



DISTRACTION ROAD SAFETY CAMPAIGN

Stakeholder Toolkit



ABOUT THE DISTRACTION CAMPAIGN

A new road safety campaign launched by the Scottish Government and Road Safety Scotland is reminding drivers and pedestrians to keep their mind on the road and look out for other road users.

Distractions are one of the most common causes of incidents on Scotland's roads. Not concentrating can result in failure to look properly or failure to judge speed, and can have severe consequences.

A survey¹ commissioned to support the launch of the campaign reported that over **80%** of road users said they experienced distraction while on the road, with **38%** of those admitting their minds regularly wandered to other activities, tasks, or plans.

Alarming, **16%** of distracted drivers had been involved in a collision with another vehicle, while **5%** collided with a pedestrian. While drivers are the greatest risk to others, pedestrians also share responsibility for road safety, with nearly half (**44%**) of distracted pedestrians reporting a near miss with a vehicle.

Running across TV, cinema, radio, digital and outdoor channels, the Scotland-wide campaign highlights that the road is a shared space and all road users have a responsibility to keep their mind on the road.

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

#ArriveAlive

¹ Survey of 1000 Scottish drivers and 500 Scottish non-drivers, Censuswide, 3-6 February 2025

KEY MESSAGES

- ★ The road is a shared space and we must concentrate at all times when using it.
- ★ Distractions are one of the most common causes of incidents on roads – we all have a responsibility to stay focused on the road and look out for other road users.
- ★ Failing to look properly, failing to judge a person or vehicle's speed or path, or acting in a careless, reckless or hurried manner are the most common causes of incidents.
- ★ The consequences of distraction behind the wheel can be devastating, with **16%** of distracted drivers reporting a collision with another vehicle and **5%** with a pedestrian.²
- ★ **44%** of distracted pedestrians experienced a near miss with a vehicle.²



- ★ **42%** of drivers have zoned out during a journey and couldn't remember how they got to their destination.²
- ★ Thinking about other activities, tasks, and plans is a regular cause of distraction for **30%** of road users.
- ★ Keep your mind on the road.
- ★ Visit roadsafety.scot to find out more.

² Survey of 1000 Scottish drivers and 500 Scottish non-drivers, Censuswide, 3-6 February 2025

HOW YOU CAN GET INVOLVED

There are several ways you can support the campaign:

STAKEHOLDER TOOLKIT ASSET LIST

- Social media static posts
- Social media animated posts
- A3 posters
- TV advert

SOCIAL MEDIA

You can support the campaign on your social media channels by sharing posts from the Road Safety Scotland X and Facebook pages.

You can also download social media assets from our [Campaign Assets](#) page and post on your own channels with the example copy in this toolkit.



Our Facebook page is here:
facebook.com/roadsafetyscotland



Our X handle is:
[@RoadSafetyScot](https://twitter.com/RoadSafetyScot)



The campaign hashtag is:
[#ArriveAlive](https://twitter.com/hashtag/ArriveAlive)



Link to the website:
roadsafety.scot



[Link to Campaign Assets page](#)



[Link to campaign TV advert](#)

SOCIAL MEDIA EXAMPLES

X The road is a shared space. When you're travelling, always keep your mind on the road. More information here: roadsafety.scot #ArriveAlive

X Distractions are one of the most common causes of incidents on the road. We all have a responsibility to keep our mind on the road and look out for other road users. Learn more here: roadsafety.scot #ArriveAlive

f We are supporting Road Safety Scotland's Distraction campaign, reminding road users to stay focused and keep their mind on the road. More information about the campaign here: roadsafety.scot #ArriveAlive

f Being distracted on the road is one of the most common causes of road incidents and can have severe consequences. We all have a responsibility to keep our mind on the road. More information here: roadsafety.scot #ArriveAlive



Image description:
An empty street in an urban area lined with stone office buildings and townhouses, with a 20mph and a 'beware of children' street sign visible. The caption reads: 'Dinner, Dinner, Dinner, Dinner, Dinner, Dinner, Dinner, Dinner, Dinner, Dinner. Keep your mind on the road. #ArriveAlive.'

ADVERTISING

The ad campaign will run across TV, cinema, radio, digital and outdoor channels.

You can view, share and embed the TV advert here.



PARTNERSHIPS

We are working with partnership organisations to spread road safety messages as wide as possible. If you would like to be involved as a campaign partner, please contact sgmarketing@gov.scot

#ArriveAlive

GET IN TOUCH



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

roadsafety@smarts.agency

sgmarketing@gov.scot

