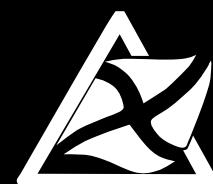




Speeding Stakeholder Toolkit



Road Safety
SCOTLAND



Safer
Scotland
Scottish
Government

Background

Around one in five newly qualified drivers are involved in a collision within their first year on the road. To help reduce this, the Scottish Government and Road Safety Scotland have launched a new Young Drivers campaign targeting risky driving behaviours among 17 to 25-year-olds.

The campaign specifically targets young male drivers who are twice as likely to be involved in a collision and represent the highest risk group. For this group, passing their test provides freedom, independence and new opportunities with their car becoming a social hub.

However, young drivers often begin taking risks soon after passing their test. With limited driving experience, they can misjudge what's safe, and those risky behaviours quickly become normalised without them realising the potential consequences.



Arrive Alive

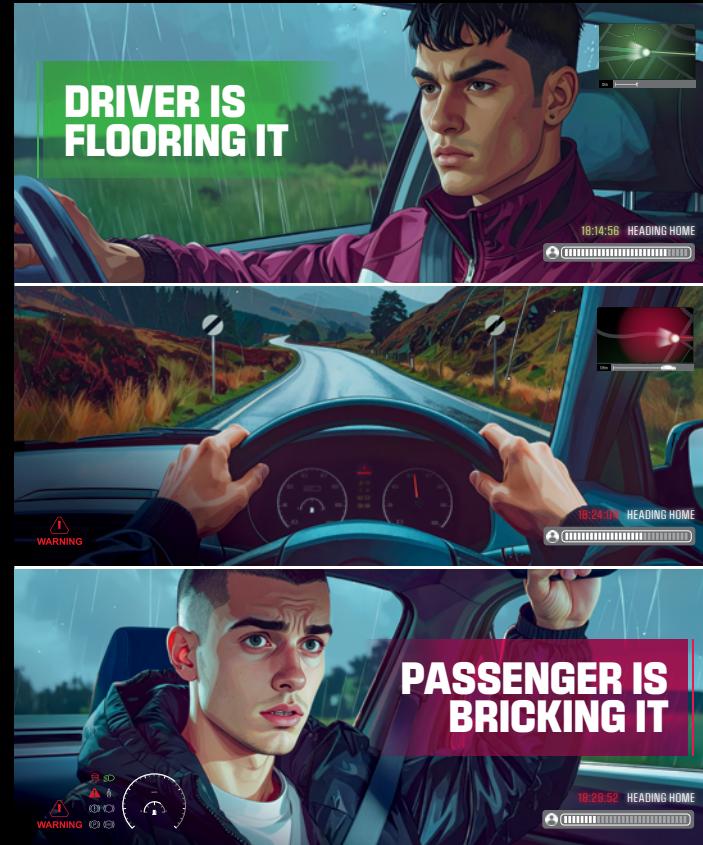


Campaign Details

The campaign addresses behaviours including drink and drug-driving and speeding, reminding young drivers of the potentially devastating consequences for themselves, their passengers, their loved ones and other road users. It also reinforces the penalties they could face, including points, driving bans, fines and even prison.

The campaign spans TV, cinema, outdoor and digital advertising supported by content from influencers, partnership activation and PR. Campaign messaging will run in and alongside content that is already popular with the target audience, tapping into environments and cultural touchpoints that are just for them, for example gaming, football, music, sports and socialising. The first phase of the campaign focused on drink and drug-driving, with the second phase highlighting the dangers and consequences of speeding.

The campaign creative overlays the world of gaming, in which our target audience is immersed, and driving to remind young men that decisions on real life roads have real life consequences and that taking risks behind the wheel is a dangerous game. This is summarised in the campaign strapline 'Real roads don't reset.' [View the Speed ad on YouTube](#)



Speeding is a dangerous game

REAL ROADS DON'T RESET



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Key Messages

Young Drivers

- ◆ Around 1 in 5 newly qualified drivers are involved in a collision within the first year of driving.
- ◆ As a young driver, there are tougher penalties in place by law - covering the first two years after you pass your test.

Speeding

- ◆ Nearly 1 in 3 drivers killed while speeding are aged 16-25.
- ◆ When you speed, you're not only risking your own life, but the lives of your passengers and other road users.
- ◆ Speed is particularly risky on country roads, which can be unpredictable and full of potential hazards.
- ◆ No one wants to be the driver their mates secretly don't like driving with.
- ◆ A collision can happen to anyone, no matter how good a driver you think you are. You only have to lose control once.
- ◆ Speeding is a dangerous game.
- ◆ Real roads don't reset.

Get Involved

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

Social Media

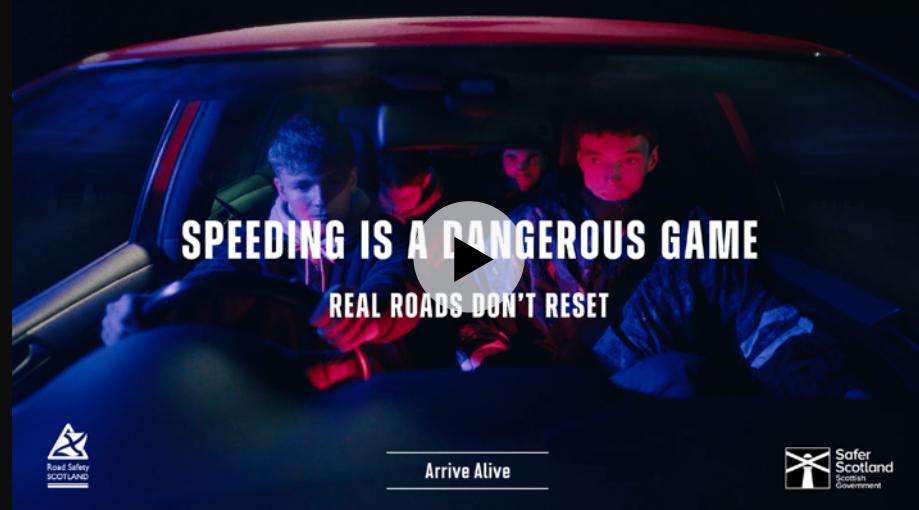
You can support the campaign on social media and on other comms channels by sharing posts from the Road Safety Scotland Facebook and X accounts.

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

- ◆ Our [Facebook page](#)
- ◆ Our X handle: [@RoadSafetyScot](#)
- ◆ [Campaign website](#)
- ◆ [Campaign TV advert: Speed](#)

Campaign Assets

[Campaign assets, including statics, videos and posters](#) can be downloaded on the Road Safety Scotland website.



Get Involved

Partnerships

We work with a number of partner organisations to reach as many people as possible with road safety messaging. If you would like to get involved, contact sgmarketing@gov.scot

PR

Sharing real stories and experiences helps bring our campaigns to life in the media and on social media. If you or a loved one has been impacted by risks taken by young drivers on Scotland's roads and would like to support the campaign as a spokesperson or by sharing your story, please get in touch with our PR team at roadsafety@smarts.agency



Example Social Media Posts

General Young Driver Safety

Around one in five newly qualified drivers are involved in a collision within their first year. Taking risks behind the wheel is a dangerous game. Real roads don't reset.

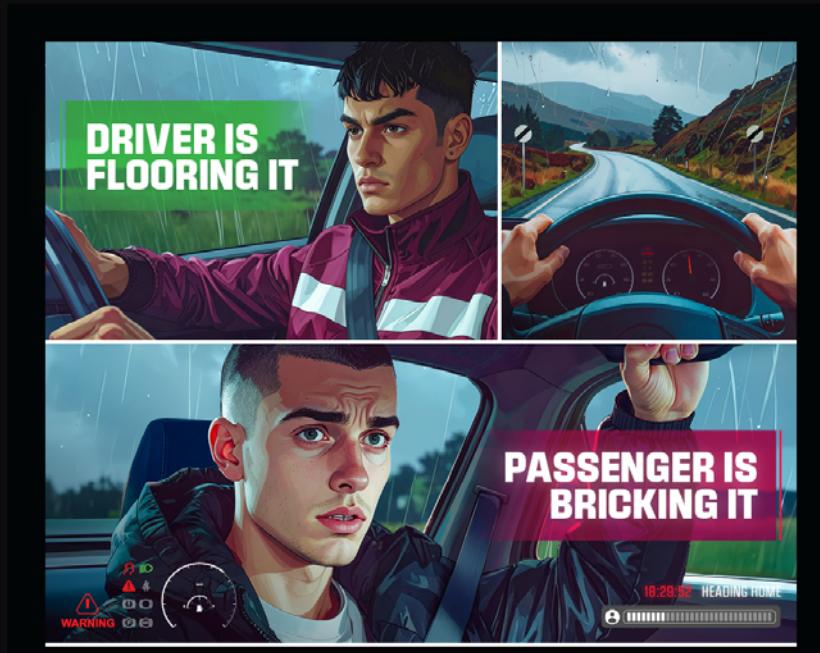
For more information visit: roadsafety.scot/young-drivers
#ArriveAlive

Taking risks on the road can have devastating consequences - for you, your passengers, your loved ones and other road users. Real roads don't reset.

For more information visit: roadsafety.scot/young-drivers
#ArriveAlive

Newly qualified drivers face tougher penalties in the first two years after passing their test. Avoid unnecessary risks and safeguard yourself, your passengers, your licence and your independence. Real roads don't reset.

For more information visit: roadsafety.scot/young-drivers
#ArriveAlive



Arrive Alive



Alt text:

Game style graphics show a young man driving. Another man is in the passenger seat, looking scared. **Caption:** Driver is flooring it. Passenger is bricking it.

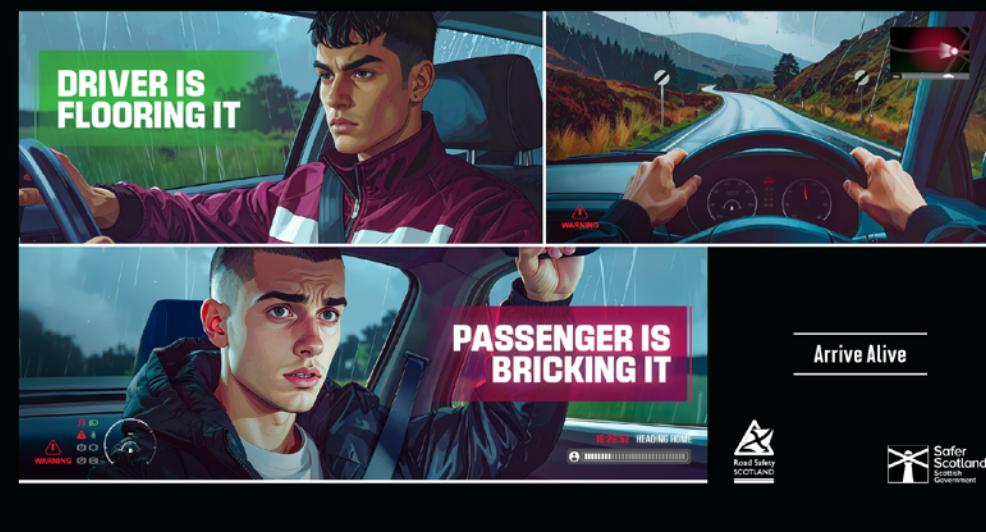
Example Social Media Posts

Speeding

Driving too fast puts everyone on the road at risk, and there are no extra lives. Speeding is a dangerous game. Real roads don't reset. For more information visit: roadsafety.scot/young-drivers #ArriveAlive

Is your driving pushing your mates to their limit? Speeding is a dangerous game. Real roads don't reset. For more information visit: roadsafety.scot/young-drivers #ArriveAlive

Anyone can have a collision, no matter how good a driver you think you are. You only have to lose control once. For more information visit: roadsafety.scot/young-drivers #ArriveAlive



Contact Details

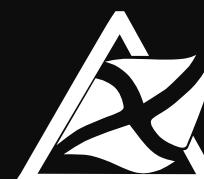
Thank you for your support.

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

#ArriveAlive

roadsafety.scot/young-drivers



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