



#DriveSmart

Drive like Gran's in the car

Stakeholder toolkit

About the campaign

Road deaths are an ongoing issue impacting young men in Scotland. Research reveals that over 60% of Scottish men aged 20-29 consider themselves to be either very good or excellent drivers¹ and that 20-29 year olds are more likely to be involved in a collision than any other age group.²

A road safety campaign from The Scottish Government and Road Safety Scotland (part of Transport Scotland) is seeking to address the number of fatalities on our roads by encouraging young male drivers (20-29) to adopt safer driving habits.

The campaign features the return of the straight-talking Gran characters, who unexpectedly appears to put their Grandsons firmly in their place with regards to their unsafe driving behaviour, reminding them to 'Drive like Gran's in the car'.

Running across TV, radio, social media and digital channels the campaign focuses on a number of key themes:

- ▶ Preparing for the unexpected on country roads – no matter how well they know the route
- ▶ Not exceeding speed limits
- ▶ Being aware of distractions within and outside the car
- ▶ Not drinking/taking drugs and driving
- ▶ Considering vulnerable road users

On the next few pages, you'll find key messages and example social media posts covering each of the key themes of the campaign.

¹ Censuswide Scotland omnibus research, April 2019

² Transport Scotland, April 2019

Vulnerable Road Users

KEY MESSAGES

- ▶ If you drive at an inappropriate speed in built-up areas you are risking you own life and the lives of others. Your actions have consequences. You could seriously injure or kill someone.
- ▶ As a young driver, if you're caught speeding twice you could lose your licence.
- ▶ It takes nearly twice the distance to stop at 30mph versus 20mph.
 - 20 mph stopping distance = 12m (3 car lengths)
 - 30 mph stopping distance = 23m (6 car lengths)
- ▶ We all have a shared responsibility to keep our roads safe. Take greater care in built up areas and consider other road users.
- ▶ 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 if someone steps out unexpectedly.
- ▶ Almost all accidents involving pedestrians (95%) and cyclists (87%) happen in built-up areas.³
- ▶ Less than half of drivers (47%) look out for pedestrians at junctions.⁴
- ▶ 49% of pedestrian casualties occur at junctions.⁵



SOCIAL MEDIA POSTS

- Speed limits are set for a reason. Drive like Gran's in the car and slow down in built-up areas. **#InTownSlowDown** **#DriveSmart**
- Drive like gran's in the car. Slow down on busy streets. **#InTownSlowDown** **#DriveSmart**

3 Transport Scotland, Key Reported Road Casualties Scotland 2018, 19 June 2019

4,5 Think! 2013

Drink driving

KEY MESSAGES

- ▶ Drink driving can have devastating consequences. People can and have died, and those responsible have gone to jail. Even one drink is too many.
- ▶ If convicted, 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. It could also impact you in other ways like your car being seized or not being able to visit countries like the US.
- ▶ On a personal level a drink-drive conviction can lead to unemployment, humiliation, guilt and have a negative impact on your friends and family.



- ▶ Before you head out, think about how you're going to get home - 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 criminal. There's no grey area.

SOCIAL MEDIA POSTS

Drink driving can have devastating consequences. Even one drink is too many.
#DriveSmart

When it comes to drink driving, there's no grey area. Drive like Gran's in the car.
#DriveSmart

Drug driving

KEY MESSAGES

- ▶ You can now be tested at the roadside for drugs. If the test is positive, you will be arrested.
- ▶ 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 3 times more likely to be killed or seriously injured in a road accident when driving after taking cannabis.⁶
- ▶ You are up to 10 times more likely to be killed or seriously injured in a road accident when driving after taking cocaine.⁷



- ▶ 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.

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

You are up to 3 times more likely to be killed or seriously injured in a road collision when driving after taking cannabis. Drive like Gran's in the car. Don't take drugs and drive. **#DriveSmart**

6,7 Ref European Monitoring Centre for Drugs and Drug Addiction, "Driving Under the Influence of Drugs, Alcohol and Medicines in Europe Findings from the DRUID Project," (2012), p.25, http://www.emcdda.europa.eu/system/files/publications/743/TDXA12006ENN_402402.pdf

Distractions

KEY MESSAGES

- ▶ Distractions in the car is one of the main contributory factors in road casualties amongst 20-29 year olds.
- ▶ Control is key. Distractions while driving affect your ability to stay in control of your car. Don't use your phone while driving.
- ▶ Driving requires 100% concentration. Being distracted by mates reduces your ability to stay in control of your car.
- ▶ If you're using your phone for music or sat nav, sort it out before you set off.
- ▶ Never use your phone while driving (or at traffic lights). If you need to check it – stop and park somewhere safe first.



SOCIAL MEDIA POSTS



Don't let your phone distract you. Drive like Gran's in the car.
[#DriveSmart](#)



Driving to impress your mates? No-one will be impressed if you crash.
[#DriveSmart](#)

Country Roads

KEY MESSAGES

- ▶ Prepare for the unexpected and slow down on country roads.
- ▶ Country roads account for approximately 60% of all fatalities on Scotland's roads.⁸
- ▶ Almost 40% of all drivers killed or seriously injured on country roads are men aged 22-49.⁹
- ▶ Loss of control is the biggest cause of death on country roads.¹⁰
- ▶ No matter how well you think you know the route, prepare for the unexpected - slow down on country roads.



SOCIAL MEDIA POSTS



Speeding on country roads because nobody's around? Quit the bull. **#DriveSmart**



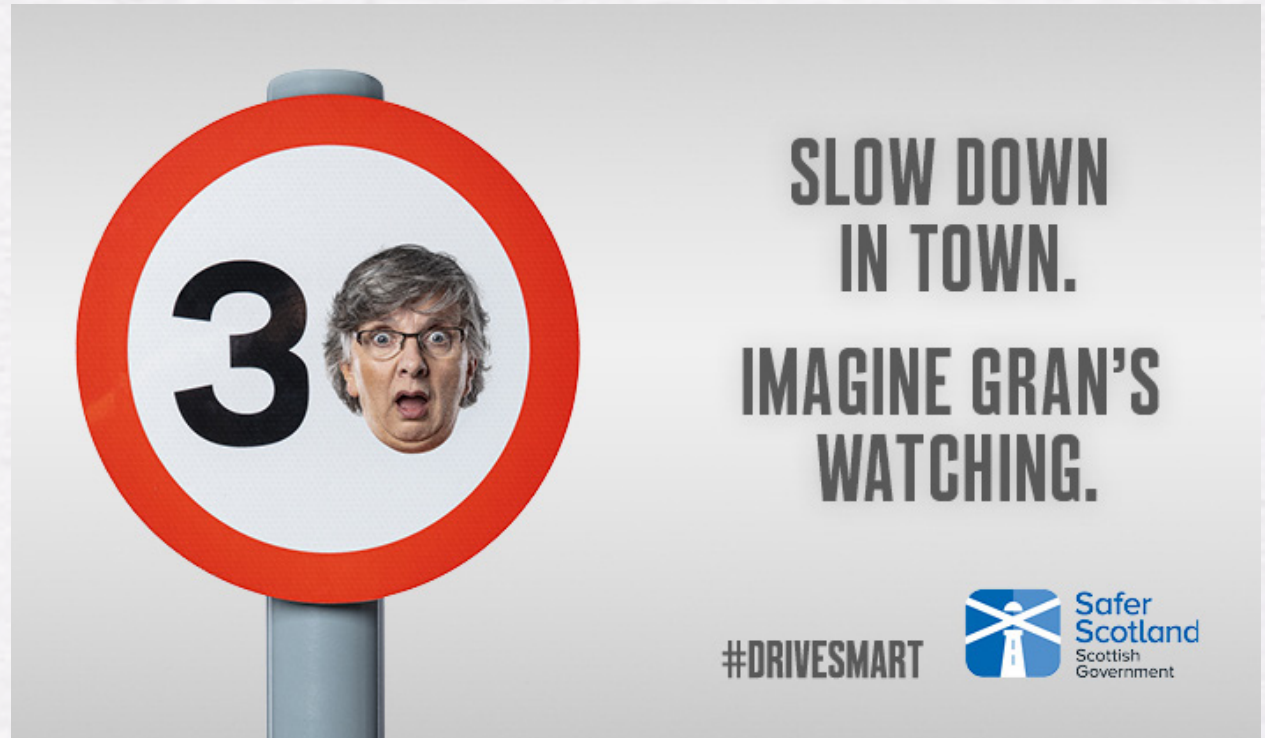
Don't make her have to tell you again. Drive like Gran's in the car. **#DriveSmart**



Speed

KEY MESSAGES

- ▶ As a young driver, if you're caught speeding twice you could lose your licence.
- ▶ If you're going too fast to react to what's ahead of you in time, you're putting yourself and your passengers at risk.
- ▶ Watch your speed. Road conditions can change in an instant.



SOCIAL MEDIA POSTS



Watch your speed. Drive like Gran's in the car.
#DriveSmart



As a young driver, if you're caught speeding twice you could lose your licence.
#DriveSmart

How to get involved

There are lots of ways you can get involved. From sharing our content on social media to getting involved with PR activity, we appreciate your help in spreading this important message.

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 in the Road Safety Scotland [stakeholder hub](#) and use with the example social posts in this toolkit.

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

PARTNERSHIPS

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

PR

Real stories featuring real people have a greater impact and we are always on the lookout for young drivers and family members to help communicate our messages in the media. If you would like to be involved in the campaign as a spokesperson or case study, please contact us on roadsafety@smarts.agency

Contact

We're looking forward to working with you on the Drive like Gran's in the car campaign. If you want to get involved or have any questions, suggestions or comments, please contact the team.

SCOTTISH GOVERNMENT

Russell Tierney

russell.tierney@gov.scot

PR

Anna Hendry

Smarts

0141 222 2040

roadsafety@smarts.agency

