



Young kiwis driving conversation

The importance of working from the
inside-out for teens



Let's talk

- The evolution of SADD
- Three things we want to share
- Getting involved

The evolution of SADD



Drink Driving	1986	2012	Change
Fatal Crashes	266	82	-69%
Injury Crashes	2575	1279	-50%
Deaths	328	102	-68%
Injuries	4520	1834	-59%



The evolution of SADD





NZ TRANSPORT AGENCY
WAKA KOTAHI



Three ideas to share ...

1. Teens care about the issues



Three ideas to share ...

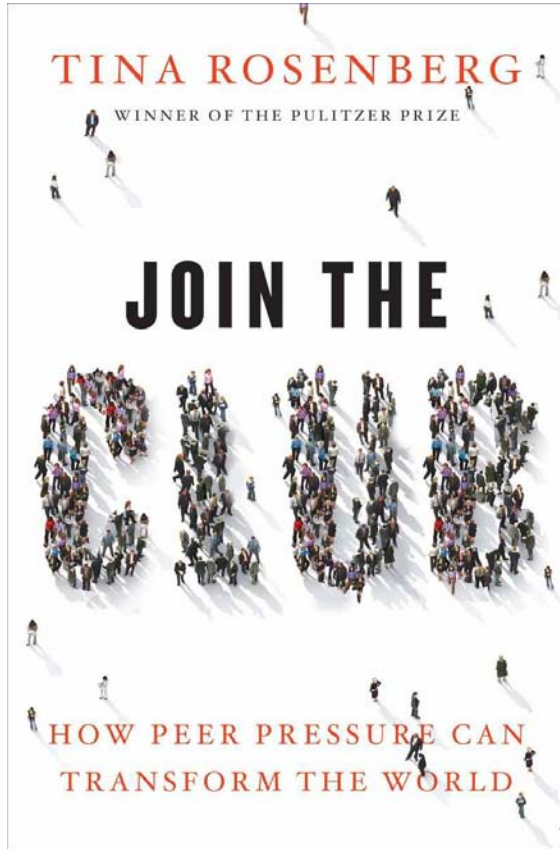
2.
They want to
change the
world



Three ideas to share ...

3. The peer group rules





TED Derek Sivers
TALKS *How to start a movement*

I'd love to continue our chat ...

anna@sadd.co.nz

sadd.org.nz

saddconference.org

rememberseptember.org.nz

facebook.com/SADDNZ



REMEMBER SEPTEMBER

YOUNG KIWIS DRIVING CONVERSATION



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CALTEX



Help us remember

- Post today your road safety message for followers, friends and family
- Include **#rememberseptember** and if you'd like to add it to our feed, link **@SADDNZ**



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