



It's not just you who gets hurt.
Wear a seatbelt.

Seatbelts campaign

Stakeholder toolkit



About the campaign

It's not just you who gets hurt. Wear a seatbelt.

A new campaign from The Scottish Government and Road Safety Scotland¹ has been launched to warn drivers that not wearing a seatbelt could cost them their lives, and have a devastating impact on the loved ones they leave behind.

Figures show 13% of those killed on the roads in Scotland over the last five years were not wearing a seatbelt² and research demonstrates wearing a seatbelt reduces both fatal and non-fatal injuries in front and rear-seat passengers.³

¹ Part of Transport Scotland

² Transport Scotland: Reported Road Casualties Scotland 2020, October 2021

³ PACTS: Seat Belts: Time for Action, March 2020

⁴ RITS: Driver attitudes and behaviours tracker, February 2021



Despite this, wearing a seatbelt is perceived as less risky than other driving behaviours such as drink and drug-driving, speeding or jumping a red light, with only three-quarters of drivers considering not wearing a seatbelt as 'very serious' – well below the 93% who consider drink-driving and drug-driving to be 'very serious'.⁴

The campaign reminds drivers that wearing a seatbelt is not a choice, and those caught not wearing one could be fined up to £500. It is also the driver's responsibility to ensure all passengers under 14 wear their seatbelts.

Running across TV, cinema, radio, digital and outdoor channels (including advertising at service stations), the hard-hitting campaign creative underlines that a collision without a seatbelt doesn't just hurt you, it can also be devastating for your loved ones.

Set in a testing facility, the unsettling new ad features a car with a crash test dummy – not wearing a seatbelt – in the driver's seat. As the car starts to drive towards a wall, the camera pans away from the impact and focuses on the effects on the driver's family as they deal with their grief. A crash test dummy family are seen sitting at a dinner table with an empty seat poignantly left for their lost family member as the final line appears: 'It's not just you who gets hurt. Wear a seatbelt.'



[▶ Play the advert video](#)

Key messages

Key messages

- A crash without a seatbelt doesn't just hurt you.
 - The consequences of not wearing your seatbelt can be devastating for yourself and other people, including your loved ones.
 - Not wearing a seatbelt could cost you your life and the lives of your passengers.
 - Figures show on average 13% of those killed on the roads in Scotland over the last five years were not wearing a seatbelt.¹
 - Wearing your seatbelt while driving is not a choice. If you are caught not wearing a seatbelt you could be fined up to £500. A driver can also be fined for every child under 14 found not properly restrained.
- Wearing a seatbelt reduces both fatal and non-fatal injuries by 60% in front-seat passengers and 44% in rear-seat passengers.²
 - As a driver it is your responsibility to wear your seatbelt and ensure all passengers under 14 are also wearing theirs.
 - Only three-quarters of drivers considered not wearing a seatbelt as 'very serious', well below the 93% who consider drink-driving and drug-driving to be 'very serious'.³
 - Wear a seatbelt or those left behind will feel the impact too.
 - It's not just you who gets hurt. Wear your seatbelt on every journey. Visit **roadsafety.scot** to find out more.

1 Transport Scotland: Reported Road Casualties Scotland 2020, October 2021

2 PACTS: Seat Belts: Time for Action, March 2020

3 RITS: Driver attitudes and behaviours tracker, February 2021

How to get involved

How to get involved

We appreciate your help in sharing these important messages. There are lots of ways to support the campaign:

Social media

We will be posting about the campaign on the Road Safety Scotland Facebook and Twitter accounts and we would be grateful if you would share these posts on your own channels.

You can also access social media assets on our **Campaign Assets** page and use on your own channels with the example posts in this toolkit.

- Our Facebook page is **facebook.com/roadsafetyscotland**
- Our Twitter handle is **@RoadSafetyScot**
- The campaign hashtag is **#WearASeatbelt**
- Link to the website: **bit.ly/3GCyamo**
- Link to Campaign Assets page: **bit.ly/3qr6Jq0**
- Link to campaign TV advert: **bit.ly/3qIX5PH**

Social media examples

Social media examples

🗨️ A crash without a seatbelt doesn't just hurt you. Think of your loved ones. Wear a seatbelt. More info here: bit.ly/3GCyamo **#WearASeatbelt**

🗨️ As a driver you are also responsible for children under 14 in your vehicle. Make sure you are all wearing seatbelts or you could be fined. Find out more: bit.ly/3GCyamo **#WearASeatbelt**

🗨️ Wearing your seatbelt is not a choice, it's the law. If you're caught without one you will be fined up to £500. More details: bit.ly/3GCyamo **#WearASeatbelt**



🗨️ Just a quick trip to the shops? Wearing your seatbelt can save your life – even on short journeys. Find out more: bit.ly/3GCyamo **#WearASeatbelt**

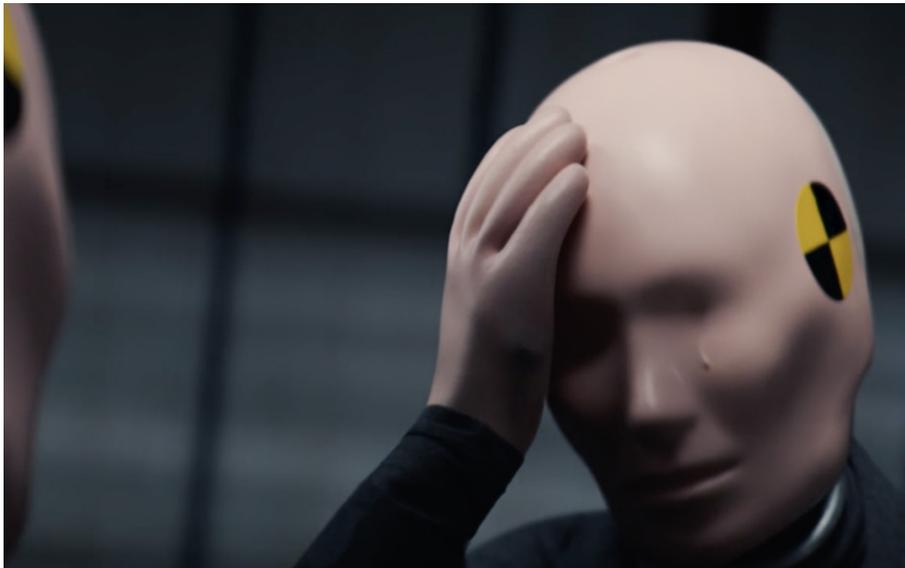
🗨️ It's not just you who gets hurt. Those left behind will feel the impact too. Wear a seatbelt on every journey. More here: bit.ly/3GCyamo **#WearASeatbelt**

 [Download social media assets here](#)

Advertising

Advertising

The Scotland-wide advertising campaign will run across TV, cinema, radio, digital and outdoor channels. You can view, share and embed the campaign TV advert here: bit.ly/3qIX5PH



Partnerships

We're working with a number of partners to spread the Seatbelts campaign message. If you'd like to get involved please contact: roadsafetyscotland@leith.co.uk

PR

We are always looking for real stories, featuring real people, to help communicate our campaign messages in the media and on social media.

If you would like to be involved in the PR campaign as a spokesperson or to share your personal experience, please contact roadsafety@smarts.agency.

Contact

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

Scottish Government

Russell Rhicard-Tierney

russell.rhicardtierney@gov.scot

PR

Anna Hendry

Smarts

0141 222 2040

roadsafety@smarts.agency

