

A composite image featuring a person in a high-visibility yellow jacket on the left and a man driving a car at night on the right. The background is a blurred city street at night with various lights.

# VULNERABLE ROAD USERS STAKEHOLDER TOOLKIT

2018

IN T<sup>30</sup>TOWN, SL<sup>25</sup>OW D<sup>20</sup>OWN.



Safer  
Scotland

[dontriskit.info](http://dontriskit.info)

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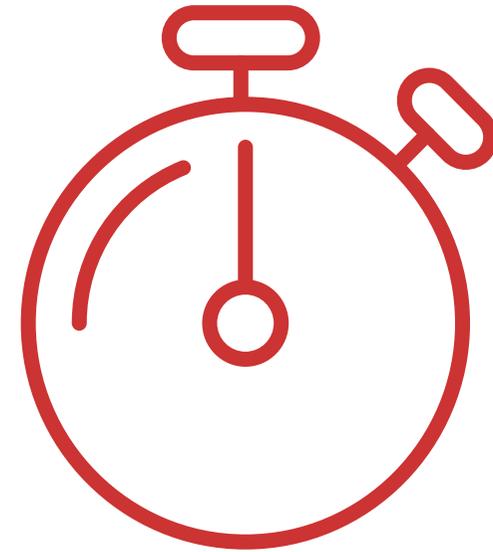
# WHAT IS THE VULNERABLE ROAD USERS CAMPAIGN?

Every 11 minutes, someone is stopped for speeding in Scotland.

The Scottish Government and Road Safety Scotland (part of Transport Scotland) are launching their latest road safety campaign with a clear message; In Town, Slow Down.

The campaign is aimed at all road users in Scotland - drivers, cyclists, and pedestrians - who regularly undertake journeys in built-up areas, and encourages them to take greater care and consider all other road users.

Focusing on three key themes – speed, consideration, and consequences the campaign aims to unite people in Scotland and create a greater sense of shared responsibility on our roads.



**“Stop speeding before speeding stops you.”**

# THE CAMPAIGN AND HOW YOU CAN HELP

The campaign will launch on 12th February and run until the 18th March across multiple channels including TV, radio and digital advertising, outdoor advertising including petrol nozzles and bus backs, as well as PR and social media.

## Advertising

The TV and radio advert follows a series of scenarios as drivers from all walks of life – mums on the school run, people travelling to work – are stopped by police FOR speeding, every 11 minutes. The advert ends with a cyclist being treated in an ambulance with the strapline: ‘Sometimes, they’re stopped BY speeding.’ The wider campaign also highlights other consequences of speeding such as points, fine and loss of licence. The combination of these messages have proven to be a strong deterrent.

## PR

The PR campaign will encourage drivers to re-appraise a familiar behaviour and remind them that the consequences of inappropriate speed are more dangerous than they think. To raise awareness and inform the public about the campaign, a press release and photography will be issued and national, regional and local media will all be targeted to place news stories, features and interviews.

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 who have had a near miss or were involved in a city or town centre collision.

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@smartscommunicate.com](mailto:roadsafety@smartscommunicate.com)

## Social media

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

- Our Facebook page is here - [facebook.com/roadsafetyscotland](https://facebook.com/roadsafetyscotland)
- Our Twitter handle is [@RoadSafetyScot](#)
- The campaign hashtag is [#intownslowdown](#)
- A shortened URL which links to the website is <http://bit.ly/2E6Bbex>

We are also looking to support partners and 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.

[Keep track of our social media activity here >](#)

# KEY MESSAGES

The campaign covers three main strands – **speed, consideration and consequences**. Each strand includes several key messages.



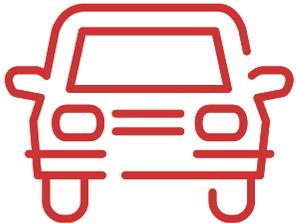
## Speed

- Every 11 minutes, someone is stopped for speeding in Scotland<sup>1</sup>.
- Stop speeding, before speeding stops you. Don't Risk It.
- It's important to drive at an appropriate speed for the environment and conditions.



## Consideration

- Take greater care in built up areas and consider other road users – we all have a shared responsibility.
- When you're driving and there are vulnerable road users near you, slow down and adjust your road position accordingly to ensure you have ample time to react.
- Almost all (96%) of accidents involving pedestrians happen in built-up areas, with most casualties occurring between 4pm and 6pm on weekdays and between 1pm and 3pm on weekends<sup>2</sup>.
- Less than half of drivers (47%) look out for pedestrians at junctions<sup>3</sup>.
- 52% of pedestrian casualties occur at junctions<sup>4</sup>.



## Consequences

- You are seven times as likely to kill a pedestrian if you hit them at 30mph rather than 20<sup>5</sup>.
- As a young driver, if you're caught speeding twice you could lose your licence.
- Your actions have consequences. In Town, Slow Down.

# SOCIAL MEDIA EXAMPLES



Here are some example tweets you might want to send out to your followers to show your support:

Every 11 minutes, someone is stopped for speeding in Scotland. [#intownslowdown](#)

Stop speeding before speeding stops you.  
[#intownslowdown](#)

We're supporting @RoadSafetyScot campaign encouraging road users in Scotland's built-up areas to keep our roads safe. [#intownslowdown](#)

Whether you're a pedestrian, driver, or cyclist, remember to take greater care in built up areas and consider other road users. We all have a shared responsibility to keep Scotland's roads safe.



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

Every 11 minutes, someone is stopped for speeding in Scotland. Sometimes they're stopped BY speeding.

Two-thirds of people walk as a method of transport at least once a week and 96% of pedestrian accidents happen in built-up areas. [#intownslowdown](#)  
[www.facebook.com/roadsafetyscotland](http://www.facebook.com/roadsafetyscotland)

Did you know that adult pedestrian casualties peak between 4-6pm on weekdays? [#intownslowdown](#)

Whether you're a pedestrian, driver, or cyclist, remember to take greater care in built up areas and consider other road users. We all have a shared responsibility to keep Scotland's roads safe.

# WEBSITE/ NEWSLETTERS/ E-ZINE



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

## **In Town, Slow Down**

Every 11 minutes, someone is stopped for speeding in Scotland. Figures show 96% of accidents involving pedestrians happen in built-up areas, with most casualties occurring between 4-6pm on weekdays and between 1-3pm on weekends.

With two-thirds of people walking as a method of transport at least once a week\* and cycling on the rise, these figures highlight how important it is for road users to take greater care and consideration when travelling in built-up areas.

The Scottish Government and Road Safety Scotland (part of Transport Scotland) have launched their latest campaign aimed at all road users in Scotland - drivers, cyclists, and pedestrians, who regularly undertake journeys in built-up areas – to create a sense of shared responsibility to make Scotland's roads safer.

The campaign will clearly communicate and reinforce the importance of slowing down, whether you're a cyclist, a pedestrian or a driver. Find out more by visiting: [dontriskit.info/in-town-slow-down](http://dontriskit.info/in-town-slow-down)

\* Transport and Travel in Scotland 2014

# CONTACT

We're looking forward to working with you on the Vulnerable Road Users campaign. If you want to get involved or have any questions, suggestions or comments, please contact the team.

## CAMPAIGN MANAGER

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## PR

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## References:

- 1 Recorded Crime in Scotland 2015-17
- 2 Transport Scotland - Reported Road Casualties Scotland 2015
- 3 Think! 2013
- 4 Transport Scotland - Reported Road Casualties Scotland 2012 - Article 2: Vulnerable Road Users
- 5 DfT Road Safety Web Publication No.16: Relationship between Speed and Risk of Fatal Injury: Pedestrians and Car Occupants

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