

donriskit.info
#donriskit
#dontdrinkanddrive



2018 FESTIVE DRINK DRIVE CAMPAIGN STAKEHOLDER TOOLKIT



**Safer
Scotland**
Scottish
Government

CONTENTS

What is the Festive Drink Drive campaign?

How you can help

Social media

Key messages

Campaign copy

Campaign contacts

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 personal 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

You can also visit the Drink Drive resource page <http://bit.ly/2PN3ed8> where you will find a host of materials that you can download and share across your communications channels as the campaign progresses. This will be updated on a regular basis so keep an eye out for new assets being uploaded.

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

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](https://www.facebook.com/roadsafetyscotland)**
- Our Twitter handle is **@RoadSafetyScot**
- The campaign hashtags are **#dontriskit** and **#dontdrinkanddrive**
- A shortened URL which links to the website is **<http://bit.ly/2RcNcFK>**

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

Even one drink before driving can have devastating consequences #dontriskit #dontdrinkanddrive

A drink drive conviction can lead to unemployment, humiliation, guilt and have a negative impact on your friends and family #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/2RcNcFK>

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

KEY MESSAGES

- Even one drink before driving can have devastating consequences.
- You'll face an automatic 12-month ban, a criminal record, an unlimited fine, and could even receive a prison sentence of up to 6 months. The vehicle forfeiture scheme means that, in some cases, your car can be seized and crushed.
- On a personal level a drink drive conviction can lead to unemployment, humiliation, guilt and have a negative impact on your friends and family.
- More than 20,000 drivers are stopped by the police every month, so don't risk it, don't drink and drive this Christmas.
- When it comes to drink-driving, 'the best approach is none'.
- Think about how you're going to get home, before you head out – and remember to consider any journeys the morning after.
- 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.
- Don't risk it. Don't drink and drive. Find out more by visiting www.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.

Minister for Community Safety, Ash Denham said: "The consequences of drink-driving can be life changing and unfortunately there is a persistent minority of drivers who continue to ignore the law.

"A drink-driving conviction can be devastating, with significant criminal, personal, social and employment consequences.

"I was disappointed to see that during last year's Festive campaign 567 drivers failed a breath test. To all those who persist in breaking the law remember, the best approach is none."

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.

Campaign Manager

Lee-Anne Chapman
Scottish Government
0131 244 1538
LeeAnne.Chapman@gov.scot

PR

Katrina Muir
Smarts
0141 222 2040
roadsafety@smartscommunicate.com

DON'T RISK IT. DON'T DRINK AND DRIVE.
dontriskit.info



**Safer
Scotland**
Scottish
Government