



**Its not just you who gets hurt.**  
**Wear a seatbelt.**

# Seatbelts Campaign

Stakeholder toolkit

**#ArriveAlive**



# About the campaign

**It's not just you who gets hurt.  
Wear a seatbelt.**

The Scottish Government and Road Safety Scotland have launched a campaign warning drivers that not wearing a seatbelt could cost them their lives - even on short journeys - and have a devastating impact on the loved ones they leave behind.

Figures show 21% of those killed on Scotland's roads over a five-year period were not wearing a seatbelt<sup>1</sup>, and research demonstrates wearing a seatbelt reduces both fatal and non-fatal injuries by 60% in front-seat passengers and 44% in back-seat passengers.<sup>2</sup>

1. In-Depth Road Traffic Fatalities Report for the Years 2015-2020 - Full Report ([transport.gov.scot](https://transport.gov.scot)).

2. PACTS: Seat Belts: Time for Action, March 2020

3. RITS: Driver attitudes and behaviours tracker, Road Safety Scotland, September 2024



Worryingly, 11% of drivers admitted to not always wearing a seatbelt in the front or back of the car, while around one in five (18%) drivers say they don't think it's important to wear a seatbelt in the back.<sup>3</sup>

The campaign reminds drivers that wearing a seatbelt is not a choice, and those caught not wearing one could be fined up to £500. It is also the driver's responsibility to ensure all passengers under 14 wear their seatbelts. ▶

Running across streaming services, cinema, radio, digital audio, social media and outdoor channels, the hard-hitting campaign creative underlines that a collision without a seatbelt doesn't just hurt you, it can also be devastating for your loved ones.

Set in a testing facility, the unsettling ad features a car with a crash test dummy – not wearing a seatbelt – in the driver's seat. As the car starts to drive towards a wall, the camera pans away from the impact and focuses on the effects on the driver's family as they deal with their grief. A crash test dummy family are seen sitting at a dinner table with an empty seat poignantly left for their lost family member as the final line appears: 'It's not just you who gets hurt. Wear a seatbelt.'



▶ [Play the advert video on YouTube](#)

Key Messages ▶

# Key messages

- Wear a seatbelt or those left behind will feel the impact too.
- A collision without a seatbelt doesn't just hurt you.
- The consequences of not wearing your seatbelt can be devastating for yourself and other people, including your loved ones.
- Figures show 21% of those killed on Scotland's roads over a five-year period were not wearing a seatbelt.<sup>4</sup>
- Wearing your seatbelt while driving is not a choice. If you are caught not wearing a seatbelt you could be fined up to £500. A driver can also be fined for every child under 14 found not properly restrained.
- Wearing a seatbelt reduces both fatal and non-fatal injuries by 60% in front-seat passengers and 44% in back-seat passengers.<sup>5</sup>
- As a driver it is your responsibility to wear your seatbelt and ensure all passengers under 14 are also wearing theirs.
- It's a legal requirement to wear a seatbelt while travelling in a taxi or private hire vehicle.
- No matter where you sit in a car, wear a seatbelt.
- It's not just you who gets hurt. Wear your seatbelt on every journey. Visit [roadsafety.scot/seatbelts](https://roadsafety.scot/seatbelts) to find out more.

4. In-Depth Road Traffic Fatalities Report for the Years 2015-2020 - Full Report ([transport.gov.scot](https://transport.gov.scot))

5. PACTS: Seat Belts: Time for Action, March 2020

# How to get involved

We appreciate your help in sharing these important messages. There are lots of ways to support the campaign:

## Social media

We will be posting about the campaign on the Road Safety Scotland Facebook and X accounts and we would be grateful if you would share these posts on your own channels.

You can also access social media assets on our **Campaign Assets** page and use on your own channels with the example posts in this toolkit.

- Our Facebook page is [facebook.com/roadsafetyscotland](https://facebook.com/roadsafetyscotland)
- Our X handle is [@RoadSafetyScot](https://twitter.com/RoadSafetyScot)
- The campaign hashtag is **#ArriveAlive**
- Link to the website: [roadsafety.scot/seatbelts](https://roadsafety.scot/seatbelts)
- [Link to Campaign Assets page](#)
- [Link to campaign TV advert](#)

Social media examples ▶

## Social media examples



- A collision without a seatbelt doesn't just hurt you. Think of your loved ones and wear a seatbelt on every journey. More information here: [roadsafety.scot/seatbelts](https://roadsafety.scot/seatbelts) #ArriveAlive
- Just a quick trip to the shops? Wearing a seatbelt can save your life, even on short journeys. Learn more here: [roadsafety.scot/seatbelts](https://roadsafety.scot/seatbelts) #ArriveAlive
- Wearing a seatbelt can be a life saver – for passengers as well as the driver. No matter where you sit in a car, wear a seatbelt. Read more here: [roadsafety.scot/seatbelts](https://roadsafety.scot/seatbelts) #ArriveAlive



- We are supporting Road Safety Scotland's Seatbelt campaign, warning drivers that not wearing a seatbelt could cost them their lives and have a devastating impact on their loved ones they leave behind. Wear your seatbelt on every journey. More information here: [roadsafety.scot/seatbelts](https://roadsafety.scot/seatbelts) #ArriveAlive
- Wearing your seatbelt is not a choice, it's the law, and if you're caught without one you will be fined up to £500. As a driver it's also your responsibility to ensure all passengers under 14 are wearing their seatbelts, or you could face additional fines. Learn more here: [roadsafety.scot/seatbelts](https://roadsafety.scot/seatbelts) #ArriveAlive



**Image Description:** Three crash test dummies dressed as regular people looking sad sitting at a dinner table in dim light, an empty seat is visible at the table. The caption reads: 'Wear a seatbelt or those left behind will feel the impact too'.



Download Social Media Assets Here

Advertising ▶

## Advertising

The Scotland-wide advertising campaign will run across streaming services, cinema, radio, digital audio, social media and outdoor channels. **You can view, share and embed the campaign TV advert here.**



## Partnerships

We're working with a number of partners to spread the Seatbelts campaign message.

If you'd like to get involved please contact:  
**[sgmarketing@gov.scot](mailto:sgmarketing@gov.scot)**

## PR

We are always looking for real stories, featuring real people, to help communicate our campaign messages in the media and on social media.

If you would like to be involved in the PR campaign as a spokesperson or to share your personal experience, please contact  
**[roadsafety@smarts.agency](mailto:roadsafety@smarts.agency)**.

# Contact

We're looking forward to working with you on our Seatbelts campaign. If you want to get involved or have any questions, suggestions or comments, please get in touch with the Road Safety marketing team:

[roadsafety@smarts.agency](mailto:roadsafety@smarts.agency)

[sgmarketing@gov.scot](mailto:sgmarketing@gov.scot)

