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2016 DRINK DRIVE FESTIVE CAMPAIGN STAKEHOLDER TOOLKIT



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Government

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WHAT IS THE DRINK DRIVE FESTIVE CAMPAIGN?

The Scottish Government and Road Safety Scotland (part of Transport Scotland) are running a campaign to raise awareness of the consequences of drink driving this festive season, with a clear message - don't drink and drive. The activity will support Police Scotland's enforcement campaign in December.



HOW CAN YOU HELP

Our PR campaign aims to bring to life the consequences of drink driving during the festive party season to remind drivers that 'the best approach is none' when it comes to drink driving. We plan to issue a photograph and press release highlighting the latest festive drink drive statistics. We aim to target national and regional media to place news stories, features and interviews to raise awareness and inform the public about the campaign. Real stories featuring real people have a greater impact in terms of communicating campaign messages in the media and we are looking for suitable case studies, particularly those who have changed their driving behaviour as a result of the drink drive legislation.

If you would like to be involved in the PR campaign as a spokesperson or case study, or want to tell us about local initiatives, or just need some advice about getting local publicity, please contact roadsafety@smartscommunicate.com

The campaign includes PR, radio, social media and partnership activity.

HOW CAN YOU HELP

Here's a template press release for you to use in your local media to help spread the word:

Drink drive warning

Festive campaign reminds motorists 'best approach is none'.

Drivers in Scotland are being reminded that 'the best approach is none' as the Scottish Government and Road Safety Scotland launches its festive drink drive awareness campaign.

Last year – 12 months after the lower drink drive limit was introduced – one in 35 drivers stopped during the festive season were over the legal limit compared with one in 50 motorists drink driving over the same period in previous year.

With Christmas parties in full swing, drivers are being urged to remember the drink drive limit and not take risks over the festive season. The chances of being caught are higher than ever.

More than 20,000 drivers are stopped by police every month. This awareness campaign supports Police Scotland's enforcement campaign, which will see even more patrols on Scotland's roads from Friday 2 December.

The new campaign reinforces the message that 'the best approach is none', reminding motorists that even if you're slightly over the limit, in the eyes of the law you are a drunk driver and a criminal.

Justice Secretary Michael Matheson launched the month-long enforcement and awareness campaign in Glasgow with Assistant Chief Constable Bernard Higgins.

For more information log onto dontriskit.info or check out the Road Safety Scotland Facebook and Twitter (@roadsafetyscot) pages.

References: Stats19 Police Scotland management data

Mr Matheson, said: "We led the way in the UK by reducing the legal alcohol limit and this is already having an effect on changing attitudes in a way that keeps people safe. More people now know that even one drink before driving is one too many.

"Unfortunately there is a persistent minority of drivers who continue to ignore the law. These people are not only risking their own lives, but are risking the safety of other road users and pedestrians by drinking and driving.

"This campaign reinforces that drink driving is unacceptable and, if you get caught, you will get a minimum 12 month driving ban, a criminal record, points on your licence and a substantial fine. I welcome the action being taken by Police Scotland to tackle reckless road users who break the law."

Assistant Chief Constable Bernard Higgins from Police Scotland said: "Between December last year and January 2016, 452 drivers failed a breath test. It's really disappointing that so many people were prepared to cause danger to others as well as themselves.

"We are urging people to plan ahead during the party season. Think about how you're going to get home - before you head out – and don't forget about any journeys you'll make the morning after.

"The consequences of drink driving can be devastating and we will be particularly vigilant during the festive period to discourage anyone thinking about drinking and driving, so the best advice if you are planning to drink this Christmas is don't risk it, don't drink and drive."

SOCIAL MEDIA

Through the Road Safety Scotland Facebook and Twitter accounts, we will make digital content available, including information about the campaign and key facts. Please use the campaign hashtag #dontriskit in any of your posts.

We are looking to support stakeholders on social media, which would include us retweeting / sharing your information through our Facebook and Twitter accounts. Similarly, we would appreciate your support in sharing our messages through your own channels.

- 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 **#dontriskit**
- A shortened URL which links to the website is <http://bit.ly/20ZgYht>



Here's an example of tweets you might want to send out to your followers to show your support:

The best approach is none. We're supporting @RoadSafetyScot's Drink Drive Festive Campaign #dontriskit

Police in Scotland stop a driver on average every two minutes. Don't risk it. Don't Drink and Drive #dontriskit

Don't spoil Christmas by drink driving #dontriskit



Here are some examples of Facebook posts you might want to use too:

Police stop a driver on average every two minutes in Scotland. Don't risk it. Don't drink and drive. For more info visit <http://bit.ly/1WXagsL>

Think about how you're going to get home, before you head out during the party season. Find out more here <http://bit.ly/2gUQhMr> #dontriskit

KEY MESSAGES

- More than 20,000 drivers are stopped by the police every month. On average that's one driver every two minutes
- Even if you're slightly over the limit, in the eyes of the law you are still a drunk driver and a criminal - there's no grey area
- You'll face an automatic 12-month ban, a lengthy criminal record, an unlimited fine, and could even go to prison for up to 6 months. The vehicle forfeiture scheme means that, in some cases, your car can be seized and crushed
- Think about how you're going to get home, before you head out – and remember to consider any journeys the morning after
- Scotland led the way across the UK, when on 5 December 2014, the law change reduced the legal alcohol limit from 80mg to 50mg in every 100ml of blood
- When it comes to drink-driving, 'the best approach is none'
- Don't risk it. Don't drink and drive. Find out more by visiting dontriskit.info

WEBSITE/NEWSLETTERS/E-ZINE

If you plan to include information on the Festive Drink Drive campaign in your newsletters, e-zines or online, here is some example copy you may want to use:

Enjoy a Christmas to remember for the right reasons.

With the Christmas party season in full swing a new campaign from The Scottish Government and Road Safety Scotland (part of Transport Scotland) gives a clear message – don't drink and drive.

More than 20,000 drivers are stopped by the police every month. That's one driver on average every two minutes. Even if you are slightly over the limit, in the eyes of the law, you are a drunk driver and a criminal - there's no grey area.

Michael Matheson, Cabinet Secretary for Justice said: "More and more Scots understand that if you are driving you should avoid drinking altogether. Even a limited measure of alcohol can affect reaction time and compromise your ability behind the wheel. Those choosing to drink should plan their journey home as a passenger and be aware of the implications on driving the day after."

Don't risk it. Don't drink and drive.

Find out more by visiting <http://dontriskit.info/>

CAMPAIGN CONTACTS

We're looking forward to working with you on our Drink Drive Festive Campaign. If you want to get involved or have any questions, suggestions or comments, please contact the team.

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