

DRUG DRIVING STAKEHOLDER TOOLKIT

EASY TO **CATCH**



**POLICE
SCOTLAND**
Keeping people safe
POILEAS ALBA

#ArriveAlive



**Safer
Scotland**
Scottish
Government

WHAT IS THE DRUG DRIVING CAMPAIGN?

The Scottish Government and Police Scotland have launched an enforcement campaign to tackle drug driving, highlighting the criminal and personal consequences of being found guilty of driving with drugs in your system.

With latest Police Scotland data revealing almost half of drivers drug tested at the roadside were arrested for drug driving¹, the hard-hitting campaign reminds drivers that drug driving is not worth the risk.

The new drug driving advertising campaign highlights how easy it is to catch drug drivers and features cars being stopped by police with very telling number plates spelling out 'H1GH', 'W1R3D' and 'STON3D'. It will run during the festive period on radio, digital and outdoor channels supported by a PR and social media campaign.

KEY MESSAGES

We'll be communicating key messages during the campaign including:

- It's easy to catch drug drivers
- Police in Scotland now carry drug testing kits and are able to carry out immediate roadside testing for any driver they suspect of drug driving
- Almost half of roadside drug tests are positive
- Drivers with a positive test result will be arrested, taken to a nearby police station and required to provide a blood sample, which will be sent to a lab for analysis
- If convicted, you could face a 12-month driving ban, up to £5,000 fine and up to six months in prison
- Driving under the influence of drugs, or any other substance such as alcohol, can destroy lives. Drugs can slow down your responses, making a collision more likely. This can lead to severe injuries and even death
- Drugs can stay in a user's system for hours and even days after consumption and would still be detected by a simple roadside drug test
- Taking drugs or combining them with alcohol multiplies your risk of being involved in a collision
- For more information go to roadsafety.scot

CAMPAIGN VISUALS

The following campaign visuals will run on digital and outdoor channels:



IT'S EASY TO CATCH DRUG DRIVERS

Police now carry roadside drug testing kits, and almost half of the results are positive. If convicted, you could face up to six months in prison. For more information, go to roadsafety.scot

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HOW YOU CAN GET INVOLVED

There are lots of ways you can get involved with the campaign.

Partnerships

We will be approaching several partners to help spread the message. If you would like to be involved, please contact SGmarketing@gov.scot

PR

Sharing real stories and experiences help bring our campaign messages to life in the media and on social media. If you have been impacted by drink or drug driving and you would like to help support this campaign as a spokesperson or case study, we would love to hear from you. Please contact the PR team on roadsafety@smarts.agency



SOCIAL MEDIA

We would appreciate your support in sharing our assets and messages on your social media channels. You can share our posts directly from the Road Safety Scotland X (formerly known as Twitter) and Facebook pages, and you can download assets from the campaign assets page on the Road Safety Scotland website.

- Our Facebook page is here: facebook.com/roadsafetyscotland
- Our X (formerly known as Twitter) handle is: [@RoadSafetyScot](https://twitter.com/RoadSafetyScot)
- The campaign hashtag is: #ArriveAlive
- Here is a link to the website: roadsafety.scot
- [Download the drug driving campaign assets](#)
- [View our campaign video](#)

SOCIAL MEDIA



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CONTACT

We're looking forward to working with you on this campaign.

If you want to get involved or have any questions, suggestions or comments, please get in touch with the Road Safety marketing team at roadsafety@smarts.agency

