum
- Programmes are interactive, age appropriate and engaging for students
- Encourage programmes that focus on the social and emotional competence of students
- Build school capacity to implement a whole school approach to road safety. Implement programmes that are supported by evidence and include evaluation.
- Support parents to assist their young adults to comply with GDSL conditions and continue to drive safely once fully licensed
- Ensure parents understand the risks of unsafe vehicles, and encourage use of a safe vehicles and/or ownership of a safe vehicles for young drivers
- Support evidence-based programmes focused on developing hazard anticipation and progression through the GDSL stages
- Support national campaigns aimed at reducing drug and alcohol impaired driving, distraction, and speed.

SADD applies what research tells us so the programme:

- Short-term strategies for example, one-off events or teaching sessions
- Personal accounts or testimonies of people who have “been there”
- Fear tactics, punitive or zero tolerance approaches
- Information only programmes
- Moral/shaming tactics
- Curricula that only promote self-esteem or growth with no skill development
- Programmes that only gather high risk youth together (may facilitate or amplify unhealthy attitudes and behaviours)
- Programmes that do not involve families/whānau, schools and communities in behaviour change

For more information visit [NZTA >](#)





An opportunity to make a lasting impact in your community

## SADD Collaboration

See how students are making an impact in their communities:

- SADD encourages whole of community approaches to reduce the incidence and severity of harm caused by road trauma.
- SADD offers opportunities for students to work collaboratively and build relationships with road safety partners and community groups to develop solutions to combat unsafe road user behaviours.
- Students work alongside community partners to impact results and achieve collective goals of improving road safety and improved well-being outcomes for young people.
- SADD communities work closely with Police to run activities in schools, guest speakers at assemblies, attending checkpoints, alcohol harm reduction activities in schools.

[See more >](#)





# Testimonials



## PRINCIPALS AND TEACHERS:

Mike Newell, Principal at Northern Southland College, Lumsden

A key opportunity is that SADD provides another area for students to work together and show active leadership. This year has been great as it has also involved some younger members of the college also. The key benefit is raising awareness for our rural community. SADD contribute to education goals by providing real life - actions and consequences. In some ways SADD provides the prevention. SADD provides positive experiences for participating students including, Collaboration, Leadership, keeping others safe, service.

Amber Davidson, Teacher contact at Whangaroa College, Kaeo

SADD gives students an opportunity to deal with real world issues and find workable solutions. There isn't a one size fits all approach - every school and every student can create the solutions for their own community's needs. The support and guidance from the SADD community is epic and really motivates students to come up with ideas for their own schools. SADD helps develop students' leadership and collaboration skills. The whole framework is about supporting each other to create meaningful activities to promote safer driving and ultimately, safer communities. We ♥ SADD.

Jason Cressingham, Teacher contact at Hawera High School, Hawera

SADD is an organisation that empowers the students to take control of their own fates on the road. Through leading by example and creation of awareness, the youth of today are becoming leaders of the Road Safe programmes in their communities. The annual conferences are an opportunity for like-minded students to learn and share ideas to get the road safety message out into the communities. Having had the privilege to attend and observe one of the conferences left me totally encouraged that we have amazing youth capable of sharing this message. The role of being the teacher contact to the SADD students is not overly onerous. You act as a bouncing board for your SADD group and assist with the background organisation (if they require it).

Alison Robertson, Teacher contact at Tuakau College, Waikato

I think SADD is beneficial to the students as it raises the awareness of road safety in the community whether rural or city. SADD provides excellent resources + activities to enable students to have a presence in the school thereby informing other students. The workshops and conferences are always popular with the students raving about their experiences. It provides them with information and experience in road safety either as a driver, future driver or pedestrian.

## NATIONAL LEADERS:

Dylan Coleman: Opunake High School - National Leader

I would love to thank SADD for the opportunity to be a part of such an amazing organisation with such a clear goal of improving the roads for all. SADD has looked great on my CV and applications for university, helping me win scholarships and grants.

Alice Kibble: Gisbourne High School - National Leader

The SADD national leadership programme enhanced my independence, it helped me learn team work skills combining with other passionate students from across the country. It was great for people in rural cities as you got connections all across the country and learnt new things.

Natalie Poša: Fraser High School - National Leader

"SADD is an incredible charity that inspires many young people to make change in their communities. The SADD National Leadership Program has provided me with beneficial leadership skills such as problem solving and effective communication. I have been able to connect with likeminded peers to share ideas and gain inspiration.

The NLP has provided me with so many further leadership opportunities. I was selected to be interviewed with Radio New Zealand about our organisation. I am currently working on making a SADD documentary which was made possible by a scholarship awarded to me because of my place in the NLP.

The NLP has helped me grow as a person and as a leader. The skills I have gained from the program will benefit me throughout my education and further career. I encourage anyone who is passionate about making positive change for youth in New Zealand to apply! "



## SADD Partners:

### NEW ZEALAND POLICE:

Sergeant Wayne Paxton, Road Policing – Counties Manukau

I have been lucky enough to be given opportunities to work alongside SADD leadership groups and SADD conference attendees. From those experiences I have found that it opened a number of avenues for the Police to work alongside influential student leaders. It was also a great way for those students to ask open and honest questions and not feel they were being judged. It's a fantastic partnership, particularly having students talking directly to drivers and their peers about road safety.

NZP and SADD have a similar focus in regard to reducing the number of drivers, young persons in particular involved serious motor vehicle crashes. The opportunity to spend time with young leaders within the community all with the common goal of making New Zealand roads a safer place. Young drivers have valid and powerful questions they want answers to around law, particular legislation, driver licences and restrictions and policing. Their inspiration and ideas around reducing road deaths is refreshing and proved that we were on the right track. The same old approach is not always working so changing the mind set of our 'at risk' younger drivers is a positive direction. One of the obvious vehicles this interaction has opened up, is the concentrated approach with the local secondary schools. Over the last two years we have run numerous joint agency checkpoints involving SADD students, Auckland Transport and community groups focusing on road safety. The impact the students have when they join us at roadside checkpoints is powerful. Motorists do comment that it's great to see our youth involved in great leadership roles. The students also return to school in the following days excited and wanting other students to come on board. I understand that SADD is looking to spread its focus to capture all young road users, so also focusing on cyclists, pedestrians and those around railways. Again, these are also areas of concern for the police and the death serious injuries involving these users' needs to be a priority.

Senior Constable Tony Brownrigg,  
School Community Officer - New Plymouth

I have witnessed the students coming together to work on problem solving road safety issues at SADD conference. The students were tasked to use an evidence-based process to design an activity to address one of SADD's six principles for safe road use. The four stages were 'problem definition', 'engaging with your audience', 'design and build' and 'going live'. An additional stage of 'monitoring and evaluation' was to take place back in their schools. Each stage in the process was assessed before they could move on to the next stage. It was a real eye opener to see the process put to work and to see the students work together and really delve into the issues underlying the statistics. I talked to some of the students at the end of the conference, they stated they were stoked that by following the process they had really analysed the problem, which gave more options for designing an activity that would actually work and target the issue.

Inspector Darrell Harpur, Manager:  
Youth and Schools, National Prevention Centre, Police National HQ

I was hugely impressed with the insightful discussion led by highly engaged young people who attended the National Leaders workshop. One young lady in particular spoke with such passion about including a wider, more diverse youth voice to the SADD leadership group, which resonated with what we are trying to drive nationally from the National Prevention Centre. The Wellington students also created a set of new videos to explain SADD's refreshed six principles. This saw them following the design thinking process to plan, script, and film six short clips for students to use throughout the country when

explaining SADD in assemblies. To observe the students from different backgrounds was a pleasure and empowering.

Roly Hermans, Coordinator:

Schools, National Prevention Centre, Police National HQ

We so often hear about the importance of youth voice. SADD takes this much further, moving from just listening to youth voice to enabling youth action, encouraging youth leadership, and empowering youth to take an active role in the decision-making that affects their age group. Rather than doing road safety 'to' youth, SADD provides the opportunity to do road safety 'with' youth. From Police's perspective, working together with SADD is a great example of our motto of 'safer communities together' in action. Together we can achieve our shared goals of reducing road deaths and harm.

AA: Policy and Research National Manager Simon Douglas

While we have seen a long term trend to lower levels of deaths and serious injuries among younger road users in recent times, it is clear that they remain stubbornly high. In particular those who drive on a Restricted licence are particularly at risk. As any parent knows, this is the same age when advice from figures of authority is viewed with the most scepticism. SADD, with its peer to peer advice and student delivered programme, guided by advice from a dedicated team of road safety experts, plays an absolutely crucial role in delivering road safety advice to young New Zealanders. The AA really values our relationships with SADD and the contact it gives us with a group of New Zealanders who otherwise we would struggle to connect with.

NZTA: Pam McConchie, Senior Education Advisor

Students Against Dangerous Driving has strengthened its place as a game changer in New Zealand's student landscape. With exceptional guidance from the SADD administration team, this group of impressive young people is working hard for everyone's road safety. The NZ Transport Agency through their road safety education in schools programme, collaborates with the SADD executive and students throughout the year. Working together by sharing data, best practice education principles and design thinking strategies enables students to create purposeful activities carefully targeted to their school community. Initiatives such as Phone Free 48 and Safer September have had excellent outcomes and student participation is growing. The NZ curriculum document explicitly encourages the modelling and exploration of values in schools listing excellence, innovation, curiosity, community, participation and integrity as key experiences within the values framework and these are clearly demonstrated by SADD and all they do in our schools.







# The SADD Team

The SADD team consists of a General Manager, Engagement & Communications Lead, Operations Manager, Projects Coordinator, Team Administrator and Programme Delivery Leads. The team are spread across 3 hubs in Auckland, Wellington and Christchurch but provide support to the whole of New Zealand.

## Students Against Dangerous Driving provides:

- A team of dedicated professionals, providing leadership, direction, resources and inspiration to students.
- A supportive and engaging website connecting youth with resources, merchandise and with each other.
- A media and social media presence to create a virtual community of youth that extends SADDs influence.
- A series of events and campaigns to encourage, support and inspire youth to promote SADD goals and vision.
- Collaborating with other Road Safety advocates to support road safety messaging through our programme.

# GET INVOLVED

Check out our website [sadd.org.nz](http://sadd.org.nz) for information, guidance, tools, resource and contact for students, teachers and other partners.

You can also follow us on [Facebook](#) and [Instagram](#) @SADDNZ.

See our [Blog](#) to learn more about what our participants and supporters have to say about their involvement with SADD.

If you already have SADD in your School we thank you for supporting the students to run SADD activities. If you want to start a SADD group contact our team at [team@sadd.org.nz](mailto:team@sadd.org.nz).



We couldn't get by without the help and support of our friends.



**Driving School**