



SPEED CAMPAIGN

STAKEHOLDER TOOLKIT

roadsafety.scot



WHAT IS THE SPEED CAMPAIGN?

1 in 5 deaths on Scotland's roads are caused by speeding.

The Scottish Government, including the Scottish Safety Camera Programme, is tackling the serious issue of speeding with a new road safety campaign, asking drivers to slow down to help reduce collisions and casualties.

No matter how experienced you are as a driver, a collision can happen to anyone, and the consequences could be devastating. The new campaign delivers a strong message to drivers – **you only have to lose control once.**

In this toolkit you will find more information and key messages to help you share the campaign wider, example social media posts for your own channels, and links to access campaign assets.



KEY MESSAGES

1 in 5 deaths on Scotland's roads are caused by speeding.

Safety cameras play a crucial role in making our roads safer by helping to reduce speed, collisions and casualties - ultimately saving lives.

Research shows that fatal collisions caused by drivers going at 65mph could be halved if the drivers slowed down by just 5mph.

Safety cameras are placed where they can have the most impact and the greatest potential to reduce speeding and collisions.

A collision could happen to anyone - no matter how good a driver you think you are. You only have to lose control once.

Nearly half of reported casualties on Scotland's roads take place on rural roads; however, because speeds are higher on these roads they account for almost three quarters of road deaths.

Safety cameras are aimed at improving driver behaviour. By reducing speeding we can reduce the number of people being killed and injured on Scotland's roads.

HOW YOU CAN SUPPORT

There are lots of ways you can get involved with and support the campaign:

PARTNERSHIPS

We are working with a number of partnership organisations to help spread road safety messages as wide as possible.

If you would like to be involved, please contact sgmarketing@gov.scot

PR





Sharing real stories and experiences helps bring our campaign messages to life in the media and on social media. If you have been impacted by speeding on Scotland's roads – either through a collision involving you or a loved one, or by facing penalties for speeding – 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

HOW YOU CAN SUPPORT

SOCIAL MEDIA

We would appreciate your support in sharing campaign 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 social media assets and a poster 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)
-  Here is a link to the website: roadsafety.scot
-  [Click here to download campaign assets](#)

EXAMPLE SOCIAL MEDIA POSTS



A collision could happen to anyone, no matter how experienced a driver you are. You only have to lose control once. Slow down on Scotland's roads. Learn more at roadsafety.scot/speed #ArriveAlive

The consequences of speeding could be devastating - for you, for other road users and for loved ones. Slow down on Scotland's roads. Learn more at roadsafety.scot/speed #ArriveAlive

1 in 5 deaths on Scotland's roads are caused by speeding. Reduce your speed to make our roads safer for everyone. Learn more at roadsafety.scot/speed #ArriveAlive

Get caught speeding and you could be facing a minimum fine of £100 and three points added to your licence. Learn more at roadsafety.scot/speed #ArriveAlive

Anyone could have a collision - and statistics show the higher the speed on impact, the more serious the outcome. Reduce your speed to make our roads safer for everyone. Learn more at roadsafety.scot/speed #ArriveAlive

GET IN TOUCH

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 PR team at roadsafety@smarts.agency

roadsafety.scot

