

# Fitness To Drive Stakeholder Toolkit

**#ArriveAlive**



**Safer  
Scotland**  
Scottish  
Government

# What is the Fitness To Drive campaign?

As we get older our eyesight changes, which can affect our driving. The best way to make sure your eyes are fit to drive is to have them examined regularly, or to contact your local optometrist (optician) as soon as you notice a change in your eyesight.

The Scottish Government and Road Safety Scotland are launching a new road safety campaign, Fitness to Drive, which will encourage older drivers to consider their driving habits and get an eye examination so they can continue driving safely. It will also ask 60+ drivers to reassess whether other health-related issues are affecting the way they drive.

Additionally, the campaign will target family and friends who may have some influence on older drivers and are in a good position to initiate discussions about driving – which can be a sensitive topic.

The multimedia campaign will launch on 8 January 2024 and will run across TV, digital, radio, press and social media.





# Key messages and campaign visuals

## Ensuring your eyes are 'Fit to Drive'

- As we get older our eyesight changes and this can affect our driving, but getting an eye examination can help you keep driving safely.
- If your vision is affecting the way you drive and you're finding certain things more difficult, like driving at night, it could be as a result of changes in your vision and an eye examination could help you to continue driving safely.
- Changes in your vision don't have to mean giving up driving. Your local optometrist (optician) can advise on glasses, lenses or treatment for eye conditions to keep you driving safely as long as possible.
- There are many benefits to getting your eyes examined regularly. As well as detecting changes in your vision, an eye examination not only picks up eye conditions like cataracts and glaucoma but can also identify blood issues and neurological problems.
- If you notice a change in your vision, you don't have to wait until your next eye examination. Get in touch with your local optometrist right away.
- Health conditions like high blood pressure and diabetes can also affect your driving.
- Vouchers are available for glasses and lenses if you are on certain benefits.

## Wider 'Fitness to Drive' Messages

- Good journey planning can help. Many drivers find it easier to avoid driving in certain situations like at rush hour, or on particular roads or junctions.
- If you are losing your confidence to drive, a driving assessment could help. Charities like IAM RoadSmart can help you find a reputable instructor.
- There are alternatives for getting around without a car, including public transport and getting help from family members and friends.

# Key messages and campaign visuals

## For family members

- Talking to loved ones about their driving can be a difficult and sensitive conversation.
- Understandably, many older drivers are reluctant to give up driving as they worry about losing independence, mobility and identity.
- Talk to your friend or family member about booking in for an eye examination to help keep them driving safely for longer.

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





# How you can get involved

There are lots of ways you can get involved with the campaign. We appreciate your help in spreading this important message.

## Partnerships

We will be approaching several partners to help spread the message. If you would like to be involved, please contact [sgmarketing@gov.scot](mailto: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've noticed changes to the way you drive as you get older, or you have first-hand experience of speaking to a loved one about planning for when they may need to stop 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](mailto:roadsafety@smarts.agency)





## **FITNESS TO DRIVE CAMPAIGN ENCOURAGES DRIVERS OVER 60 TO GET THEIR EYES EXAMINED**

The Scottish Government and Road Safety Scotland have launched a new campaign encouraging older drivers to consider their driving habits and have a free regular NHS eye examination so they can continue driving safely.

With recent stats showing 29 per cent of car driver casualties killed or seriously injured in road collisions were over 60<sup>1</sup>, the Fitness to Drive campaign highlights that eyesight can affect the way we drive as we get older and calls for anyone over 60 to have their eyes examined regularly, or as soon as they notice a change.

It's common for drivers to adapt their driving behaviour as they get older, for example, by not driving at night or on busier roads to avoid the glare from oncoming traffic, or by driving shorter distances. These adaptations often happen gradually and can be a sign of deteriorating vision.

Janet Pooley, Chief Optometric Adviser, said: "As we get older, we can experience changes to our eyesight, including blurred vision, a reduced visual field and less accuracy when it comes to judging distances, which impact our ability to drive safely.

"The best way to make sure your eyes are healthy is to have them examined regularly and to visit your local optometrist if you notice any problems with your eyesight.

"As well as detecting changes in your eyesight, an NHS eye examination can pick up age-related eye conditions like cataracts and glaucoma, and it can identify and help prevent other health conditions like blood issues and diabetes, which can also affect driving."

The campaign reminds drivers that changes in your eyesight don't have to mean giving up driving and that your local optometrist can often correct your vision with new glasses.

Janet Pooley, Chief Optometric Adviser, continued: "In some cases your optometrist might advise that you require surgery to improve your vision if you have a condition like cataracts. Outstanding surgical results often enable people to continue to drive safely for many years."

In addition to eyesight, other age-related factors can also affect our fitness to drive, such as high blood pressure, medication, and slower reaction times.

# News release

Drivers are encouraged to plan ahead for when they do choose to give up driving and consider alternatives for getting around without a car, including public transport and getting help from family members and friends.

Minister for Transport Fiona Hyslop said: "Changes in our eyesight is something we're all affected by as we get older, and with Scotland's population continuing to age, it's particularly important to ensure we all stay safe on the road. We're encouraging everyone in this age group to get their eyes checked regularly to make sure they are fit to drive."

Age Scotland's Big Survey 2023<sup>2</sup> shows driving is the most common way to get around among over 60s, with 72% of respondents saying this is the mode of transportation they use most.

Katherine Crawford, CEO of Age Scotland, said: "We know driving is hugely important to older people and plays a big part in their ability to stay active, mobile and independent.

"This campaign is a good reminder for older drivers to get their eyes examined regularly or, if they notice a change in their eyesight, to make sure they have the best vision for driving safely."

The campaign will also address family and friends who may be initiating discussions about driving with their loved ones, which can be a sensitive subject.

For more information about the campaign or how to book a free NHS eye examination, go to [roadsafety.scot](https://roadsafety.scot).

Follow Road Safety Scotland Facebook and X (formerly known as Twitter) (@roadsafetyscot) pages for more details.

## References

1 STATS19 Injury Collision Database (stat from 2022)

2 [www.age.scot/bigsurvey](https://www.age.scot/bigsurvey)



# 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](https://facebook.com/roadsafetyscotland)
- Our X (formerly known as Twitter) handle is: [@RoadSafetyScot](https://twitter.com/RoadSafetyScot)
- Here is a link to the website: [roadsafety.scot](https://roadsafety.scot)
- [Here is a link to the main TV ad](#)
- [Click here to download campaign assets including a leaflet, social images and short social films](#)
- Please use our campaign hashtag **#ArriveAlive** which supports all road safety activity in Scotland



# Example social media posts



If you notice a change in your vision, you don't have to wait until your next appointment. Get in touch with your local optometrist (optician) so that you can be safe on Scotland's roads. Learn more at [bit.ly/fitnesstodrive24](https://bit.ly/fitnesstodrive24) #ArriveAlive



If you are less confident in your driving and notice changes in your vision it is important to take action. Learn more at [bit.ly/fitnesstodrive24](https://bit.ly/fitnesstodrive24) #ArriveAlive



As we get older our eyesight changes, which can affect our driving. The best way to make sure your eyes are fit to drive is to have them examined regularly. Learn more at [bit.ly/fitnesstodrive24](https://bit.ly/fitnesstodrive24) #ArriveAlive

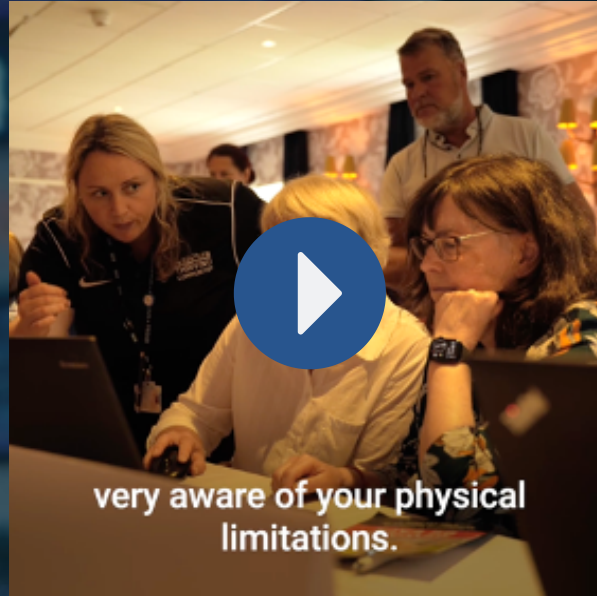


# Example video social media posts



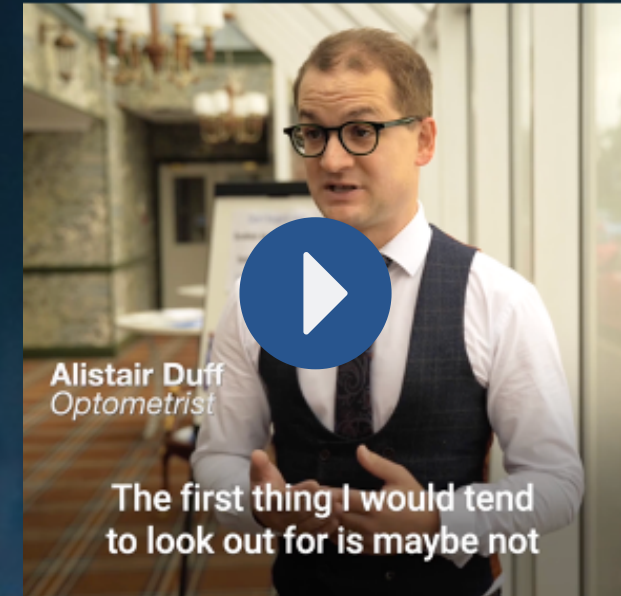
## YouTube Link 1

The best way to make sure your eyes are fit to drive is to have them examined regularly. These older drivers shared how they have adapted their driving as their vision changes. Learn more at [bit.ly/fitnesstodrive24](https://bit.ly/fitnesstodrive24) #ArriveAlive



## YouTube Link 2

Our eyesight changes as we get older. Here, older drivers talk about how their driving has changed over the years and how they're planning ahead for when they decide to retire from driving. Learn more at [bit.ly/fitnesstodrive24](https://bit.ly/fitnesstodrive24) #ArriveAlive



## YouTube Link 3

Optometrist Alistair Duff talks about the signs of changes in our vision as we age, and ways to keep your eyes healthy so you can drive safely for longer. Learn more at [bit.ly/fitnesstodrive24](https://bit.ly/fitnesstodrive24) #ArriveAlive



# 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](mailto:roadsafety@smarts.agency)



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