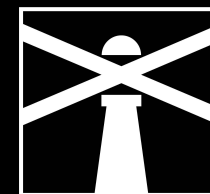




#ArriveAlive

DRIVER FATIGUE

Stakeholder Toolkit



**Safer
Scotland**
Scottish
Government

WHAT IS THE DRIVER FATIGUE CAMPAIGN?

Fatigue is a contributory factor in crashes which kill or seriously injure around 50 people every year in Scotland.¹

In 2020, fatigue was a contributing factor in 3% of fatalities,² however experts estimate that the real figure is much higher, with up to 20 per cent of all collisions involving driver fatigue.³

Sleep related collisions are around 50 per cent more likely to result in death or serious injury as they tend to be higher-speed collisions.⁴

To tackle the serious issue of driver fatigue, the Scottish Government and Road Safety Scotland (part of Transport Scotland) are running a campaign with a clear message for all drivers – **Driving Tired Kills.**

The advertising features a striking close-up of a tired driver's eye, with the road ahead reflected in it. After a long blink the road reappears in the eye, however the car drifts towards the centre of the road as the eye droops further and remains closed, resulting in a head on collision with another car and devastating consequences.

CONTENTS

- 3 How you can get involved
- 4 Social media
- 5 Social media examples
- 6 Key messages
- 7 Contact



THE CAMPAIGN AND HOW YOU CAN GET INVOLVED

There are lots of ways you can get involved and we appreciate your help in spreading this message.

Advertising

The advertising campaign will run across a number of channels throughout Scotland including TV, digital, outdoor (including advertising at service stations) and radio.

Click here to watch the ad

Partnerships

We'll be approaching a number of partners to help spread the message. If you'd like to get involved please contact: amy.witherspoonmcgee@gov.scot

PR

Real stories featuring real people have a greater impact in terms of communicating campaign messages in the media and we are always on the lookout for suitable people to be involved - e.g. people who regularly drive while tired including busy parents, delivery drivers, shift workers, or those that have had a near miss or collision as a result of driver fatigue.

If you would like to be involved in the PR campaign as a spokesperson or case study, please contact roadsafety@smarts.agency



SOCIAL MEDIA

We will share assets and messages on social media throughout the campaign, and we would appreciate your support in sharing these on your own social channels.

Assets can also be found on the campaign assets page of the Road Safety Scotland website.

- Our Facebook page is here:
[facebook.com/roadsafetyscotland](https://www.facebook.com/roadsafetyscotland)
- Our Twitter handle is:
[@RoadSafetyScot](https://twitter.com/RoadSafetyScot)
- The campaign hashtag is:
#ArriveAlive
- A shortened URL which links to the website:
<https://bit.ly/3187Rb9>
- A shortened URL which links to the ad:
<https://bit.ly/31cLCAE>
- **Click here to download campaign assets**



EXAMPLE SOCIAL POSTS



You can't fight sleep. More here:
<https://bit.ly/3187Rb9> #ArriveAlive



If you feel tired while driving, stop for a coffee and have a rest. More here:
<https://bit.ly/3187Rb9> #ArriveAlive



Plan ahead to avoid driving tired and take regular breaks. More here:
<https://bit.ly/3187Rb9> #ArriveAlive



Sleep related collisions are around 50 per cent more likely to result in death or serious injury. More here:
<https://bit.ly/3187Rb9> #ArriveAlive



KEY MESSAGES

Driving tired kills

- Fatigue is a contributory factor in crashes which kill or seriously injure around 50 people every year in Scotland.¹
- In 2020, fatigue was a contributing factor in 3% of fatalities.
- Experts estimate that the real figure is much higher, with up to 20 per cent of all collisions involving driver fatigue.³
- Sleep related collisions are around 50 per cent more likely to result in death or serious injury. When drivers fall asleep, the police find no signs of braking, or any avoiding actions, so they tend to result in higher-speed collisions.⁴

You can't fight sleep

- Many of the counter measures drivers use (opening a window, pinching yourself, turning up the radio) simply do not work.

Plan ahead

Planning ahead can help you avoid driving tired:

- Plan regular breaks in your journey.
- If your journey is very long, or you know you won't have had much sleep, consider using alternative transport or planning an overnight stay.



If your journey has been unavoidably delayed and you're driving for longer than planned:

- Ask another insured driver to take over.
- If that isn't an option, have a caffeinated drink, and rest for 20 minutes while the caffeine kicks in.

CONTACT

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

Amy Witherspoon McGee
Scottish Government
amy.witherspoonmcgee@gov.scot

PR
Anna Hendry
Smarts
roadsafety@smarts.agency

References

- 1 Reference: Transport Scotland, February 2020
- 2 Reported Road Casualties Scotland 2020, October 2021
- 3 Source: BMJ 2016: <https://bmjopen.bmj.com/content/bmjopen/6/8/e011461.full.pdf>
- 4 Source, ROSPA, <https://www.rospace.com/Road-Safety/Advice/Drivers/Fatigue/Road-Accidents.aspx>

