



# Drink and Drug-driving Stakeholder Toolkit



**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.



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# Campaign Details

The campaign will address 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.

Launched on 1 December 2025, 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, socialising. The first phase of the campaign focuses on the dangers of driving under the influence. Other priority driving topics will be added over time.

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 drug-driving ad on YouTube.](#)

[View the drink-driving ad on YouTube.](#)



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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.

## Drink and Drug-driving

- ◆ Drink and drug-driving can have devastating consequences for you, your passengers, your loved ones and other road users.
- ◆ If caught driving under the influence of drink or drugs, you could face a 12-month driving ban, up to £5,000 fine and up to six months in prison.
- ◆ Plan how you're getting home before you go out. Book a taxi, arrange a lift or check what public transport is available.
- ◆ Just one drink can put you over the limit, so the best approach is none.
- ◆ Alcohol takes a long time to leave your system, so you could still be over the limit the morning after.
- ◆ Drugs can stay in your system for hours, even days, after consumption and can still be detected by a simple roadside drug test.
- ◆ If a friend is about to drive while under the influence of alcohol or drugs, speak up. Take their keys and make sure they get home safely.
- ◆ Think about the impact a fine or losing your licence could have - on your job or studies, your relationships and your social life. It's not worth the risk.

# Get Involved

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

## Social Media

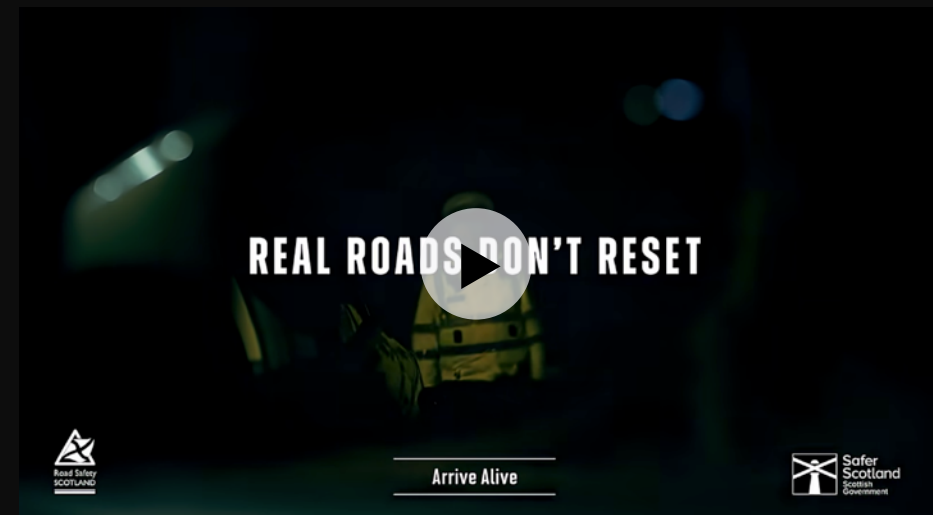
You can support the campaign on social media and on other comms channels by sharing posts from the Road Safety Scotland Facebook and X accounts.

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: drink-driving](#)
- ◆ [Campaign TV advert: drug-driving](#)

## 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](mailto: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](mailto:roadsafety@smarts.agency)



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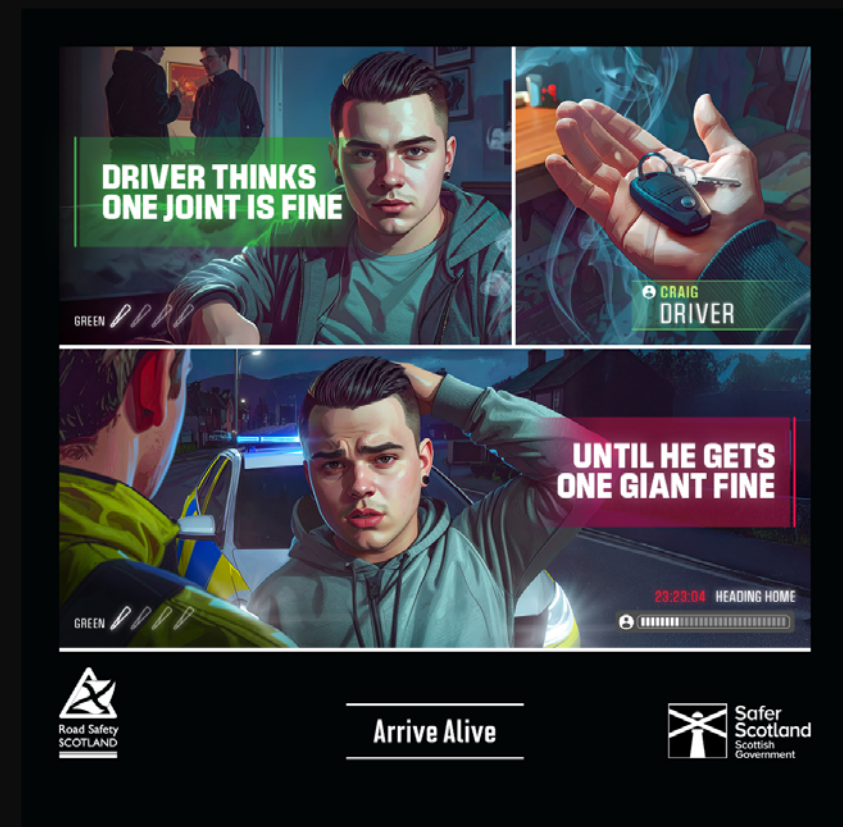
# Example Social Media Posts

## 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](https://roadsafety.scot/young-drivers) [#ArriveAlive](https://www.facebook.com/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](https://roadsafety.scot/young-drivers) [#ArriveAlive](https://www.facebook.com/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](https://roadsafety.scot/young-drivers) [#ArriveAlive](https://www.facebook.com/ArriveAlive)



### Alt text:

Game style graphics show a young man surrounded by smoke, holding car keys and being arrested. **Caption:** Driver thinks one joint is fine. Until he gets one giant fine.

# Example Social Media Posts

## Drink and Drug-Driving

Drink and drug-driving can have devastating consequences for you, your passengers and other road users. Driving under the influence is a dangerous game.

Real roads don't reset. For more information visit:

[roadsafety.scot/young-drivers](https://roadsafety.scot/young-drivers) #ArriveAlive

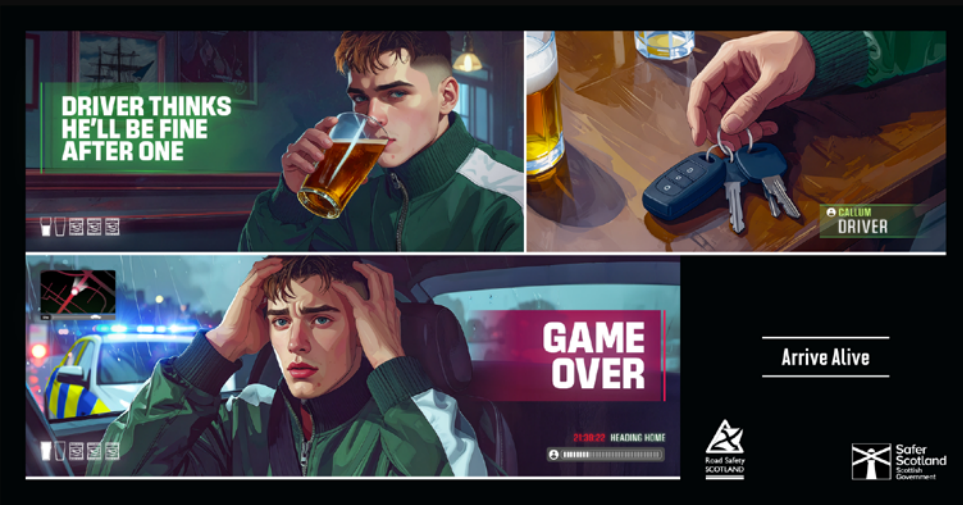
Alcohol takes a long time to leave your system, so you could still be over the limit the morning after.

Real roads don't reset. Don't risk it - plan ahead and choose a safe way home. For more information visit:

[roadsafety.scot/young-drivers](https://roadsafety.scot/young-drivers) #ArriveAlive

Heading out for the night? Driving under the influence of alcohol or drugs can lead to a driving ban, a fine and even prison. Real roads don't reset. Plan ahead and use public transport, book a taxi or arrange a designated driver to get home safely. For more information visit: [roadsafety.scot/young-drivers](https://roadsafety.scot/young-drivers) #ArriveAlive

Drugs can stay in your system for hours, even days, after consumption and can still be detected by a simple roadside drug test. Real roads don't reset. Don't risk it - plan ahead and choose a safe way home. For more information visit: [roadsafety.scot/young-drivers](https://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](mailto:roadsafety@smarts.agency)

**#ArriveAlive**

[roadsafety.scot/young-drivers](https://roadsafety.scot/young-drivers)



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