

#DRIVESMART

Stakeholder toolkit



On 21 October 2019 a new law came into force across Scotland introducing drug drive limits.

The Scottish Government and Road Safety Scotland are looking to spread the word far and wide that our country is getting tougher on drug driving, and have developed this toolkit to highlight how you can support our ongoing **#DriveSmart** campaign.



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The #DriveSmart campaign

#DriveSmart is the Scottish Government and Road Safety Scotland's campaign which encourages the adoption of safe driving behaviours.

Advertising

To increase awareness of the change in the law, particularly amongst 20-29 year old drivers, a new execution of the **#DriveSmart** 'Gran' creative has been developed to add a drug driving element to the campaign.

This advert will appear on TV, cinema, online and across social media from 21 October, with radio adverts running from this date across a number of outlets including Bauer, Spotify and other podcast platforms.

You can view, share and embed the advert here:
<https://bit.ly/2psWF2T>

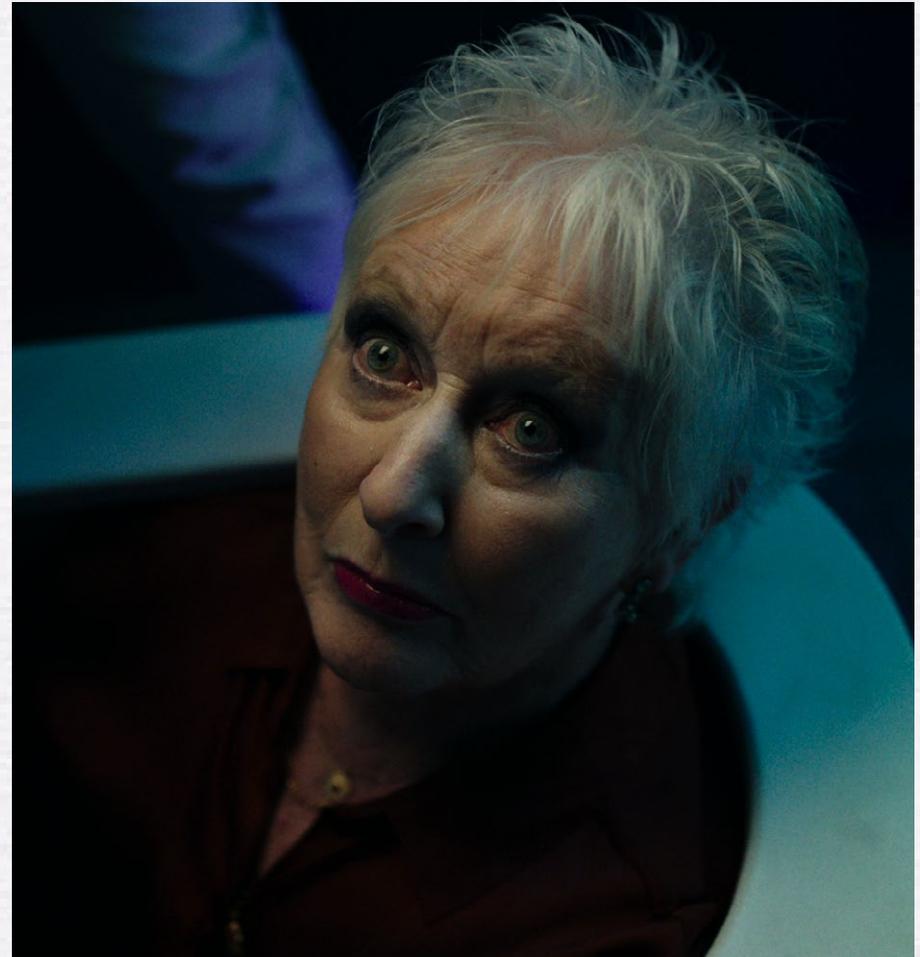


Social media

Through the Road Safety Scotland Facebook and Twitter accounts, we will make digital drug drive content available throughout the campaign period.

We'd be grateful if you could share campaign posts via your own channels, similarly if you use the campaign hashtag **#DriveSmart**, we'll share your content.

- Our Facebook page is here – **[facebook.com/roadsafetyscotland](https://www.facebook.com/roadsafetyscotland)**
- Our Twitter handle is **@RoadSafetyScot**
- The campaign hashtag is **#DriveSmart**
- Link to the website: **<https://bit.ly/2J0n4fl>**
- Link to the film: **<https://bit.ly/2psWF2T>**



Social media examples

Social media examples

Tweets



Scotland just got tougher on drug driving with the introduction of on-the-spot roadside testing. **#DriveSmart**, don't take drugs and drive."



You are up to 3x more likely to be killed or seriously injured in a road collision when driving after taking cannabis, and you can now be tested at the roadside for it. **#DriveSmart**



Just a bit of toot up your snoot? Drug driving can have devastating consequences, and you can now be tested at the roadside for drugs. Drive like gran's in the car, don't take drugs and drive.

Facebook posts



On Monday 21 October new drug driving laws were introduced which will allow police to carry out on-the-spot roadside drugs tests. Drug driving can have devastating consequences. **#DriveSmart**, don't take drugs and drive.



Drug driving can land you with a 12 month ban, criminal record, £5k fine, up to 6 months in prison and can impact on wider life including your ability to visit certain countries like the US. It's not worth it. **#DriveSmart**, don't take drugs and drive.



Drug driving? What would gran have to say about that? It's not acceptable. Drive like gran's in the car, don't take drugs and drive. **#DriveSmart**

PR

The PR campaign will focus on raising awareness of the new law, and the consequences of drug driving, and we are always on the lookout for first-person accounts of someone who has experienced first-hand the effects of drug driving.

Stories like this have greater impact in terms of communicating campaign messages and we are always happy to hear from suitable case studies. 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



Partnerships

We'll be approaching a number of partners to help spread the **#DriveSmart** message. If you'd like to get involved please contact: steve.simpson@leith.co.uk

Key messages

Key messages

You may find the following helpful if you wish to draft your own copy for social media or any internal channels:

- Scotland got tougher on drug driving from 21 October 2019 with a new law which introduces drug-drive limits.
 - You can now be tested at the roadside for drugs. If the test is positive, you will be arrested.
 - Successful prosecutions of those charged for drug-driving rose from 52% to 96% when the roadside drug tests were introduced in England in 2015.
 - Drugs can stay in a user's system for hours and even days after consumption. Some heavy users will always have drugs in their system.
- 
- You are up to three times more likely to be killed or seriously injured in a road collision when driving after taking cannabis.
 - You are up to 10 times more likely to be killed or seriously injured in a road collision when driving after taking cocaine.
 - Combining drugs or combining them with alcohol multiplies your risk of being involved in a crash.
 - Drive like Gran's in the car. Don't take drugs and drive.

Website and newsletters

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

#DriveSmart: Don't Take Drugs and Drive

Scottish motorists now face the possibility of roadside drug tests which came into effect on 21 October 2019. The new law introduces strict drug drive limits with police now able to carry out on-the-spot tests using 'mouth swabs' for any motorist they suspect of drug driving, or who has been involved in a collision or stopped for a traffic offence. If the test is positive, drivers will be arrested.

You are up to three times more likely to be killed or seriously injured in a road collision when driving after taking cannabis, rising to 10 times more likely for cocaine. Combining drugs or combining them with alcohol multiplies your risk of being involved in a crash

A drug drive conviction is both a criminal and a driving offence and carries a minimum 12-month ban; 3-11 penalty points; a criminal record; up to 6 months in prison and/or a fine of up to £5,000.

Drug driving can have devastating consequences. **#DriveSmart**, don't take drugs and drive.

For further information visit: <https://www.mygov.scot/illegal-drugs-driving-scotland>

What is the new law?

What is the new law?

Police are now able to carry out on-the-spot tests using 'mouth swabs' for motorists they suspect of drug driving, who have been involved in a collision, or stopped for a traffic offence. If the test is positive, drivers will be arrested and taken to a police station for a confirmatory blood test. There is a zero-tolerance approach to the eight drugs most associated with illegal use, including cannabis, heroin and cocaine. Drugs associated with medical use have limits based on impairment and road safety.

Any person taking medication in line with the prescription they have and the instructions from their healthcare professional can claim the medical defence to the new offence. However, they can still be prosecuted under the existing impairment offence if they are demonstrating impairment. If the prescription indicates that they should not drive while taking the medication then they are unable to claim the medical defence.



What does this mean

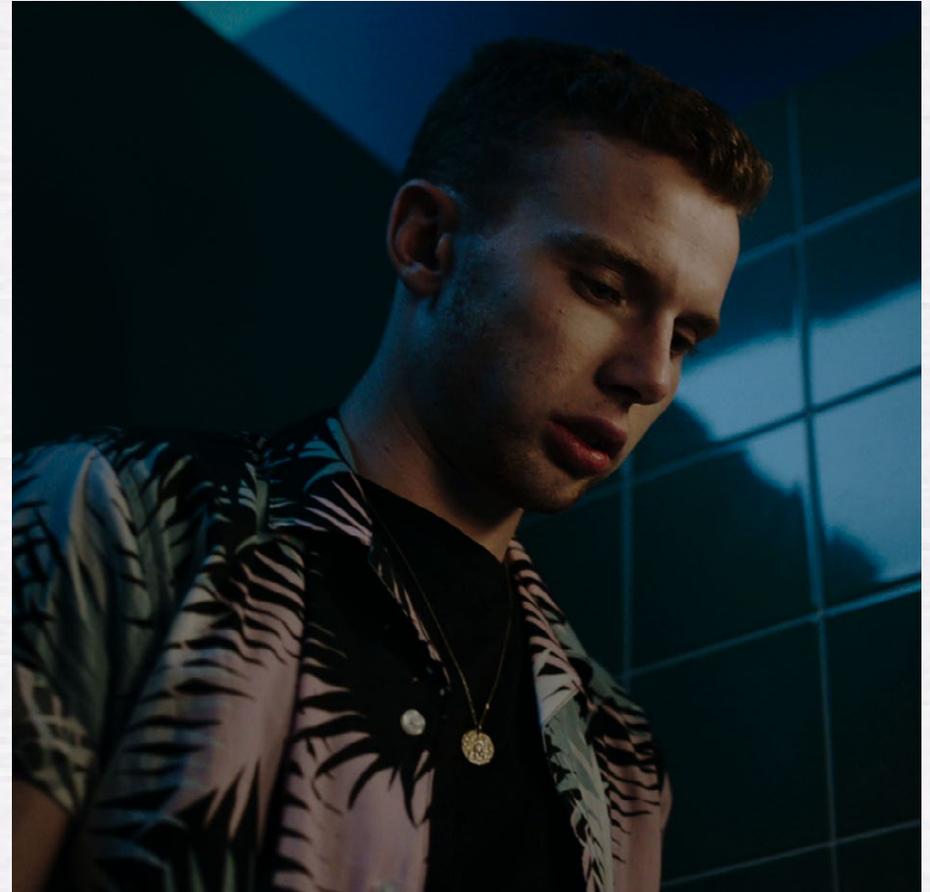
It is now easier to hold drug drivers to account as there is no requirement to prove that someone was driving in an impaired manner.

The new offence will criminalise drivers who take at least one of seventeen different drug types and drive above the specified limits. If you test positive at the roadside, you will be taken to a nearby police station where you will undergo a blood test. If this confirms you have taken drugs, you can be charged and prosecuted for a crime.

What are the consequences?

What are the consequences?

- A drug-drive conviction will show on your criminal record.
- Upon conviction you'll receive a minimum 12-month driving ban; 3-11 penalty points on your licence; a criminal record; up to 6 months in prison and/or a fine of up to a £5,000.
- A drug-drive conviction can cause a number of complications in your wider life and may impact on things like:
 - Access to certain countries including the US / Australia
 - Your current job / chance of future employment in a number of professions
 - Volunteering, especially with children or groups and individuals who require additional support



Contact

We're looking forward to working with you ahead of and during the campaign. If you want to get involved or have any questions, suggestions or comments, please contact the team.

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PR

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Scotland**
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Government