

Scottish Government Road Safety Marketing

Behaviour Change
Campaigns



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Scotland



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Agenda



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- 1 Distraction: Marketing Campaign
- 2 Speeding: Marketing Campaign
- 3 2025/26 Outline Plans
- 4 Questions



Distraction

The aims

40% reduction in pedestrians killed or seriously injured



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Background

As the Scottish Government continues to promote active travel this will lead to an increase in the number of vulnerable road users on the roads.

Highway Code changes in January 2022 states **those who can do the most harm carry greater responsibility.**



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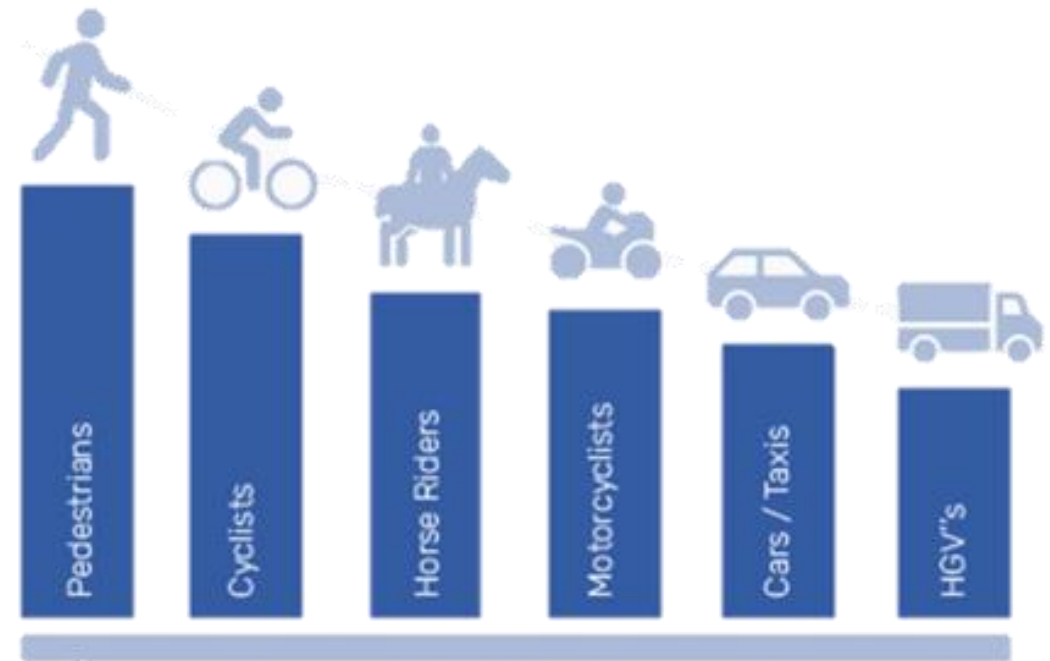


Figure: Hierarchy of road users

Why these groups?



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The number of pedestrian casualties in Scotland are increasing year on year

After car users, pedestrians represent the second largest category of casualties

‘Failed to look properly’ continues to be cited as the highest contributory factor in all collisions for both pedestrians and drivers.

Learnings from insight



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All drivers want to stay safe on the roads



Over half feel a significant level of responsibility for safety of other road users



Most recognise pedestrians as being most at risk



Feel other road users pose a serious risk to them



6 in 10 admit they can get irritated by the behaviour of other road users



8 in 10 agree that other road users need to consider how their actions impact drivers

The car driver always seems to get the blame but other road users act irrationally, it doesn't seem fair

Implications



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- ➔ Pedestrians and drivers may interchange roles but ultimately **operate in silos**.
- ➔ Direct **discussion of hierarchy** of road users in comms will lead to **deflection** by drivers and shifting of blame.
- ➔ Drivers accept some of duty of care but are **not prepared to shoulder all responsibility**.
- ➔ Should be **wary of victim blaming** pedestrians who do not present as great a risk to others.
- ➔ Resulting campaign must **unite these disparate groups** around a shared and credible goal

Core objective



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Encourage drivers and pedestrians, but particularly drivers who pose the greatest harm, to reflect and act on the notion of shared responsibility on our roads

Identifying the behaviour



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Distraction



Failing to look



Failing to judge a
vehicle's path or speed



Careless/reckless/in a
hurry

Campaign proposition



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The road is a **shared space**.
We must **concentrate**, at all
times, when using it.

TV ad



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<https://youtu.be/2UALQ4BaM4k>

Outdoor



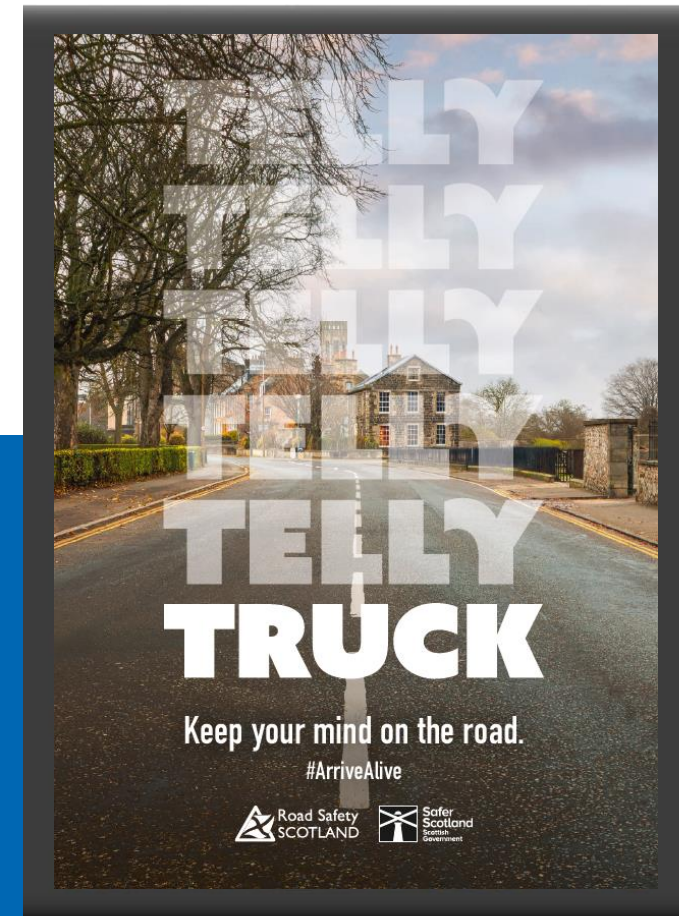
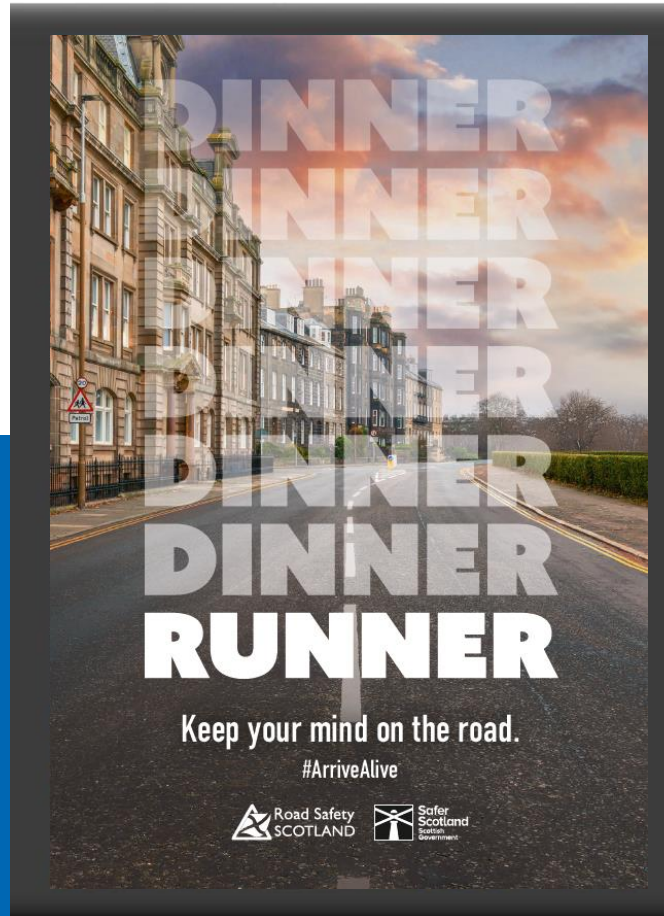
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Digital



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Audience testing



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*That one made me gasp,
really felt that one, I wasn't
expecting it to happen and the
key message for me was
distraction*

*I quite like the hashtag
arrive Alive... why rush, it's
better to get there a live
than not get there at all or
you hurt somebody else in
the process*

*Stay focused, stay
safe, it's not vague,
it's very obvious*

*I can picture it
outside the
school I work in*

*I think we've all said, you go
kind of in your own wee
bubble when you're driving
and I like the whole different
perspectives going into one
and I can envision it being
quite a serious thing to
watch*

Media plan



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CHANNEL	OBJECTIVE
AV	Linear TV, VOD and Cinema. Achieve mass reach across 20 – 55 adults. Cinema not only provides high impact but also targets drivers.
RADIO	Driver and runner version. Allows us to target drivers more specifically, and when they are driving.
OUTDOOR	Targeted areas with highest casualty rates. Focused on key cities and mapped against Police Scotland casualty data. Selected locations where high volumes of footfall will be drivers.
DIGITAL	Targeting drivers and high casualty areas. Including video, digital radio and animated posts.

Highways News

Keep Your Mind on the Road: Campaign launched to tackle inattention on Scotland's roads

By Kevin Borters



EAST FIFE MAIL

Distractions affecting folk on Fife roads ...

Allan Crow
allan.crow@eastfifemedia.co.uk

Most road users in Fife have admitted their mind has wandered while using the road, according to a new survey - and one in three drivers confessed they'd had a journey where they had zoned out and couldn't quite remember how they got to their destination.

The findings were released as part of Road Safety Scotland's Distraction campaign which was launched this week by Fiona Hyslop, Cabinet Secretary for Transport, and Michael McDonnell, director of Road Safety Scotland.

The campaign urges all road users - but particularly drivers, whose pose the greatest risk to others - to keep their mind on the road at all times. In Fife, almost four in five (80%) of drivers surveyed admitted to some level of distraction while driving, with more than one in three (34%) drivers admitting they'd had a journey where they had zoned out and couldn't quite remember how they got to their destination. The findings were released as part of Road Safety Scotland's Distraction campaign which was launched this week by Fiona Hyslop, Cabinet Secretary for Transport, and Michael McDonnell, director of Road Safety Scotland.

The survey painted a picture of the leading causes of distraction in both drivers and pedestrians across Scotland. After weather, drivers cited not knowing their route well (36%), being tired (25%), being in a hurry (25%), and being worried or stressed (23%) as the things that affect them most while driving.

For pedestrians, things happening around the road, their own thoughts including stress or worry, being in a hurry, and talking to the people they were walking with (20 per cent) were among the most frequently cited distractions.

Mobile phones were also a major distraction, with 22 per cent of pedestrians and 16 per cent of drivers saying they'd been affected by their focus. Ms Hyslop said: "This survey highlights just how easy it is for both drivers and pedestrians to become distracted - whether by our thoughts, technology, or the world around us."

Even a brief lapse in attention can have serious, sometimes devastating, consequences. "It's hugely important for all road users, and especially drivers who pose the greatest risk, to take responsibility for their own safety and look out for others by staying focused on the road at all times."



Fiona Hyslop with Director of Road Safety Scotland Michael McDonnell (Pic: Chris James)

Midlothian ADVERTISER



Fiona Hyslop and Michael McDonnell launch the campaign.

Dangers of distraction

Markie Dowie
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Eighty per cent of road users in Lothian, including drivers and pedestrians, have admitted their mind has wandered while using the road, according to a new survey released as part of Road Safety Scotland's Distraction campaign. Launched by Cabinet Secretary for Transport Fiona Hyslop and Road Safety Scotland director Michael McDonnell, the campaign urges all road users - particularly drivers, whose pose the greatest risk to others - to keep their minds on the road at all times. The findings reveal the potential consequences of distraction, with 16% of distracted drivers in Scotland reporting a collision with another vehicle and 5% re-

porting a collision with a pedestrian. In Lothian, almost four in five drivers surveyed admitted to some level of distraction while driving, with more than two in five admitting they had a journey where they had zoned out and could not quite remember how they got to their destination. Of those who said they experienced distraction, nearly two thirds said that thinking about other activities, tasks and plans was a regular cause. The majority of pedestrians reported being affected by distractions on the road, with 16% citing various factors including things happening around the road, their own thoughts including stress or worry, being in a hurry and talking to the people they were walking with. After weather, drivers cited not knowing their route

well, being tired, being in a hurry and being worried or stressed as the things that affect them most while driving. Mobile phones were also a major distraction, with 22% of pedestrians and 16% of drivers saying their phones affected their focus. Of those, half agreed their phone was the biggest distraction. Ms Hyslop said: "This survey highlights just how easy it is for both drivers and pedestrians to become distracted. Even a brief lapse can have serious, sometimes devastating, consequences. "It's hugely important for all road users, especially drivers who pose the greatest risk, to take responsibility for their own safety and look out for others by staying focused on the road at all times."

Further information about the campaign can be found at roadafety.scot.

GRAMPIAN ONLINE

Aberdeenshire drivers urged to keep their minds on the road after launch of new safety campaign

By Alan Beresford - alan.beresford@hnmedia.co.uk

Published: 10:00, 21 February 2025

A new campaign has been launched to encourage north-east drivers to keep their minds on the road.

Almost 80 per cent of road users in the region, including drivers and pedestrians, have admitted their mind has wandered while using the road, according to a new survey released as part of Road Safety Scotland's Distraction campaign.



Cabinet Secretary for Transport Fiona Hyslop with Director of Road Safety Scotland Michael McDonnell. Picture: Chris James

Milngavie & Bearsden HERALD

Distractions can have devastating consequences

Julie Currie
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More than 80 per cent of Scotland's road users, including drivers and pedestrians, have admitted their mind has wandered while using the road. The worrying statistic was revealed in a new survey, released as part of Road Safety Scotland's Distraction campaign. Launched by Cabinet Secretary for Transport Fiona Hyslop, the campaign urges all road users to keep their mind on the road at all times. The potential consequences of distraction are revealed in the survey, with 16 per cent of distracted drivers reporting a collision with another vehicle and five per cent reporting a collision with a pedestrian.

Some 42 per cent of drivers also admitted they'd had a journey where they had zoned out and couldn't quite remember how they got to their destination. Cabinet Secretary for Transport Fiona Hyslop said: "This survey highlights just how easy it is for both drivers and pedestrians to become distracted. Even a brief lapse in attention can have serious, sometimes devastating, consequences."

"It's hugely important for all road users to take responsibility for their own safety and look out for others by staying focused on the road at all times."

Four in every five drivers surveyed admitted to some level of distraction while driving - half said their mind occasionally wandered, 20 per cent said it happened sometimes and three per cent admitted it always did. Similarly, the majority of pedestrians reported being affected by distractions on the road. Of the road users who said they experienced distraction, over a third said thinking about other activities, tasks and plans was a regular cause. Mobile phones were also a major distraction, with 22 per cent of pedestrians and 16 per cent of drivers saying their phones affected their focus. Of those, half agreed their phone was the biggest distraction.

Dunfermline Press And West of Fife Advertiser

78 per cent of motorists in the Fife area admit to driving while distracted



MIND THE ROAD: Cabinet Secretary for Transport Fiona Hyslop with Director of Road Safety Scotland Michael McDonnell. Image: Chris James

Road Safety GB

Campaign launched to tackle inattention on Scotland's roads

10.14 | 20 February 2025 | Driver distraction



More than 80% of road users, including drivers and pedestrians, have admitted their mind has wandered while using the road, according to a new survey released as part of Road Safety Scotland's new distraction campaign.



Speeding

Why?



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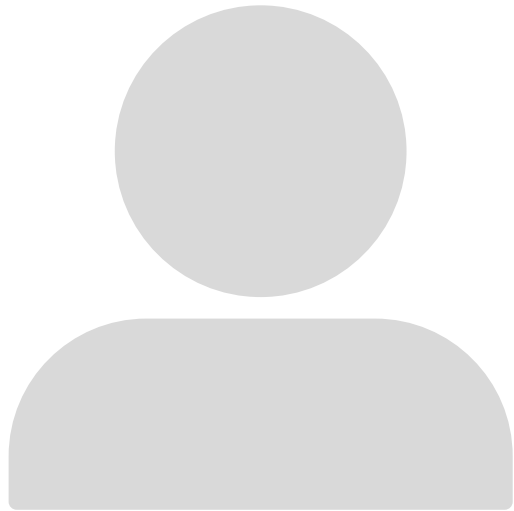


Speeding a
contributory factor
in **1 in 5 deaths**
on Scotland's
roads

162 people killed
or seriously injured
because of
speeding

Country roads
have the highest
fatalities

The audience



Drivers aged 20 to 55

- More likely to be male
- Aged 25-55
- Young drivers prone to risky behaviour
- Occasion-specific or inadvertent speeders



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Key insights from drivers



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People think
excess speed is
'harmless'



Speeding is seen
as acceptable
when drivers feel
'in control'



Drivers don't
think collisions
will happen to
them.



Speeders don't
expect to get
caught

Two campaign aims



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- 1 ■ Prompt drivers to reconsider their complacent attitudes to speeding by inviting self-identification
- 2 ■ Improve the perceptions on road safety cameras

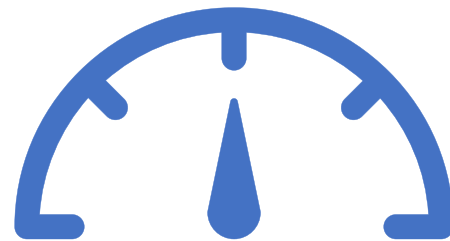
Campaign proposition



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Loss of control, and the odds and severity of a collision, are magnified if you speed.



Creative idea



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A powerful depiction of the stomach-lurching moment when you know you've lost control and there is no return – to jolt people out of their complacency.



Final ad



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<https://youtu.be/BKQPwWYLIuU>

Viewer comments



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*"It's quite a sobering advert...
you're left to imagine what's
happened. Sometimes with these
adverts they are quite impactful
the first few times, but then you
subconsciously switch off."*

Female, High Risk

*"It's quite relatable as well,
doing the same roads and
going over the speed limit all
you need is one blip and
that's you out the game."*

Male, High Risk

*"It is more realistic and
relatable... we've all
been in that situation
before, You can relate to
that feeling a wee bit."*

Male, Low Risk

Multi channel approach



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CHANNEL	OBJECTIVE
MEDIA	Targeted mass reach. Key channels to reach the audience included TV, radio and digital to increase awareness and maximise proximity to the decision-making moments on the roads.
PR	Extend reach and education. Extensive national and local media relations. Powerful facts to bring to life consequences of speeding to encourage self-identification.
PARTNERS	Extend reach. Distribution of campaign messages via trusted voices.

Road safety campaign asking Lanarkshire drivers to help reduce collisions and casualties

Cabinet Secretary for Transport, Fiona Hyslop, and Police Scotland's Chief Superintendent Hilary Sloan launched the campaign at the Traffic Scotland National Control Centre in South Queensferry.



BY ROSE THOMSON
2023-10-24



SPEEDING
YOU ONLY HAVE TO LOSE CONTROL ONCE

NHS Lanarkshire
@NHS_Lanarkshire

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

Anyone could have a collision, and statistics show the higher the speed on impact, the more serious the outcome.

Learn more at: cns.uk/LtqJzj3k0wvA5w

NHS Lanarkshire
@NHS_Lanarkshire

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Angus County Press

Campaign urges drivers to slow down

Mark Davis

As we reach the end of the year, it's time to reflect on the number of collisions caused by drivers travelling at high speeds. The latest figures show that in 2022, there were 237 fatalities or casualties on roads in Aberdeenshire.

Speeding increases the likelihood and severity of collisions and casualties. In 2022, there were 237 fatalities or casualties on roads in Aberdeenshire.

Councillor Alan Turner, chair of Aberdeenshire Council's Infrastructure Services Committee and Nestrans, said: "This campaign is an important reminder to drivers across Aberdeenshire to consider their driving behaviour and slow down to help reduce collisions and casualties on our roads."

"We're urging all local drivers to stick to the speed limit and adjust to the driving conditions, including the weather and condition of the road."

Nearly half (44 per cent) 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 (74 per cent) of road deaths.

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

Cabinet Secretary for Transport, Fiona Hyslop, said: "No matter how experienced you are as a driver, collisions can happen to anyone, and the consequences could be devastating – for you, for other road users, and for loved ones."

"We're urging drivers to consider their driving behaviour and reduce their speed, making our roads safer for everyone."

There are more than 300 safety camera locations across Scotland, placed where there is evidence of injury collisions and speeding, and where they have the greatest potential to reduce casualties.

Chief Superintendent Hilary Sloan, Head of Road Policing, said: "Speeding is always a risk. It only takes a split second to lose control and it only has to happen once."

"A collision affects more than just you and your vehicle – it impacts your family, the victim's family, emergency services and people who witness it. Everyone has to take responsibility to save lives on Scotland's roads."

Running across TV, radio and digital channels, the campaign delivers a strong message to drivers – You only have to lose control once. The message is brought to life in a thought-provoking TV ad highlighting the split-second moment before a collision from a driver's point of view.

For more information about the campaign, go to roadsafety.scot.

The campaign was launched by transport secretary Fiona Hyslop and Chief Superintendent Hilary Sloan.

Implementation

Arriving Alive

With targets exceeded, our campaign has helped to change attitudes towards speeding and risky speeding behaviour.

Ultimately, this moves us closer towards Vision Zero of a road network where no-one is killed.



Up next



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**Young
Drivers**



**Fitness to
Drive**



Motorbikes



**National
Conversation**



Thank you!

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