

MADD Canada Student Research Project

Sept 2017-June 2018

My name is Jodi Shanoff, and I am the Vice President of Corporate and Public Affairs at Environics Research Group. I am writing you today to invite your school to participate in a very important research study on behalf of MADD Canada. The purpose of this research is to determine the effectiveness of MADD Canada's school assembly presentation in influencing students' attitudes and behaviours regarding the use of alcohol/drugs and driving practices. This project is being conducted with students in grades 7 through 12 in select schools across Canada.

Following MADD Canada's school assembly presentation, students will be provided with the address of a secure website where the survey is hosted and will be asked to complete the survey within 5 days. A follow-up survey will be conducted with these same students approximately 3 months later to assess how the important messages in MADD Canada's school assembly presentation are resonating with students.

Participation in this study is completely voluntary, and all information provided by students will be kept completely confidential. The information collected will be used strictly for research purposes. Each survey will take roughly 10 minutes to complete. Students will be asked to provide an email address at which they can be contacted 3 months later to complete the follow-up survey. As an incentive for students to participate in both surveys, a number of prize draws will be held at the conclusion of the study.

Environics Research Group is a leading Canadian public affairs and market research company, with offices in Toronto, Ottawa and Calgary. For more information about Environics, you can visit our website at <http://www.environics.ca>.

If you have any questions regarding the research study, you can contact me directly at 416-969-2456 or by email at jodi.shanoff@environics.ca. To speak to someone at MADD Canada about this study, please contact Dawn Regan, Chief Operating Officer for MADD Canada at 905-829-8805 or 1-800-655-6233, ext 223 (dregan@madd.ca)

Thank you very much for your attention to this letter and I sincerely hope you agree to allow your school's students to participate in the research component of MADD Canada's school assembly program. The findings we gather from this project will be a great benefit to MADD Canada and the important work they do.

Yours sincerely,

Jodi Shanoff