

Drive safely for longer

Fitness to Drive 2025 Stakeholder Toolkit



**Safer
Scotland**
Scottish
Government



About the Fitness to Drive campaign

The Fitness to Drive campaign, launched by the Scottish Government and Road Safety Scotland, encourages drivers aged 60 and over to reflect on their driving skills and take positive steps to help them drive safely for longer.

In 2024, 29% of car drivers killed or seriously injured on Scotland's roads were aged 60 and over. With over 850,000 drivers over 60 on Scotland's roads, it is vital that, as we get older, we do everything we can to keep driving safely and confidently for as long as possible.

For many, driving represents a big part of their independence and freedom. The Fitness to Drive campaign encourages mature drivers to identify changes in their driving abilities and highlights the steps they can take to address them, including booking an eye examination, reducing night-time driving, and refreshing their driving skills with a mature driving review.



Fitness to Drive Roadshow

This autumn and winter the Fitness to Drive campaign is going on the road to engage with mature drivers at locations across Scotland, inviting them to take a 'Driver MOT'.

Drivers will be encouraged to learn more about the changes to driving abilities that can come with age, and reflect on their own driving and any changes they may have noticed. Drivers will be assured they are not alone in this, with a dedicated team on hand to advise on the steps drivers can take to feel more confident on the road.

While decisions around driving abilities and the right time to stop driving are up to the individual (unless medically advised to do so), friends and family of mature drivers also have a role to play in ensuring they initiate conversations in a supportive and constructive way.

The 'Driver MOT' team will visit Scottish towns and cities with a series of static and roaming field events over a total of 56 days. A link to dates and locations can be found on the next page.



Events

To find out when the Fitness to Drive Roadshow will visit your area, go to www.roadsafety.scot/mature-drivers-roadshow for a list of all static and roaming events.



Key Messages

For mature drivers

- ◆ Deteriorating eyesight, slower reaction times and medications can affect your ability to drive as you get older.
- ◆ If you're finding certain things more difficult, like driving at night, driving longer distances, or driving on the motorway, it could be a result of changes in your vision or reaction times.
- ◆ At age 65, it can take four times longer for your eyes to recover from glare.
- ◆ There are many steps you can take keep driving safely and confidently for as long as possible – for example, booking an eye examination, using hearing aids, reducing night-time driving, and refreshing your driving skills with a mature driving review.
- ◆ Deteriorating eyesight can be gradual and may go unnoticed, so it is important to get your eyes examined regularly.
- ◆ An eye examination will not only ensure you have the right glasses or contact lenses for driving, but also flag up common age-related conditions, such as cataracts and glaucoma.
- ◆ Remember, you don't have to wait until you are due for your next eye examination. If you notice changes in your vision, get in touch with your local optometrist (optician) right away to book an appointment.
- ◆ Some people are eligible for help towards the cost of glasses or contact lenses, following a free NHS eye examination. More information can be found at www.eyes.nhs.scot.
- ◆ UK driving licences expire when you reach 70. This doesn't mean you have to give up driving, but you must renew your licence every three years.

Key Messages

Continued

- ◆ If your reactions are becoming slower and you feel anxious about driving, it might be time to talk to someone about stopping. Friends and family can help you find a way forward.
- ◆ See our leaflet [Your Guide to Driving Safely for Longer](#) for more information.
- ◆ There may come a point when a loved one needs to consider hanging up their keys. This can be a sensitive issue, as driving is often a big part of someone's independence and freedom.
- ◆ As a friend or family member, approaching this conversation with empathy ensures your loved one's safety and well-being, while respecting their independence.

For family members

- ◆ There are many steps your loved ones can take to keep driving safely and confidently for as long as possible – for example, booking an eye examination, using hearing aids, reducing night-time driving, and refreshing their driving skills with a mature driving review.
- ◆ Preparing beforehand, and addressing emotions and different perspectives can help you navigate the topics with care and understanding.
- ◆ See our [Friends and Family leaflet](#) for more advice.

How you can support the campaign

Below you will find some information to help you support and share the campaign on your channels.

Social Media

You can support the campaign on your social media channels by sharing posts from the Road Safety Scotland [X](#) and [Facebook](#) pages and promoting the field events dates.

You can also access social media assets on our [Campaign Assets](#) page to post on your own channels with the suggested copy in this toolkit.

- ◆ Direct your audience to the campaign website roadsafety.scot/maturedrivers
- ◆ Use the campaign hashtag: [#ArriveAlive](#)
- ◆ Download the campaign TV advert from the [Campaign Assets](#) page and share it with your audience

Stakeholder assets

You can download the following assets on our Campaign Assets page:

- ◆ Social media assets
- ◆ Friends and Family leaflet
- ◆ A Guide to Driving Safely for Longer leaflet
- ◆ Your Driver MOT Checklist

How you can support the campaign

Suggested social media posts

Facebook

We are supporting Road Safety Scotland's Fitness to Drive campaign, encouraging mature drivers to reflect on their driving and take action to keep driving safely and confidently for as long as possible. Find out more about the campaign here:

roadsafety.scot/maturedrivers #ArriveAlive

If you notice a change in your vision, you don't have to wait until your next eye examination. Get in touch with your local optometrist (optician) so that you can stay safe on Scotland's roads. Learn more at

roadsafety.scot/maturedrivers #ArriveAlive

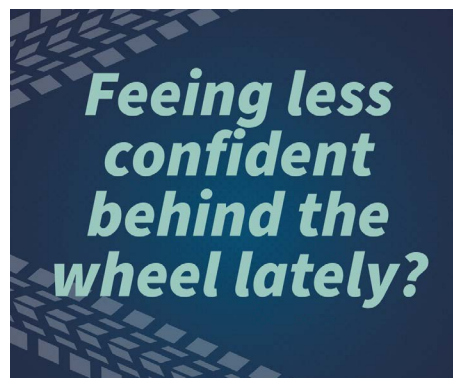
Time for a Driver MOT? On [date], Road Safety Scotland will be at [location], talking to mature drivers about the ways our driving can change as we get older, and the steps we can take to keep driving safely and confidently as long as possible. Friends and families also welcome!

X

As you get older your eyesight and general health may change in a way that affects your driving. The best way to make sure your eyes are fit to drive is to have them examined regularly. Learn more at

roadsafety.scot/maturedrivers #ArriveAlive

If your vision is affecting the way you drive and you feel less confident on the road, it's important to take action. An eye examination could help you drive safely for longer. Learn more at roadsafety.scot/maturedrivers #ArriveAlive



Alt text:

Text on a blue background with tyre track patterns. Caption reads: 'Feeling less confident behind the wheel lately?'

Get in touch

We're looking forward to working with you on the Fitness to Drive 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

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



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