

## COUNTRY ROADS CAMPAIGN 2018

### Website/newsletter copy

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

#### **Prepare for the unexpected on country roads**

The Scottish Government and Road Safety Scotland have launched a new campaign to encourage drivers to slow down on country roads to help reduce the number of fatalities. The campaign targets male drivers aged 22-29 using a variety of content including an incredible 360 video and touring immersive VR experience.

Country roads account for over half of all fatalities on Scotland's roads (60%). Loss of control is the biggest cause of deaths on country roads, and given their unpredictable nature, it's vital to prepare for the unexpected by adjusting your speed to the road.

No matter how many times you drive a stretch of country road, it's no guarantee that something unexpected won't happen. Prepare for the unexpected. Slow down on country roads.

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