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2017 FESTIVE DRINK DRIVE CAMPAIGN STAKEHOLDER TOOLKIT



**Safer
Scotland**
Scottish
Government

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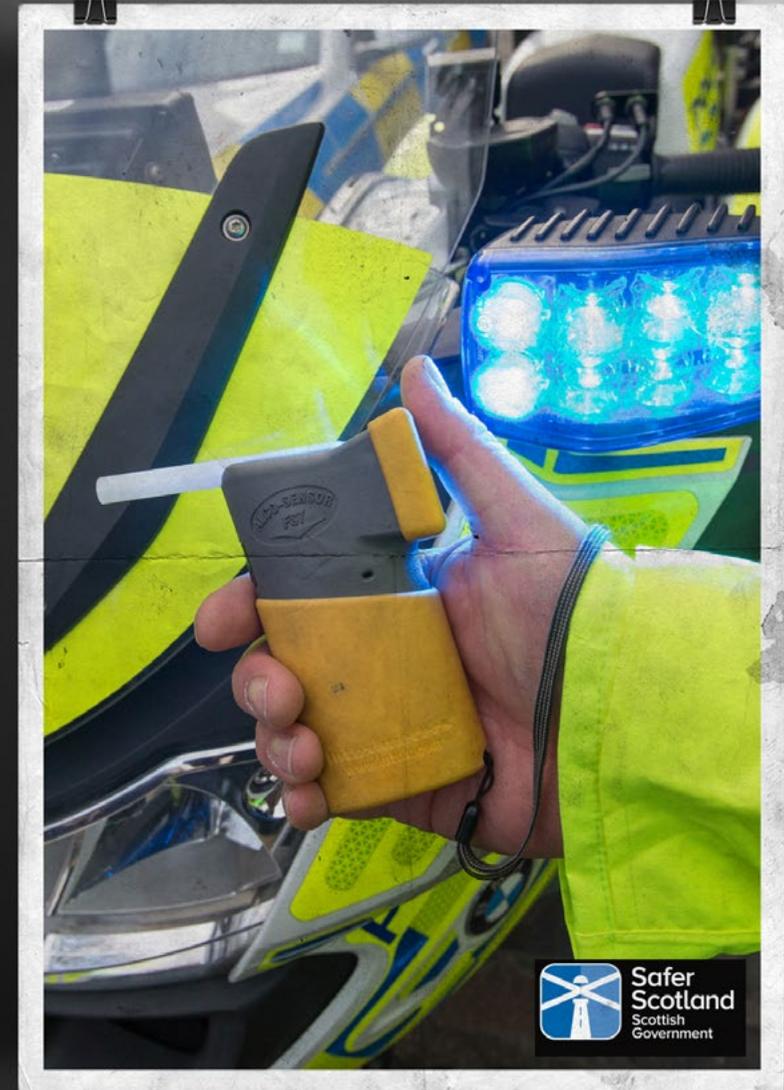
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WHAT IS THE FESTIVE DRINK DRIVE CAMPAIGN?

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 best approach is none. 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. The aim is 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 with first-hand experience of the personal consequences of drink driving.

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 adverts 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:

Embargoed until: 00:01 hours Friday December 1st 2017

Zero tolerance drink drive warning

Festive campaign reminds motorists the 'best approach is none'.

Drivers in Scotland are being reminded that there is zero tolerance for 'just one' drink before driving. A new festive awareness campaign from The Scottish Government and Road Safety Scotland (part of Transport Scotland) reinforces that when it comes to drink driving, 'the best approach is none', as well as highlighting the consequences of being found guilty of drink driving.

Justice Secretary Michael Matheson launched the month-long enforcement and awareness campaign in Edinburgh with Deputy Chief Constable Iain Livingstone and Chief Superintendent Stewart Carle. Police Scotland's enforcement campaign will see even more patrols on Scotland's roads from Friday 1st December.

Last year one in 30 drivers stopped during the festive season was over the legal limit, compared with one in 35 motorists drink driving over the same period in previous year*.

More than 20,000 drivers are stopped by the police every month. In the eyes of the law it doesn't matter if you're only slightly over the limit, you are still a drunk driver and a criminal – there is no grey area.

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

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

"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 for a lengthy period and a substantial fine. Furthermore, a drink driving conviction can have significant social and employment consequences. I welcome the action being taken by Road Safety Scotland and Police Scotland to tackle those who think it is okay to have just one drink and drive their car, as well as reckless road users, both of whom are breaking the law."

Deputy Chief Constable Iain Livingstone, said: "Between December last year and January 2017, 625 drivers failed a breath test. It's disappointing that some drivers are continuing to take unnecessary risks, affecting their own safety and that of other road users.

"Police Scotland has a zero tolerance policy on drink driving and over the festive period we will be increasing our activity to ensure those risk takers are removed from the road.

"We're urging people to plan ahead to help keep our roads safe during the party season. Think about how you're going to get home before you go out, and don't forget about any journeys you'll make the morning after."

*Stats19 Police Scotland management data

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 hashtags **#dontriskit** and **#dontdrinkanddrive** 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**
- Our Twitter handle is **@RoadSafetyScot**
- The campaign hashtags are **#dontriskit** and **#dontdrinkanddrive**
- A shortened URL which links to the website is **bit.ly/20ZgYht**

We are also keen to support employers in encouraging their staff to plan ahead and arrange their Christmas party transport in advance, as even having one drink could take you over the drink drive limit. If you're a large employer please contact us to find out how you can get involved.



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

Don't spoil Christmas by drink driving #dontriskit

How are you getting home? Plan ahead. Don't drink drive #dontriskit



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

Over 20,000 people are stopped by the police every month. 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>

KEY MESSAGES

- More than 20,000 drivers are stopped by the police every month
- 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 criminal record for a lengthy period, 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
- There is zero tolerance for 'just one' drink before driving
- 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 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 an advertising 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. 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: "Unfortunately there is a persistent minority of drivers who continue to ignore the law. These people are not only risking their own lives and licenses, 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 for a lengthy period and a substantial fine. Furthermore, a drink driving conviction can have significant social and employment consequences. I welcome the action being taken by Road Safety Scotland and Police Scotland to tackle those who think it is okay to have just one drink and drive their car, as well as reckless road users, both of whom are breaking the law."

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 Festive Drink Drive Campaign. If you want to get involved or have any questions, suggestions or comments, please contact the team.

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