



#DRIVESMART

Drink & Drug Drive Stakeholder Toolkit



**Safer
Scotland**
Scottish
Government

The Scottish Government and Road Safety Scotland (part of Transport Scotland) are running a campaign to raise awareness of the consequences of drink and drug driving this festive season, with a clear message – the best approach is none.

The activity will support Police Scotland’s Festive Safety campaign in December.

This toolkit explains how you can support the activity as part of our ongoing #DriveSmart campaign.

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The #DriveSmart campaign

#DriveSmart is the Scottish Government and Road Safety Scotland's campaign which encourages the adoption of safe driving behaviours and this extends to driving under the influence of alcohol or drugs.

Advertising

To increase awareness amongst 20-29 year-old drivers, executions of the **#DriveSmart** 'Gran' creative have been developed for the drink and drug driving elements of the campaign.

Adverts will appear on TV, in cinema, online and across social media from 28 November, with radio adverts running from this date across a number of outlets including Bauer, Spotify and other podcast platforms.

You can view, share and embed the drink drive advert here: <https://youtu.be/cgeXCRiks28>

The drug drive advert can be found here: <https://youtu.be/Gn2PusXJC6Q>



Social media

Through the Road Safety Scotland Facebook and Twitter accounts, we will make digital drink and drug drive content available throughout the campaign period.

- Our Facebook page is here - facebook.com/roadsafetyscotland
- Our Twitter handle is [@RoadSafetyScot](https://twitter.com/RoadSafetyScot)
- The campaign hashtag is **#DriveSmart**
- Link to the website: <https://roadsafety.scot>
- Link to the films:
Not even one <https://youtu.be/cgeXCRiks28>
Morning after <https://youtu.be/D05oAJzOUzQ>



Social media examples

Social media examples

Tweets



You are up to 3x more likely to be killed or seriously-injured in a road accident when driving after taking cannabis, and you can now be tested immediately at the roadside for it. **#DriveSmart**



Combining drugs with alcohol multiplies your risk of being involved in a crash. It's not worth it. **#DriveSmart** this festive season.



It's important to consider journeys the morning after too. Could you still be over the limit? If yes, then don't get behind the wheel. Remember there's no grey area. **#DriveSmart**

Facebook posts



Think about how you're going to get home when you're out and about during the festive season, before you head out – and remember to consider any journeys the morning after. Even if you're slightly over the limit, in the eyes of the law you are a criminal. There's no grey area **#DriveSmart**



Drug or drink driving can land you with a 12-month ban, criminal record, £5k fine, up to 6 months in prison and can impact on wider life including your ability to visit certain countries like the US. It's not worth it. **#DriveSmart**

PR

The PR campaign will be focused on raising awareness of the new law, and the consequences of drink and drug driving, and we are always on the lookout for first-person accounts of someone who has experienced first-hand the effects of driving under the influence.

Stories like this have greater impact in terms of communicating campaign messages and we are always happy to hear from suitable case studies. If you would like to be involved in the PR campaign as a spokesperson or case study, want to tell us about local initiatives, or just need some advice about getting local publicity, please contact roadsafety@smarts.agency



Partnerships

We'll be approaching a number of partners to help spread the **#DriveSmart** message. If you'd like to get involved please contact: steve.simpson@leith.co.uk

Field

For more information on the field marketing activity running as part of the campaign, check the Road Safety Scotland social media channels or contact: steve.simpson@leith.co.uk

Key messages

Key messages

You may find the below helpful if you wish to draft your own copy for social media or any internal channels:

- Scotland is getting tougher on drink and drug driving.
- Drink and drug driving can have devastating consequences, people can and have died, and those responsible have gone to jail.
- Think about how you're going to get home, before you head out.
- It's important to consider journeys the morning after too. Could you still be over the limit? If yes, don't get behind the wheel.
- Drugs can stay in a user's system for hours and even days after consumption. Some heavy users will always have drugs in their system.

- Even if you're slightly over the limit, in the eyes of the law you are a criminal – there's no grey area.
- Taking drugs or combining them with alcohol multiplies your risk of being involved in a crash.
- **#DriveSmart** – the best approach is none.

Consequences

- You could face a 12 month driving ban, a criminal record, a hefty fine, and up to six months in prison. It could also impact you in other ways like your car being seized or not being able to visit countries like the US.

Gran campaign /young driver specific

- Drive like gran's in the car. **#DriveSmart**. The best approach is none
- People can be and have been killed. You are responsible for your own actions. How would you feel if you caused a collision in which someone was killed or seriously-injured?

Website and newsletters

Website and newsletters

If you plan to include information on the campaign in your newsletters, or online, here is some sample copy you may want to use:

#DriveSmart this festive season. When it comes to drink and drugs, the best approach is none.

Drink and drug driving can have devastating consequences, people can and have died, and those responsible have gone to jail. Think about how you're going to get home, before you head out, and remember to consider any journeys the morning after.

Drugs can stay in a user's system for hours and even days after consumption. Some heavy users will always have drugs in their system. Even if you're slightly over the limit, in the eyes of the law you are a criminal – there's no grey area. It doesn't matter if it's drink, or drugs or both.

Police are now able to carry out on-the-spot tests using 'mouth swabs' for any motorist they suspect

of drug driving, or who has been involved in an accident, or stopped for a traffic offence. If the test is positive, the driver will be arrested.

You are up to three times more likely to be killed or seriously-injured in a road accident when driving after taking cannabis, rising to ten times for cocaine. Taking drugs or combining them with alcohol multiplies your risk of being involved in a crash.

Drug/drink driving convictions are not only driving offences but also criminal offences, and upon conviction you will receive a minimum 12-month ban; 3-11 penalty points; a criminal record; up to 6 months in prison and / or a fine of up to £5,000.

Drug and drink driving can have devastating consequences. **#DriveSmart**, don't drive under the influence of drink or drugs this festive season.

What are the consequences?

What are the consequences?

- A drink-drive or drug- drive conviction will show on your criminal record.
- Upon conviction you'll receive a minimum 12-month driving ban; 3-11 penalty points on your licence; a criminal record; up to 6 months in prison and/or a fine of up to a £5,000.
- A conviction can cause a number of complications in your wider life and may impact on things like:
 - Access to certain countries including the US / Australia
 - Your current job / chance of future employment in a number of professions
 - Volunteering, especially with children or groups and individuals who require additional support
- Think about how you would feel if you caused a collision, injured someone or killed them.



Contact

We're looking forward to working with you ahead of and during the campaign. If you want to get involved or have any questions, suggestions or comments, please contact the team.

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PR

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