



# SPEED CAMPAIGN

## STAKEHOLDER TOOLKIT

***#ARRIVEALIVE***

***roadsafety.scot***



**POLICE  
SCOTLAND**  
Keeping people safe  
**POILEAS ALBA**



**Safer  
Scotland**  
Scottish  
Government

# WHAT IS THE SPEED CAMPAIGN?

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

The Scottish Government is tackling the serious issue of speeding with a road safety campaign, asking drivers to slow down to help reduce collisions and casualties.

No matter how experienced you are as a driver, a collision can happen to anyone, and the consequences could be devastating. The campaign delivers a strong message to drivers – **you only have to lose control once.**

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



# KEY MESSAGES

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

Reducing your speed means reducing your chances of a serious collision.

Just 5mph slower could save a life. When drivers reduce their speed from 65mph to 60mph, fatal collisions are cut in half.<sup>1</sup>

A collision could happen to anyone - no matter how good a driver you think you are. You only have to lose control once.

Last year, nearly two thirds of people killed on Scotland's roads died on rural routes, where higher speeds make crashes far more serious, despite these roads accounting for 42% of all road casualties.

If you're caught speeding you could face a £100 fine and 3 penalty points added to your license.

<sup>1</sup> Speed Impact Tool | GRSF ([roadsafetyfacility.org](https://roadsafetyfacility.org))

# HOW YOU CAN SUPPORT

There are lots of ways you can get involved with and support the campaign:

## PARTNERSHIPS

We are working with a number of partner organisations to help spread road safety messages as wide as possible.

If you would like to be involved, please contact [sgmarketing@gov.scot](mailto:sgmarketing@gov.scot)

## PR


Sharing real stories and experiences helps bring our campaign messages to life in the media and on social media. If you have been impacted by speeding on Scotland's roads – either through a collision involving you or a loved one, or by facing penalties for speeding – and you 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](mailto:roadsafety@smarts.agency)


# HOW YOU CAN SUPPORT

## SOCIAL MEDIA

We would appreciate your support in sharing campaign assets and messages on your social media channels. You can share our posts directly from the Road Safety Scotland X and Facebook pages, and you can download social media assets and a poster from the campaign assets page on the Road Safety Scotland website.

 Our Facebook page is here: [facebook.com/roadsafetyscotland](https://facebook.com/roadsafetyscotland)

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

 Here is a link to the website: [roadsafety.scot](https://roadsafety.scot)

 [Click here to download campaign assets](#)

# EXAMPLE SOCIAL MEDIA POSTS



↑ Alt text: A male driver looking into the camera as shards of glass suggest a broken windscreen. Caption reads: 'Speeding, you only have to lose control once'.

*The consequences of speeding could be devastating - for you, for other road users and for loved ones. Slow down on Scotland's roads. Learn more at [roadsafety.scot/speed](https://roadsafety.scot/speed) #ArriveAlive*

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*1 in 5 deaths on Scotland's roads are caused by speeding. Reduce your speed to make our roads safer for everyone. Learn more at [roadsafety.scot/speed](https://roadsafety.scot/speed) #ArriveAlive*

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*A collision could happen to anyone, no matter how experienced a driver you are. You only have to lose control once. Slow down on Scotland's roads. Learn more at [roadsafety.scot/speed](https://roadsafety.scot/speed) #ArriveAlive*

*Get caught speeding and you could be facing a minimum fine of £100 and three points added to your licence. Learn more at [roadsafety.scot/speed](https://roadsafety.scot/speed) #ArriveAlive*

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*Anyone could have a collision - and statistics show the higher the speed on impact, the more serious the outcome. Reduce your speed to make our roads safer for everyone. Learn more at [roadsafety.scot/speed](https://roadsafety.scot/speed) #ArriveAlive*



# GET IN TOUCH

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 PR team at [roadsafety@smarts.agency](mailto:roadsafety@smarts.agency)

*roadsafety.scot*

