

MADD Canada School Assembly Survey Summary

Full Results

October 1, 2018

Throughout the 2017-2018 school year, MADD Canada travelled to schools across the country to present the school assembly program, “The Pact”, with the purpose of educating students about the dangers of impaired driving. Environics designed a three-part research study to evaluate the effectiveness of the school assembly presentation in influencing students’ attitudes and behaviours regarding the use of alcohol/marijuana and driving practices. This is consistent with the approach used in previous years to evaluate similar MADD Canada school assembly programs.

Methodology

Three online surveys were conducted as part of this study:

- A baseline survey with 504 Canadians aged 13 to 19 recruited from an online panel with representative quotas for region, gender and age
- A post-assembly survey with 10,550 students conducted within five days after they saw the presentation
- A 3-month follow-up survey with 1,629 students

Students who attended the assembly were given a bookmark with the survey URL in order to voluntarily take part in the survey. Students who completed the post-assembly survey were contacted by email three months later and asked to complete the follow-up survey. Students who completed both surveys were entered into a draw for a chance to win one of 12 prizes.

The results of the baseline survey were statistically weighted to ensure it reflects the regional and demographic composition of the youth population according to the 2011 Census information. Both the post-assembly and 3-month follow-up surveys were weighted to match the age composition of the baseline survey, to ensure valid comparisons could be made between the data sets.

Results Summary

Survey results show that students understand the messages of “The Pact” assembly presentation, including the cautions of impaired driving and the need to plan ahead for a safe way home. A co-occurrence network diagram provided at the end of this summary demonstrates the relationships between the most frequently words used to describe the main message of the presentation.

Students were most likely to report feeling “sad” about the presentation (71% who gave a response said they felt this emotion). Students said the testimonials of real victims of impaired driving were the most impactful part of the assembly with nearly half (45%) selecting this as the most impactful part of the presentation.

Majorities strongly agreed that the presentation was effective in delivering the main message (66% post-assembly, 67% follow-up strongly agreed) and that it *makes me want to make the right decision when it comes to impaired driving* (74% post-assembly, 73% follow-up strongly agreed). Fewer felt the presentation is aimed at people like themselves (34% post-assembly, 37% follow-up strongly agreed).

