



2021 HIGHLIGHTS



Contents

A message from us	3
1. SADD programme	4
1.1 Term 1 workshops.....	4
1.2 Conference	5
1.3 Terms 2,3,4.....	8
1.4 Covid-19 Response.....	11
1.5 National Leadership Programme (NLP).....	12
1.6 Supporting Road Safety Campaigns.....	16
1.7 What's new	18
1.8 SADD Communications.....	21
2. Collaborations	23
3. SADD Governance	29
4. Focus 2022	30
4.1 Conference 2022.....	30
4.2 Partner Collaboration Opportunities.....	31

A message from our people...

Well what a year we have had, with Covid outbreaks, lockdowns and other restrictions in various parts of the country but maybe this is the new norm for us. The good news is that despite these problems SADD has continued to promote its road safety messages and thanks to Donna and her team has quickly adapted its program to this new environment to maintain credibility and relevance. From the Trustees' perspective it is pleasing to see that students and student leaders still wish to be involved with the SADD program. This year we welcomed two new members to our Board of Trustees, Roly Hermans (ex NZ Police) has joined us as a Trustee and Sterling Maxwell has joined us as our Youth Representative which is a new role we have just created. It is great to have such experienced Trustees join our Board and already Roly and Sterling have made significant contributions to our Trustee meetings. The other exciting news is that we have secured the future of SADD by securing funding for the next five years from our two principal sponsors the New Zealand Automobile Association and the Waka Kotahi Community Road Safety Fund which provides us with the confidence to not only maintain but to expand our program. Thanks again to Donna and her team and wishing you all a safe and happy summer period.



Gary Stocker,
Chair: SADD Board of Trustees



Donna Govorko,
National Manager
SADD

Wow where did the year go! It is nearly Christmas and we are already planning for next year! I am so impressed by the resilience shown by our young people. The last 2 years have been so disruptive and have changed the way we live our lives. But through all of this our SADD rangatahi have continued to focus on raising awareness about road safety alongside adjusting to their new norm.

They have recognised that road trauma continues to rise and that we as a nation must do all we can to turn the tide. New Zealand's road safety strategy, 'Road to Zero' calls for everyone to take responsibility for our collective road safety, from governance level, engineers, policy makers, road safety educators, to everyone who uses our roads. SADD is committed to ensuring that we play our part in promoting positive road safety behaviours, through our program activities, partnerships and messaging, we will continue to raise the youth voice to be agents for change. As you will see in this report, our SADD team and students have been busy helping to build a road safety culture despite lockdowns. We are looking forward to progressing all the fantastic mahi we have achieved this year into 2022.

1. SADD programme

Our SADD Programme Delivery Leads connect with students and partners in our communities throughout Aotearoa during the year, this is where the magic happens, inspiration, creativity, connections to empower our communities to build a road safety culture - here are some highlights of those connections.....

1.1 Term 1 workshops

Term 1 kicked off with a bang like it always does, with our startup workshop series hitting the road. The delivery team developed strategies for each region they were targeting, ensuring that the focus was on current opportunities for connection and leveraging off existing and potential relationships to help grow participation in 2021. How we deliver the programme is never a one-size-fits-all approach and we had some great observations from 2020 to help guide us how to connect with students in different areas.



This year's Term 1 workshop focused on an introduction to SADD, problem solving, planning activities, and evaluating events. We encouraged students to consider evaluating how their activities are impacting students and if they are meeting a road safety need in their community. The workshops were also an opportunity to promote conference and encourage students to register. Local community partners were invited to attend and take part in the workshops and/or visits happening in their region.

This year was a little different than usual following on from a disruptive 2020, where we lost some momentum with schools and were essentially starting from scratch with building up our contacts databases. Despite this, the Delivery Team managed to run successful workshops across the country and have that vital face-to-face training opportunity with rangatahi and our partners. There were a few planned workshops that fell victim to COVID-19 restrictions when the alert fluctuated to Level 3/2/1 in Auckland and level 2/1 nationwide (from 14/02/21 – 12/03/21).

The student evaluation results were very promising with the average confidence level for students running SADD in their school rising from 2.9/5 at the beginning of the workshop to 4.2 at completion. This shows that we are delivering useful and empowering information and training to help students with their role in SADD at their schools. Further to this, 99% of respondents said they would return to another SADD workshop and 98% said that they would recommend the workshop to a friend.



As well as participating in workshops, there were also some students who got stuck into activities at school to kick off the year. Highlights included Villa Maria College's clubs expo day ([see blog](#)), Waitaki Boys High School sausage sizzle fundraiser and SADD principles scavenger hunt, and Kristin High School SADD stall and fundraiser.



Villa Maria College



Waitaki Boys' High School



Kristin High School

1.2 Conference

This year's conference was focused on problem solving and youth empowerment.

The SADD team held a very successful conference season in April 2021 with 2 events held in Wellington and Dunedin. It was a very highly anticipated event series that came with a few unknowns due to having a break in 2020 due to Covid-19 related cancellations and associated loss of momentum in some areas. During the planning process the decision was made to reduce the event series from the original format of 3 events to 2 events, therefore cancelling the Auckland event due to higher risk of Covid-19 resurgence and a general feel that students in the surrounding regions may not be comfortable with attending an event in Auckland.

SADD conference each year is designed not only to educate but also to challenge students and 2021 was no different – students were split into groups and tasked with creating a solution to a given road safety scenario. Student groups were introduced to key topics ahead of this challenge including good practice in road safety education and problem-solving strategies and were then given less than 24 hours to investigate their given scenario, plan a resource or solution and develop a pitch. Once complete, the groups presented their work to the other students, the SADD team and local road safety partners. The student work was of a high quality and in time will be developed into practical resources available on the SADD website to support students across New Zealand to run the programme in their schools.

Both events were received really well by students who attended. Some highlights from the evaluation include:

- 92% of students actively agreed that conference was a worthwhile event
- 91% of students felt confident in their ability to lead SADD in their schools after the event. Prior to the events, only 34% of students indicated they felt confident leading SADD
- 94% of students said they would happily return to another SADD conference if the opportunity arose



Conference activities and outcomes

The 10 groups at each conference were given a different road safety scenario that related to a common issue faced by SADD groups or communities. The calibre of work produced by the students was very high and there was a large amount of usable content that has (and will continue to be) loaded to the SADD website for students across New Zealand to access and benefit from. There was content produced that has helped to fill current gaps in our resource/activity suite, including topics such as:

- Speed
- Licensing and driving lessons
- Leadership and peer pressure
- Vehicle Safety Ratings
- Fatigue
- School bus safety
- Working with others (Primary schools, FENZ, etc)

The resources the students came up with to support learning and engagement in the above topics included:

- Educational videos about being a SADD leader, wearing your seatbelt, driving in winter conditions and vehicle safety ratings
- Powerpoint presentations about peer pressure, how to plan SADD activities, and driver fatigue, designed for other SADD students to present in their schools
- Posters designed for students to use to promote school bus safety, and seatbelt use
- Games and activity plans to step students through learning about speed, winter driving, working with other road safety partners

Spotlight on...

This group was given a scenario that related to school bus safety and were challenged to come up with a solution to better support students of all ages to travel to and from school safely on the bus.

The group came up with the idea of a 'buddy system' and created an implementation plan in the form of a pamphlet to support schools to introduce the change. The pamphlet addresses the role of the school, students, parents and wider community - a fantastic example of a wraparound solution and everyone working together to achieve a goal.

Wellington conference group #7

Group 7 took out the 'Challenge Champions' award for their brilliant work!



Thank you for your support

Each year SADD enjoys the support of various community partners who support our conference events through funding for students, attending as facilitators and/or attending the student presentations.

This year we had a total of 6 partners across both events attend conference alongside our team to provide support, knowledge, and connection for the students. These partners included Heather Patient, NZ Police; Marion Webby, Road Safe Taranaki; Jason Cressingham, Hawera High School; Sam Smith, Auckland Transport; Greg Bell, FENZ and Nikita Gibson, NZ AA. The varied knowledge and expertise of these partners was a fantastic asset to the SADD team and all partners contributed to the events, engaged positively with students, and shared their expert knowledge in an effective and engaging way.

At both events we were joined by a group of local partners who came to see the student presentations and network with the students.

Wellington:

ACC; Waka Kotahi; NZ Police; FENZ; RYDA; RSC - Wairarapa, Taranaki), Auckland; SADD Trustees; Ex SADD; Driving Change Network

Dunedin:

NZ Police; FENZ; AA District Council – Otago; RSC - Jason Evered, Aukje van Aalst; Weave Together; DCN

1.3 Terms 2, 3 and 4

Term 2

The Delivery Team focus for Term 2 is about getting students supported and empowered to run events and activities. Workshops and school visits are run in some regions where more support is needed. The Programme Delivery Leads spend time following up from conference, supporting students to implement their ideas and engage with SADD activities and opportunities. Focus is also applied to recruiting for the National Leadership Programme and promoting Road Safety Week.

Albany Senior High School



Campion College Road Safety Week event



Waikato regional workshop



During Term 2 our Delivery Leads ran around 25 workshops for regions or schools, they also introduced schools to SADD and visited activities being run by students. During this term, 92% of schools that had SADD students attend our April conference, ran an activity in the weeks following the conference.

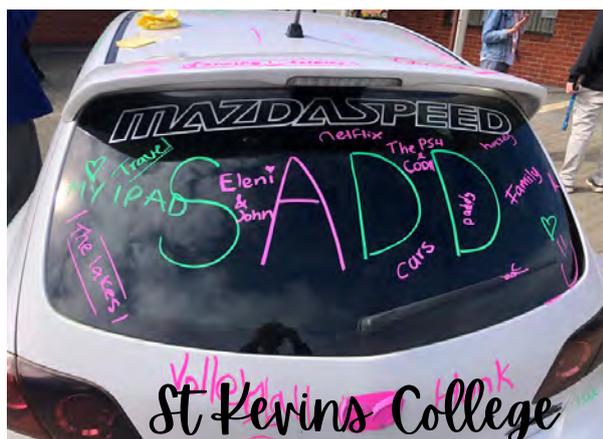
Term 3 was only a few weeks in when the Covid-19 nationwide lockdown hit. Delivery plans were put on hold and attention turned to supporting schools through different means.



SAFER September is our annual campaign that takes place in Term 3 and the delivery focus is generally focused on the lead up to, and execution of, this campaign. A quick pivot meant the campaign was changed to SAFER: Spring in Summer, to accommodate the different lockdown levels, the likelihood of missing the September slot and the soon to be upon us summer holidays. After going into lockdown, the Delivery Team re-designed the workshop and encouraged students to simply participate if they could, in a way that worked for their context. Overall, throughout September we had some pockets of great activities, but there was much less activity due to lockdown.

September Highlights:

- SADD ran an online social media challenge encouraging students to post road safety messages online, especially those that could not do so in-person. Two schools that stuck out with their involvement were both Albany Senior High School, and Kristin School. Both schools are in Auckland and had SADD groups that made videos, ran competitions and quizzes, and engaged with their peers to get road safety messaging out creatively via social media platforms.
- Tauraroa Area School ran a SAFER September 'Great Cardboard Car race'. It was a whole school event where teams made cardboard cars (with specific safety specs), and raced around the field enjoying obstacles like a 'pit stop', breath-testing station, and navigating cones and the mud.
- Te Puke High School's SADD group managed to still fit in their SADD week with a number of road safety activities throughout the week. "A lot of junior and senior students engaged in the activities who didn't previously know what SADD stands for. We have definitely raised the awareness of SADD in our kura."
- Students from the St Kevin's SADD group ran a 'what would you miss' activity where they got their peers to write on a car what they would miss if either themselves or a loved one were involved in a serious crash.
- Rolleston College's SADD group ran a great obstacle course activity with prizes sponsored from their local Council.





Term 4

In Term 4 the focus was on supporting those students who were keen to run any activities and making sure they were updated and informed. The other focus for our delivery team was supporting SADD groups to pass the torch for 2022.



Our Delivery team also did more travel than usual, this was partly due to postponed plans from Term 3. But for the new Delivery Leads (Mark and Sherein), it was great timing to go out and meet community partners and key students, to build some momentum for 2022. This blog details some more of the Term 4 delivery travel.

Unfortunately Auckland was still in lockdown throughout Term 4. During the lockdown period Mia, Upper North Island PDL, engaged with students online as much as possible. Mia connected with students from the Northland (Springbank School) and Far North (Kaitaia College) region to keep in touch and chat about any future planning for 2022. Furthermore, she joined Road Safety Forums and had online sessions with SADD's community partners in each region to set the tone for 2022. They are working on a collaborative approach that will support us with all the action steps we plan to do.

1.4 Covid-19 Response

Covid-19 had a significant impact on SADD's programme this year with the nationwide level 4 lockdown starting mid-way through Term 3 workshops. However, our momentum continued, and we quickly adapted our programme to fit the needs of the times. Instead of focusing on what we couldn't do we focused on what we could do – we looked for the silver linings! As already highlighted, the SADD team got busy enhancing and developing new channels for both programme delivery and student engagement.

Repurposed 6 Principles

SADD quickly adapted our delivery methods to continue to reach our communities. We reverted to our repurposed 6 principles and encouraged our students to focus on wellbeing messages. We received many supportive messages for our communities from our students that you can view on our social media channels [Instagram](#); [Facebook](#). SADD students have been encouraged to meet via zoom to support each other and keep planning for road safety activities.

Facebook was used to share supportive messages



Hayley from Gisborne shared her best coping tips

Thinking of you all! No matter how you are feeling about another lockdown it is a good idea to check in with your friends and whānau. Our SADD team will be in touch and send out more communications soon. In the meantime look after yourselves and each other, stay safe on the roads, and stick to your bubble!



1.5 National Leadership Programme

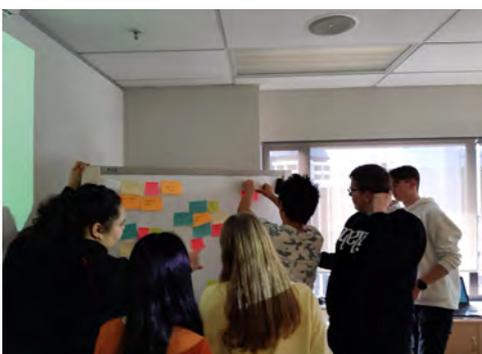
Our National Leadership Programme has gone from strength to strength in recent years with significant improvements seen in both student engagement and outcomes. This year, despite many disruptions and uncertainty, we have still managed to run a full programme of events and provided development opportunities for the student leaders.

2021 saw us hold 3 in-person events between July and December, including 2 workshops for our year 13 students in July and 1 workshop for year 12's in October. An additional online event for any students who were unable to travel was also held.

Our National Leaders (Yr 12 and 13) have been heavily involved with creating video content for SAFER September, general encouragement during lockdown, and also provided quotes for SAFER September media release. A big part of what our Yr 13's are working on is their individual projects. These projects are personal ways that each National Leader can contribute to road safety in their communities and leave a legacy.

July

In July, 2 workshops were held for year 13 leaders, one in Christchurch and one in Wellington. The July NLP workshops were a great success and students rated them highly. These workshops included sessions on leadership training, project planning and management, driver licencing, Vision Zero and investigating barriers to student participation in SADD.

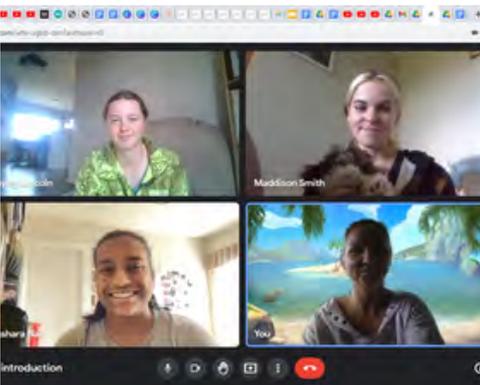


[Read a blog about these events here](#)

October

During the October school holidays, we held 2 National Leadership Programme events for our year 12 students. One event was held in-person in Christchurch, and one event online for those that could not attend in person.

These events focused on several key areas such as leadership development and team building, NLP values, best practice road safety education, vision zero, and media training; as well as giving the students opportunities to work together on creative projects and contribute to SADD. We also ran a session on working with community partners in which we heard from local Police, FENZ, and a Road Safety Coordinator all about how the students could work with them, which was followed by a time of networking.



[Read a blog about these events here](#)

Regional Leaders Programme:

It has been in SADD's plans to embrace NLP applicants that weren't part of the intake. This year, there were high calibre applicants that weren't successful only because there was already a National Leader in place or newly recruited. In other words, we had multiple strong candidates within regions. Six were selected to take up the new cohort.

This group will forge the path for future Regional Leaders and will contribute to the development of the group and purpose. The primary purpose is to act as connectors between their regional SADD groups. As there is a National Leader in each of their regions, they will provide a degree of support for them also. This cohort adds significant capacity to the leadership side of SADD, amplifying the youth voice!



Projects

A big part of what our Yr 13 National Leaders are working on is their individual projects. These projects are personal ways that each National Leader can contribute to road safety in their communities and leave a legacy.

The projects embarked on by our students this year have been varied, interesting and very exciting. These include resource creation, podcasting, ideas for engaging with different age groups, creating a regional support system, and helping leaders build skills like public speaking and partner engagement.

Spotlight on...

SADD STUDENTS AGAINST DANGEROUS DRIVING

SADD NATIONAL LEADERSHIP PROGRAMME

SAFER September

MAKE IT HOME

SADD STUDENTS AGAINST DANGEROUS DRIVING

DRIVE PHONE FREE

Check out this article!

Jess Darnley

Jess, one of SADD's National Leaders, created social media stickers that you can easily use on your social media to spread road safety messages, and help keep your mates and whānau safe!

"You can use any of the stickers in your Instagram stories by searching for 'SADDNZ' in the sticker search function, or on Snapchat, Facebook Messenger, Twitter or even TikTok. You can use the stickers to spread road safety messages no matter what app you use." -Jess.

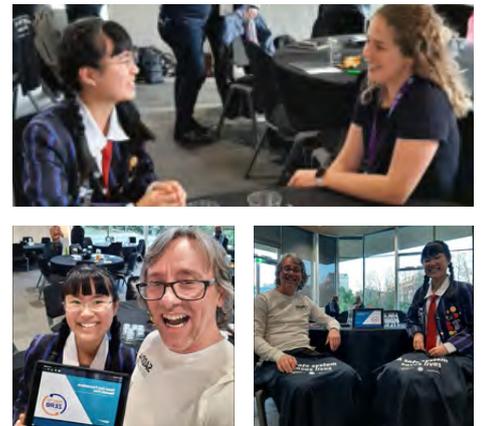


Yi-Tao has created a podcast called "The Road Safety Conversation". This has 3 episodes so far and has included topics such as the ins and outs of restricted licenses, license breaches and peer pressure. The podcast is "a conversational (not confrontational) approach to road safety" and Yi-Tao has included a range of guests to discuss the topics with each episode. Yi-Tao plans to handover the podcast when he leaves school so it can continue.

[Listen to the podcast here](#)

Bianca at the Vision Zero Foundations Course - youth voice

SADD was invited to attend the Vision Zero foundation pilot course. Our National Leader from Christchurch, Bianca represented SADD – youth voice. Both Roger, our Engagement Manager and Bianca were in the same presentation group on the day long course at Haere Roa and eventual winners.



SADD AS A FAMILY TRADITION

Road safety activism becomes a Taranaki family tradition

Catherine Groenestein / 05.00, Jul 09 2021



[Year 12 leader Derryn Fleming](#)



Blog: [Year 13 leader Micaela](#)

1.6 Supporting Road Safety Campaigns

Road Safety Week

Road Safety Week was held from 17th to 23rd May which coincided with UN Global Road Safety Week. This time of year, is typically a difficult time to get students engaged as it is very early into term 2 and soon after our annual SADD Conference season. SADD's approach to Road Safety Week is to support, empower and encourage students to participate in the campaign, to raise awareness about road safety, in a way that suits their school environment.

This year we had a number of school's report that they participated in Road Safety Week:

- Running a mocktail stand at lunchtime to promote sober driving
- Decorating school windows with SADD posters and road safety messages
- Arranging for NZ Police to come into school and talk to junior students about crossing the street safely
- Lunchtime Kahoot quiz
- Running and impairment challenge with NZ Police
- Presentation in assembly
- Chalk display activity where students wrote out their intentions for staying safe on the road
- Handing out SADD conversation cards and other road safety merchandise
- Running a road safety themed game show



St Kevins' College pledge



Campion College activity



Albany Senior High School game show

Rail Safety Week

Rail Safety Week fell within August (9th - 13th) and SADD was well represented at TrackSAFE events in Wellington with National Leaders, a SADD volunteer and a Team member attending the two events that were hosted in the capital.

Rail Safety Week is an annual event planned and coordinated by Kiwi Rail and TrackSAFE NZ. SADD has a strong record of supporting this campaign and sending representatives to the launch. The campaign aims to raise awareness about rail safety and to encourage safe behaviour around trains, railway tracks and level crossings.

This year, National Leaders Toby and Tayla attended the week's launch at Parliament (9th August), hosted by Minister Wood, along with Sabby (a returning National Leader) and our own Ti.



Level Crossings Stakeholders Hui

Tayla and Jeremy (both year 12s) attended the Level Crossings Stakeholder Hui at Te Papa. The programme was a comprehensive one and may have been challenging for some. However, both Tayla and Jeremy have level crossings in their community and took messaging and ideas for activities back to their SADD committees to apply locally.



Te Wiki o te reo Māori

This year our National Leader, Ashleigh Putt-Fallows, designed an awesome campaign for SADD to celebrate Te wiki o te reo Māori.



1.7 What's new?

SADD Team

We have seen a few staff changes this year. Jay Boyd, our PDL for lower North Island left us to return to a sports and recreation role for Wellington City Council, thanks for all your great mahi Jay, you will be missed.



We welcomed two new Programme Delivery Leads in the second half of the year - Mark Unwin who is looking after the Lower South Island; and Sherein Abdel-Al who is looking after the Lower North. Here are blog posts introducing [Mark](#) and [Sherein](#).



Māori Advisory rōpū

The initial drive for this mahi, to extend our reach to rangatahi Māori, was started in 2018 when we recognised the need to incorporate Te Ao Māori into SADD's kaupapa. A series of meetings and consultations with Māori organisations was initiated and students were engaged to try to find local solutions.

In 2020 a SADD National Leader, Skylah Holmes, wanted to do more to make SADD more appealing to the Māori community.

"I am a part of the NLP for SADD, I decided to figure out ways that SADD can better connect with Rangatahi Māori. High-risk drivers are drivers who pose the largest risk to road trauma within New Zealand. Sadly, young Māori are at risk on the roads and are over represented in the road trauma statistics. Loss on our roads does not just include deaths and serious injury it also impacts other factors such as entry into the criminal justice sector and loss of other opportunities associated with driver licensing offences. Traffic related fines and offences are the most common way for young Māori to enter the criminal justice system.

I am compiling a report that SADD can use to involve Rangatahi Māori. I am interviewing organizations that work alongside this rangatahi Māori, and seeing what they have found works and what doesn't. With this information I will give possible action plans that SADD can use, SADD will be able to use this information, and incorporate this into further initiatives on both a strategic level and operationally for student's action"

-Skylah



Skylah-Marie Holmes

In 2021 SADD identified opportunities to engage with Māori communities. We initiated a Māori engagement working group consisting of, Sterling Maxwell (SADD Youth Representative), Ashley Putt-Fallows (a current yr 13 National Leader) and the SADD team. The focus of the group is to incorporate Te Ao Māori into the SADD programme to reach out to Māori youth communities to engage in road safety prevention activities. In 2022 SADD will be adopting a Māori name 'Kaitiaki o Ara'. [Read our blog](#) to find out more about how we developed this name.

Curriculum Links:

Several National Leaders have used SADD road safety as a topic for their NCEA assessments, demonstrating an effective link between SADD and the curriculum. This is a fantastic example to show other schools and students another way to engage with the SADD programme and how they can incorporate SADD principles into their everyday learning at school. [See examples on our activities page.](#)

Driver Licensing:

Driver Education Pack

We continued to develop our Driver Education Pack and looked for opportunities to enhance opportunities for young people to safely transition through the Driver Licence journey.



[Check out the D.E.P here](#)

GDLS review

Sterling Maxwell, our SADD Youth Representative, conducted research to investigate why young people breach the conditions of their licence. We had a meeting with staff involved in the GDLS review from MoT and Waka Kotahi. Sterling explained her research and results and we had a discussion with attendees to demonstrate how SADD is working with students and community partners to help understand why this is a problem and how we can help educate and influence compliance.

SADD will continue this research and work with our communities to develop resources and activities to support rangatahi, parents and whānau through the driver licence journey.



Driver Licence workshops

Lydia, our South Island PDL, ran two collaboration workshops that were focused on specific local issues facing young people in those regions, with support from community partners. These workshops involved learning about local road safety issues, and then working on possible solutions and ideas to combat them, with students from different schools being able to work together. These workshops were aimed to be a building block for future workshops to further the work they started.

Selwyn & Waitaki – Driver Licence workshops

During Term 2, SADD worked with Selwyn RSC, Jessica Fairbrass and NZ Police to delve deeper into local road safety issues. The aim was to branch out from the normal Term 2 SADD workshop format and run specific workshops focused on 'local issues' that our communities face and at the same time trial a different format with high achieving regions.

The main topic for students to brainstorm was licence breaching in their communities. The purpose was to get students thinking about this issue on a local level and to open discussion to a wider partner group so that they could work together towards solutions.

Students from Rolleston College, Darfield High and Lincoln High attended the Selwyn workshop and heard from Jessica on local driving issues and council focus on young drivers. Students also heard from Paul Kidd, Selwyn Police's Road Safety Team about the issues Police encounter.

Students broke into mixed school groups and worked on the two following points:

1. Why do young people breach licence conditions?
2. Pick 1 or 2 of the reasons that your group has written about and come up with some potential solutions that SADD groups could run, to combat these issues.

Group discussions highlighted many points under:

- Reasons why young people breach licence conditions (necessity, convenience, financial, peer pressure, normalised behaviour, parental consent)
- Possible solutions to the problem (educate parents and caregivers, make resolution a fun process, utilise community partners already in place),
- Follow-up points and future actions (collaborative planning and delivery, inter-school events - show others how to do it)

SADD is working on solutions to help young people safely navigate the driver licence journey and also influence policy where we can. We are looking forward to working with more regions next year to continue this mahi.

We plan to complete the follow-up early in the new year and further highlight collaborative approaches between schools and regions. Part of this is to invite Road Safety Coordinators to experience cross boundary working with collaborative young people. We look forward to bringing this opportunity to you in 2022.



Air Fresheners

This year we ran a competition to create Air Fresheners – to get the road safety message inside cars. The competition was inspired by student innovation and creativity shown at Dunedin Conference. Alex Crawford of Lawrence Area School took out the winning design and a SADD team design was also produced. Air fresheners were given out to the first 50 schools to sign up for SAFER September.



Videos

We have a great range of new video content created by students and the SADD team. You can find these on our [Youtube channel](#) and [Facebook page](#).

1.8 SADD Communications

Blog

This year our blog page has featured some awesome student profiles, event recaps and behind the scenes stories. Check our all posts [here](#).



6/16/21

Interview with Mabel Ma from Kristin School - Running a fundraiser at your school



8/11/21

Top to bottom: From Kaitaia to Invercargill - Part 1



11/10/21

An interview with Archie

Media Highlights

SADD was featured in many media articles this year, here are some of the top stories:



Fines for mobile phone use while driving will increase by \$70 on April 30

Offending drivers will soon be charged \$150.

3 News | Apr 15

[Donna spoke on TVNZ Breakfast about the increase in fines for mobile phone use](#)

SADD challenges Kiwis this weekend



[National Leaders plea for drivers to take care during Queens Birthday weekend](#)

On the road to improving driving

By John Lewis

Facebook 403 Twitter 0 Print

News > Dunedin

Youth talk straight on driving during Covid times



[Students standing up for road safety during Covid times](#)



[Feature on students attending Dunedin conference](#)

SADD Newsletter

Our newsletter is sent out monthly and includes activity highlights, key dates, student features and more. [View previous editions here](#)



2. Collaborations

Waka Kotahi - Education Portal:

Wayne Erb captured the fantastic work that past SADD National Leader James Graham took part in. [See full article here](#)

NCEA student investigates road of personal significance



Road Safety Education working group:

SADD identified an opportunity to form this group to help achieve Vision Zero goals and create activity ideas and resources to add to a toolkit to support adults delivering road safety activities to young people. Our National road safety strategy aims to reduce the number of people being killed or seriously injured by 40% by 2030. An ambitious goal requires collaboration to achieve success.

SADD has been working alongside community partners who deliver road safety education in schools to help form an advisory group. Members will both support each other and our communities to deliver activities that maximise opportunities to strengthen collective promising practice and change behaviours to help us build a road safety culture.

Organisations involved include SADD; NZ Police; FENZ; St Johns; Waka Kotahi; RYDA. Check out [this article](#) for more on this initiative.

Fire and Emergency NZ:

SADD works closely with FENZ to find ways to deliver impacting road safety messages in schools to prevent road trauma. The Christchurch based FENZ team, in particular Firefighter Greg Bell, have been long time champions of SADD and have provided support for NLP events, conference and local school events.



Christchurch NLP event held at FENZ training centre



Villa Maria school event

NZ Police:

SADD works closely with NZ Police to reduce the number of people being killed or seriously injured on our roads and prevent young people from traffic offending. Here are some events held in partnership with NZ Police this year:



Villa Maria College Police Checkpoint



Albany Senior High Police Checkpoint



Whitby Collegiate Year 13 volunteer students Dan and Fraser, with the support from the Wellington Alcohol Harm Prevention team, ran a lunchtime event. The aim of the session was to educate young people on the dangers of drink driving and driving distracted. [Read the article here.](#)



Police Pathways Programme

SADD and Police Pathways Program (PPP) share similar goals and are working together to enhance learning outcomes and practical experiences for participants that will add value to their future Police careers.

The main objective is to provide practical experiences for students in order for them to solve a problem in their community. The workshops help to empower the students to come up with an activity related to a road safety issue that they will run at their schools. The students work alongside a variety of Police staff, and other road safety organisations. The students present their activity to their peer group, the activity can contribute to unit standard 9681 (Contribute to a group/team which has an objective) or contribute towards a community participation goal.

- SADD provides practical experience for the students that can be linked to their PPP course.
- Students are provided with an opportunity to work with Police and community partners.
- Students are empowered to problem solve a road safety issue and influence safer road user behaviours.



Manurewa College



Alfriston College



Aorere College



McLeans College



Rosehill College

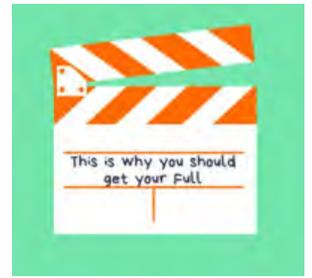


Adventure Works

A competition was run during September to encourage rangatahi from the course to speak out about road safety. [See winning videos here](#)

Driving Change Network

SADD worked alongside DCN to promote a short film competition to encourage young people to spread the message about the importance of getting a full licence. The SADD group at Wairarapa College won, see the video [here](#).



AA District Council



Otago AA District Councillor, Nikita Gibson, joined our team for the Dunedin Conference as a facilitator, It was fantastic to have her experience and viewpoint to support the students in their challenge. [Read more in this blog](#).

Regional Collaboration

Northland

SADD worked alongside Northland Road Safety Trust to promote the Drive in the Moment toolkit to raise awareness about distracted driving. We ran a short film competition to encourage young people to find ways to spread the message to their peers.

1st: [D'Artagnan Gould](#)

2nd: [Anwen Davies](#)

3rd: [Blair Oxenham](#) & [Sean Clarke](#)

NORTHERN ADVOCATE

Pompallier Catholic College students win first prize at Northland Road Safety Trust's short film contest

13 Sep 2017 10:00 AM

© 4 photos on flickr



Northland Road Safety
safer roads, speeds and vehicles

SADD
STUDENTS AGAINST DANGEROUS DRIVING

Calling creative minds

To support the **Drive In The Moment Toolkit** The Northland Road Safety Trust in partnership with Students Against Dangerous Driving (SADD)

Invite entries for a **SHORT FILM** around the dangers of distracted driving.

ENTRIES CLOSE 21-05-21

Drive In The Moment is a road safety initiative. It has been designed to help drivers reduce their smartphone use behind the wheel. It is a research based, evidence driven intervention that models its approach on principles designed to break harmful habits.

1 First Prize \$3000

2 Second Prize \$1500

3 Third Prize \$500

Short films submitted to be no longer than 5 minutes.

The prize money is to be spent on the betterment of senior students facilities e.g. a common area, physical education equipment etc.

Entries to be submitted to:
ashley@roadsafenorth.co.nz
www.sadd.org.nz/driveinthemoment

Waikato

This year SADD partnered with Waikato District Council, Hamilton City Council and Waikato Regional Council to support this video clip competition. The purpose is to help raise awareness of road safety issues facing our young people and wider community and spread safety messages to encourage road user behaviour change.

Yash, Conrad and Sean from Cambridge High School were the winners of the competition. They worked together with students from the wellbeing team to design their amazing video.

Partners involved:

- Waikato Regional Council - Jenny Davis
- Waikato District Council - Megan Jolly
- Hamilton City Council - Chris Power

[Check out a blog about the winners here!](#)

[Check out the winning video here!](#)

Wairarapa

The Wairarapa regional SADD committee is still running after many years and provides a great way for Wairarapa schools to work together, share ideas and resources and learn from each other.



SADD US

During our National Leadership event in July we had a fantastic zoom call with the SADD US team. We shared ideas, resources, activities and made plans to continue to support each other's programmes.



Plans are in place to work with SADD US on a global road safety initiative focusing on speed – 'slow down – speak up'. We will also be working towards a combined initiative for global road safety week in 2022.

ACC – Drive Tool kit

We have continued to encourage the use of the ACC/DRIVE toolkit in schools. This is a great kit that has games, activities and learning resources.

Check out the DRIVE website here



Students from Villa Maria College using the DRIVE toolkit



Student Volunteer Army

We encourage our students to sign up with the Student Volunteer Army so they can use any time volunteering for SADD towards a SVA service award. For more information, check out <https://service.sva.org.nz/>

Kia tūao, e tū ki te ao!
Be a volunteer, stand up in the world!

THE SVA SERVICE AWARD ALLOWS YOU TO LOG YOUR VOLUNTEERING HOURS, **EARN** SVA SERVICE AWARD PINS, **BUILD** A SUMMARY OF SERVICE AND **USE** IT IN JOB, TERTIARY AND SCHOLARSHIP APPLICATIONS. REGISTER NOW:



service.sva.org.nz



3. SADD Governance

2021 saw our first year with an official Youth Representative on our Board of Trustees. Sterling Maxwell, a former Gisborne Girls High School student and SADD National Leader in 2019 and 2020, was elected by her peers and the SADD team to the SADD Board of Trustees at the end of 2020.

[Check out an article on Sterling's appointment here](#)



Sterling happy to be a SADD first

by [Jack Marshall](#)
Published May 22, 2021 11:23AM
[Tweet](#) [Share: 102](#)



Deputy Board Representative

We have also introduced the role of Deputy Board Representative, filled by Jess Darnley. Jess will support Sterling and act as another conduit between the Board of Trustees and the current SADD students. Jess will take over the Youth Board Rep role in 2022.

[Read blog post about Jess here](#)



4. Focus 2022

As we head into 2022 our main focus will be to enhance what we do, gather the evidence of our impact and successes and work on securing the necessary funds to secure SADD future.

- Increase male participation
- Increase rangatahi Māori participation
- Extend reach to younger participants
- Work with other youth organisations
- Enhance collaboration with partners
- Contribute to vision zero,
- Reaching non-compliant at-risk youth
- Supporting SADD in the curriculum
- Developing leadership capability and enabling youth agents for change.



Conference 2022

Waikato: Wednesday 20th April – Friday 22nd April – Waikato Diocesan School

Christchurch: Wednesday 27h April – Friday 29th April – Rangī Ruru College

4.2 Partner Collaboration Opportunities

	January 22	February 22	March 22	April 22	May 22	June 22	July 22	August 22	September 22	October 22	November 22	December 22
	Hols	Term 1		Hols	Term 2		Hols	Term 3		Hols	Term 4	
SADD Programme	Summer projects Delivery Planning	Term 1 workshops Conference recruitment		Conference	NLP Recruitment Term 2 workshops Road safety Week Distracted Driving Campaign		NLP event	Road Safety Awareness Month SAFER September		NLP events	End of year events Passing the torch	
SADD Key Social Media Themes	Summer road use	Recruitment	T1 workshops	Conference	Activity ideas	T2 workshops	NLP workshop	T3 workshops	SAFER September	NLP workshops	Jr Activity push Road Safety Week	Summer road use
	Back to school	Conference promotion			Road Safety Week	Activity push		SADD month promo		Pass the torch		Christmas theme
	Driver Licensing	Getting started	Masterclasses	Phone Free Promo	NLP promo	Ball season	Safe winter road use		NLP content		Driver Licensing	
Student Content												

Key activities, dates and how to get involved:

Activities	Dates	Purpose/goals	How to get involved
Regional workshops	<p>SADD's delivery across NZ is split into 3 regions:</p> <p>SADD group school workshops are being scheduled on an ongoing basis during term-time. If you want to know more or get involved - contact us as below:</p> <p>Upper North Island: Mia@sadd.org.nz</p> <p>Lower North Island: Sherein@sadd.org.nz</p> <p>Upper South Island: Lydia@sadd.org.nz</p> <p>Lower South Island: Mark@sadd.org.nz</p>	<p>Go to: https://sadd.org.nz/ for general information, newsletter subscription and SADD Prospectus (https://sadd.org.nz/s/SADD-Prospectus.pdf)</p> <p>Run across NZ, workshops further develop existing SADD students and is an introduction level for students new to the programme.</p> <p>Exposure includes defining SADD purpose and vision, importance of 6 principles, leadership skill training, activity planning, inter-school networking and understanding their part in building a road safety culture.</p>	<ul style="list-style-type: none"> ● Request notification of events in your area ● Offer to observe or present to students ● Talk over local problem-solving opportunities, how to spot and resolve local issues ● Share local SADD availability to connect with partners or other community organisations ● Invite SADD students to your community events ● Connect students to road safety professionals ● Think of opportunities for joint youth focused road safety campaigns

Conference	<p>Waikato 20-22nd April – Diocesan School</p> <p>Christchurch 27-29th April – Rangī Ruru</p>	<p>https://www.sadd.org.nz/conference</p> <p>2 x residential workshops with student and partner attendees from across NZ</p> <p>Exposure to problem solving and design thinking and best practice road safety activities</p> <p>Introduction to regional partners and how SADD can be effective at both school and community level</p> <p>Produces multiple outcomes including “how to” videos and introduction to school/community activity planning</p>	<ul style="list-style-type: none"> ● Ask us to link you up with attending schools and SADD groups ● Support/fund local students to attend conference ● Attend Conference on Day 3 to meet local SADD students ● Post conference - mentor students on road safety
Road Safety Week (partner campaign)	<p>9-15th May</p> <p>Theme - Road Safety Heroes.</p>	<p>http://www.brake.org.nz/campaigns-events/events-training/road-safety-week</p> <p>Partner led campaign. Global focus week – under UN banner.</p> <p>Bringing together all strands of road safety in NZ to achieve to highlight and achieve global objective</p>	<ul style="list-style-type: none"> ● Introduce yourself to local SADD students ● Offer to share their work through your communication channels ● Offer joint working opportunity – around messaging and awareness ● Support students around media opportunities
Distracted Driving Campaign	<p>June – dates TBC</p>	<p>https://www.sadd.org.nz/phone-free</p> <p>SADD campaign focusing on distractions and distracted driving but delivered by SADD students through the familiar context of cell phone use. National Leaders lead regional media releases</p> <p>This campaign is in year 3 and continues to evolve</p>	<ul style="list-style-type: none"> ● Volunteer to assist in pre-event activities. These will form part of press release content ● Tell us how you want to support the campaign – networking, local media, etc ● Provide a platform or opportunity for students to deliver their message in their community
National Leadership	<p>NLP events will be held in July and October school holidays.</p>	<p>https://sadd.org.nz/our-student-leaders</p>	<ul style="list-style-type: none"> ● Request notification of events and locations ● Meet, show support for and mentor National Leader

Programme (NLP)	<p>Dates and locations TBC</p> <p>July</p> <p>October</p>	<p>Rolling programme comprises 22-24 year 12 and 13 students committing to 2 years of development and leadership</p> <p>Each event presents opportunities for partners to feed into and assist in development of critical knowledge and learning of programme members – the goal is to amplify messaging through youth voice. This group have a higher understanding of youth road safety issues and are motivated and enthusiastic outlets for community connections</p>	<ul style="list-style-type: none"> ● Fund/support students to attend events ● Form base to extend relationship and support through campaigns and community road safety problem solving
SAFER September (SADD road safety campaign)	<p>1st – 30th September</p>	<p>https://www.sadd.org.nz/safer-september-2020</p> <p>Student Advocates For Everyone’s Road safety</p> <p>Month long road safety campaign led by students. The pulling together of everything that is SADD. Multi-partner supported at regional and national level. This campaign continues to evolve</p>	<ul style="list-style-type: none"> ● Request notification of events and locations ● Connect with local SADD groups for joint road safety opportunities from Sept and later into holiday time ● Offer to share their work through your communication channels ● Introductions or to reconnect with other road safety networks ● Support students around media opportunities
SADD at community level	<p>SADD 365: Get involved throughout the year</p> <ul style="list-style-type: none"> ● No need to wait for a campaign or event ● Ask to present road safety advice alongside SADD students at school ● Join activities run by SADD students ● Coordinate with your local SADD group to run road safety activities/events 	<p>https://sadd.org.nz/connect-with-your-community</p> <p>350 participating secondary schools</p> <p>Annually: Feb to November</p>	<ul style="list-style-type: none"> ● Ask us for an introduction ● Connect with motivated students ● Connect with dedicated SADD teacher contact and school community ● Introduce local contacts and community problem solving examples

Contact us for more information about how you can support our partnership and promote a road safety culture.

Operations Manager – Victoria Domigan victoria@sadd.org.nz
Engagement Manager – Roger Eynon roger@sadd.org.nz

Thank you for your support – we love to hear about any activities, events, campaigns you supported. Please send us photos and videos of anything you have been or are involved in. We would love to see them and showcase your involvement.

Follow our Social Media to see what the students have been doing:



<https://www.facebook.com/SADDNZ>



<https://www.instagram.com/saddnz/>

THANK YOU!

