



SADD's Mission

To contribute to reducing road deaths and injuries from drink driving by promoting positive behaviour change in 13- 17 year olds

Vision
New Zealand young people are not drink-driving

History

1981	SADD was founded in Massachusetts America
1985	The SADD concept was introduced to New Zealand by an American exchange student to Mahurangi College in Warkworth
1986	SADD becomes a national organisation
1990's & 2000s	SADD had a strong presence in many NZ schools
2004	SADD developed a new strategic plan, with the support of national partners; the Road Safety Trust agreed to fund SADD for three years
2005	A new national team was appointed: National Manager, four Regional Coordinators
2007	SADD celebrates its 21 st birthday with increased activity and student participation around the country

Sponsors & Partners

- At the end of 2007 funding was secured from Land Transport NZ as a partner and sponsor till June 2009
- Ministry of Health has supported SADD programmes since early 2000's
- Toyota currently provides five vehicles for the national team; have been a major sponsor since early 2000's

Peer Education

- SADD is almost unique in NZ as it operates as a peer education programme.
- Our initiatives and key messages are delivered by young people to and for young people.
- Peer education works well in this setting because young people identify more easily with their peer group
 - Peer educators are often perceived to be more credible
 - As youth interact less with their parents and other adults their peers' credibility increases, while the credibility of adults diminishes.

Primary Focus

- We do not tell students not to drink
- We encourage responsibility and understanding of risk in the use of alcohol
- SADD would like to see all students plan before they party and choose non-alcoholic drinks when they are the "sober driver"

SADD Today



Today SADD has six team positions:

- Acting National Manager
- 4 Regional Coordinators
- 1 part time Administration Coordinator
- Each Regional Coordinator covers half an island
- Country is divided into High Risk Areas (HRA) and Maintenance Areas
- Stakeholder Workshops were held in July and identified a need for a structural review

SADD Activity

- Annual conference – South and North Island
- Regional Workshops
- Official SADD Week including a National Street Appeal
- National Competitions
- Launched the NEW SADD Programme onto our Website www.sadd.co.nz

SADD Tomorrow



Aims

- Increase participation from young Maori and young males
- Show at least 75% of New Zealand secondary schools have SADD operating programmes
- Build passive membership for SADD
- Have SADD effectively operating in all High Risk Areas (HRA) with increased activity and promoting of the key messages
- SADD is working with the greater community to ensure that our goals of reducing youth drink driving are supported by the activity and policy at a community level
- Increase profile and awareness of the organisation and build stronger relationships with other agencies
- SADD offers a greater range of resource products that are more reflective of New Zealand youth culture and diversity

Thank you

Questions

