



Drink and drug-driving stakeholder toolkit

It's easy to catch drink and drug-drivers

#ArriveAlive



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Government

What is the drink and drug-driving campaign?

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

With Police Scotland recording a total of 831 drink and drug-driving offences during last year's festive period¹, this hard-hitting campaign reminds drivers that drink and drug-driving are not worth the risk.

The advertising campaign highlights how easy it is to catch drug-drivers, that just one drink can put you over the limit, and reminds drivers that you can still be over the limit the morning after. The campaign will run during the festive period on radio, digital and outdoor channels, supported by a PR and social media campaign along with partnership and field activity.

¹Police Scotland, 1st December 2023 - 2nd January 2024 (inclusive)



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Key messages

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

Overall

It's easy to catch drink and drug-drivers.

Driving under the influence of alcohol or drugs can destroy lives.

Alcohol and drugs can slow down your responses, making a collision more likely.

This can lead to severe injury or death, as well as a driving ban, hefty fine and a prison sentence.

Drink-driving

Having just one drink can put you over the limit.

You could still be over the limit the morning after.

If convicted of drink-driving, you could face a 12-month driving ban, a fine up to £5,000 and up to six months in prison.

Find out more at:
roadsafety.scot/drink-driving

Drug-driving

Almost 50% of roadside drug tests are positive.

Police in Scotland carry drug testing kits and can carry out immediate roadside testing for any driver they suspect of drug-driving.

If convicted of drug-driving, you could face a 12-month driving ban, 3-11 points on your licence and up to six months in prison.

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.

Find out more at:
roadsafety.scot/drug-driving



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Campaign visuals

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



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How you can get involved

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

Partnerships

We are 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 helps bring our campaign messages to life in the media and on socials. If you have been impacted by drink or drug-driving and 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



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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://www.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](https://roadsafety.scot)

[Download the drink and drug-driving campaign assets](#)



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Social media



Christmas night out coming up? Remember, if you're drinking, don't drive. Plan ahead and ensure you have a safe way to get home. Stay safe and enjoy the celebrations. #ArriveAlive

Before you go out, plan your safe journey home. Remember just one drink can put you over the limit, so it's none for the road. Let's keep the roads safe for everyone. #ArriveAlive



Remember you can still be over the limit the morning after drinking alcohol. Don't risk it, plan your journey ahead of time and stay safe. #ArriveAlive

Drinking tonight? Plan your journey ahead for tomorrow. You could still be over the limit the morning after and, if caught, you could face a 12-month driving ban, a fine of up to £5,000 and up to six months in prison. Don't risk it. #ArriveAlive



Before heading out, remember driving under the influence of drugs is dangerous and illegal. If convicted of drug-driving, you could face a 12-month driving ban, a maximum of 11 points on your licence and up to six months in prison. Plan your travel ahead and ensure you have a safe way to get home. #ArriveAlive

With the festive season upon us, remember: driving under the influence of drugs puts lives at risk. Plan your travel ahead and ensure you have a safe way to get home. Don't risk it. #ArriveAlive

Almost half of roadside drug tests are positive and, if convicted, you could face up to six months in prison. Don't risk it, plan your journey ahead and stay safe. #ArriveAlive

Almost half of roadside drug tests are positive and drugs can still be detected the morning after. Don't drive under the influence. Let us help you plan your journey ahead of time. #ArriveAlive



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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**



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