



#ArriveAlive

DRIVER FATIGUE

Stakeholder Toolkit



**Safer
Scotland**
Scottish
Government

WHAT IS THE DRIVER FATIGUE CAMPAIGN?

Fatigue is a contributory factor in 17% of all fatal collisions in Scotland¹; however, experts estimate the real figure is even higher, with up to 20 per cent of all collisions involving driver fatigue.²

To tackle the serious issue of driver fatigue, the Scottish Government and Road Safety Scotland (part of Transport Scotland) are running a campaign with a clear message for all drivers – **Driving Tired Kills.**

The advertising features a striking close-up of a tired driver's eye, with the road ahead reflected in it. After a long blink the road reappears in the eye, however the car drifts towards the centre of the road as the eye droops further and remains closed, resulting in a head on collision with another car and devastating consequences.

CONTENTS

- 3 How you can get involved
- 4 Social media
- 5 Social media examples
- 6 Key messages
- 7 Contact



THE CAMPAIGN AND HOW YOU CAN GET INVOLVED

There are lots of ways you can get involved and we appreciate your help in spreading this message.

Advertising

The advertising campaign will run across a number of channels throughout Scotland including TV, digital, outdoor (including advertising at service stations) and radio.

Click here to watch the ad

Partnerships

We'll be approaching a number of partners to help spread the message. If you'd like to get involved please contact:

sgmarketing@gov.scot

PR

Real stories featuring real people have a greater impact in terms of communicating campaign messages in the media and we are always on the lookout for suitable people to be involved – e.g. people who regularly drive while tired including busy parents, delivery drivers, shift workers, or those that have had a near miss or collision as a result of driver fatigue.

If you would like to be involved in the PR campaign as a spokesperson or case study, please contact sgmarketing@gov.scot



SOCIAL MEDIA

We will share assets and messages on social media throughout the campaign, and we would appreciate your support in sharing these on your own social channels.

Assets can also be found on the campaign assets page of the Road Safety Scotland website.

- Our Facebook page is here:
facebook.com/roadsafetyscotland
- Our X handle is:
[@RoadSafetyScot](https://twitter.com/RoadSafetyScot)
- The campaign hashtag is:
#ArriveAlive
- A shortened URL which links to the website:
roadsafety.scot/fatigue
- [Watch the ad here](#)
- [Click here to download campaign assets](#)



EXAMPLE SOCIAL POSTS



You can't fight sleep. More here:
roadsafety.scot/fatigue **#ArriveAlive**



If you feel tired while driving, stop for a coffee and have a rest. More here:
roadsafety.scot/fatigue **#ArriveAlive**



Plan ahead to avoid driving tired and take regular breaks. More here:
roadsafety.scot/fatigue **#ArriveAlive**



Sleep related collisions are around 50 per cent more likely to result in death or serious injury. More here:
roadsafety.scot/fatigue **#ArriveAlive**



KEY MESSAGES

Driving tired kills

- Fatigue is a contributory factor in 17% of all fatal collisions in Scotland¹; however, experts estimate the real figure is even higher, with up to 20 per cent of all collisions involving driver fatigue.²
- Sleep related collisions are around 50 per cent more likely to result in death or serious injury. When drivers fall asleep, the police find no signs of braking, or any avoiding actions, so they tend to result in higher-speed collisions.³

You can't fight sleep

- Many of the counter measures drivers use (opening a window, pinching yourself, turning up the radio) simply do not work.

Plan ahead

Planning ahead can help you avoid driving tired:

- Plan regular breaks in your journey.
- If your journey is very long, or you know you won't have had much sleep, consider using alternative transport or planning an overnight stay.



If your journey has been unavoidably delayed and you're driving for longer than planned:

- Ask another insured driver to take over.
- If that isn't an option, have a caffeinated drink, and rest for 20 minutes while the caffeine kicks in.

CONTACT

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

Amy Witherspoon McGee
Scottish Government
amy.witherspoonmcgee@gov.scot

PR
Smarts
roadsafety@smarts.agency

References

- 1 Source: Transport Scotland and Police Scotland In-Depth Road Traffic Fatalities Report 2015-2020 (October 2023)
- 2 ROSPA
- 3 ROSPA

