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Evaluating the Effectiveness of SADD (Students Against Driving Drunk)

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ABSTRACT

This research arose from a request from the New Zealand Students Against Driving Drunk (SADD) Trust. The Trust needed to have the activities of SADD evaluated for effectiveness in order to satisfy the requirements of their sponsors. SADD claims that its mission is to reduce harm amongst students by promoting alternatives to drinking and driving through positive peer influences. Drinking and driving is a risky behaviour. Substantial work has been done in the area of risk taking and driving and various methods have been used to modify adolescent risk taking behaviours. The researcher had a particular interest in the work that had been done in this regard on personality development through education. For these reasons the scope of the evaluation was expanded to include risk taking, peer influences and personality development.

Three methods of data gathering were used. These included administering the Washington University Sentence Completion Test (WUSCT) of ego development on two occasions a year apart to the same students. Secondly, face to face interviews were conducted with a sample of students throughout the year 2000 and finally a written questionnaire was sent to those schools with the most active SADD groups. These three methods enabled the effectiveness of SADD to be assessed from a number of different perspectives.

The results obtained identified the strengths of SADD and enabled suggestions to be made for improvement in some areas. The research also identified areas in which additional research into personality development and its link with behaviour would be of value.

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Approval for this research was obtained from the Massey University, Albany Campus, Human Ethics Committee.

TABLE OF CONTENTS

Chapter 1	BACKGROUND TO THE STUDY	1
	Introduction	1
	Focus of this study	2
Chapter 2	LITERATURE REVIEW	5
	Introduction	5
	Safety culture	5
	Adolescent risk taking and peer influences	6
	Peer education	11
	Moral development	13
	Narrative research	21
	SADD effectiveness	24
	Summary	27
Chapter 3	METHODOLOGY	29
	Research question, problem or issue	29
	Preliminary work carried out	31
	Methods finally employed	34
	Research procedure and time scale	36
	Summary	39
Chapter 4	RESULTS	41
	Washington University Sentence Completion Test	41
	Student narratives	46
	SADD group questionnaire	50
	Summary	53

Chapter 5	DISCUSSION	54
	Background	54
	Pre-project trials	54
	Washington University Sentence Completion Test	56
	Student interviews	58
	SADD group questionnaire	60
	Do students who belong to SADD attain high levels of moral or ego development at a faster rate than other students of the same age do?	62
	Does SADD operate in a way that is consistent with what is considered good practice in peer education models?	65
	What indications are there in the stories of those interviewed that the SADD message is having a positive effect on safety culture within the school and peer group?	69
	Has SADD been successful in attaining the mission set in its strategic plan?	70
	Is the SADD organisation effective?	71
Chapter 6	CONCLUSIONS AND RECOMMENDATIONS	74
	Reasons for study	74
	Cognitive development and risk taking	74
	Does exposure to peer led discussion promote ego development	75
	Research design and procedure	75
	SADD and serious moral debate	75
	Suggestions for improvement to research design regarding WUSCT	76
	SADD's possible value	77
	Recommendations	77
	Conceptual issue of cognitive development and risk taking	78
	Final comments	78
	REFERENCES	81

APPENDICES

Appendix 1a. Pre-project questions	85
Appendix 1b. Pre-project dilemma	86
Appendix 2. Interview questionnaire.	87
Appendix 3. Survey questionnaire.	90
Appendix 4. Washington University Sentence Completion Test forms	94
Appendix 5. Ethics committee letter of approval	98
Appendix 6. Letter to school principals	99
Appendix 7. Letter to research participants	102
Appendix 8. Participant consent form.	104
Appendix 9. Parent information sheet.	105
Appendix 10. Parent consent form.	108
Appendix 11. Survey questionnaire - a summary of responses.	109

LIST OF TABLES

Table 1.	Alcohol affected drivers aged 15-19 in fatal and serious crashes 1990-99	2
Table 2.	Characteristics of stages of ego development	19
Table 3.	Participant gender and SADD affiliation	39
Table 4.	Changes in ego level from 2000-2001	42
Table 5.	Changes in average ego level from 2000-2001	43
Table 6.	Ages and ego levels in each group in 2001	44
Table 7.	Percentages of ego levels at age 17 and 18 in each group	45
Table 8.	Changes in ego level from 2000-2001 in age cohorts	46
Table 9.	SADD group activities	52
Table 10.	Distribution of ego levels across NZ and Dutch cohorts	58