



#DrivingTiredKills

DRIVER FATIGUE

Stakeholder Toolkit



**Safer
Scotland**
Scottish
Government

WHAT IS THE DRIVER FATIGUE CAMPAIGN?

Fatigue is a contributory factor in crashes which kill or seriously-injure around 50 people every year in Scotland.¹

In 2018, 14 people died on Scotland's roads due to fatigue (nine per cent of all road deaths),² however experts estimate that the real figure is much higher, with up to 30 per cent of all collisions involving driver fatigue.³

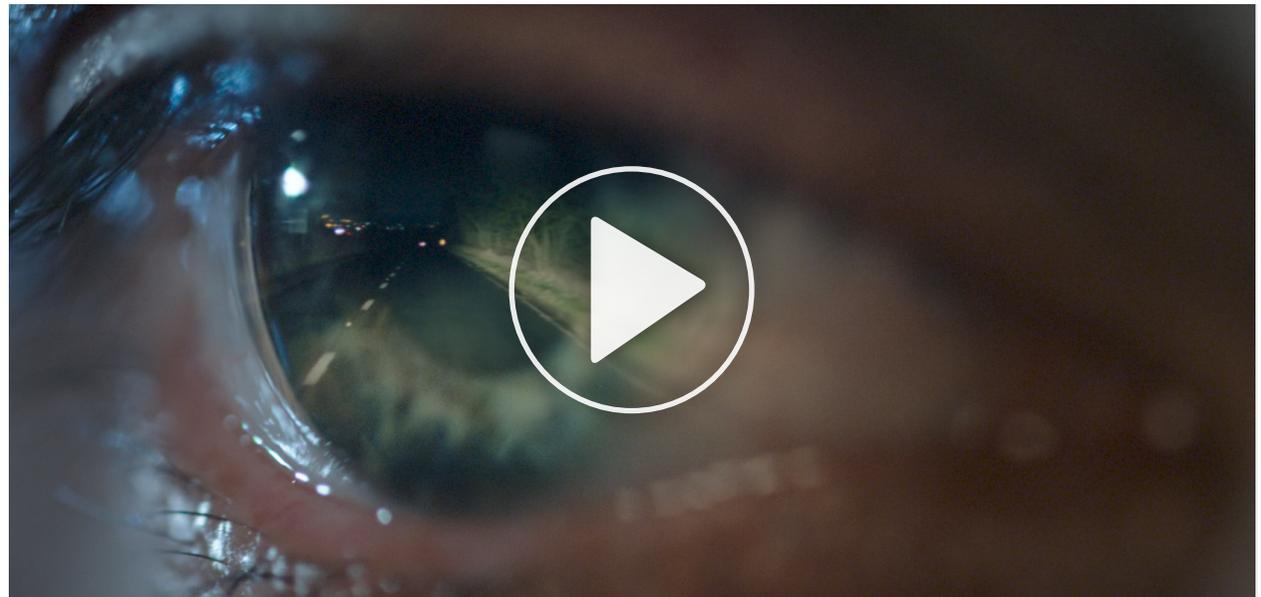
Sleep related collisions are around 50 per cent more likely to result in death or serious injury as they tend to be high speed impacts.⁴

To tackle the serious issue of driver fatigue, the Scottish Government and Road Safety Scotland (part of Transport Scotland) have launched a new campaign with a clear message for all drivers – **Driving Tired Kills**.

The advertising features a striking close-up of a tired driver's eye, with the road ahead reflected in it. After taking a long blink the road reappears in the eye, however the car drifts towards the centre of the road as the eye droops further and remains closed, resulting in a head on collision with another car and devastating consequences.

CONTENTS

- 3 How you can get involved**
- 4 Social media**
- 5 Social media examples**
- 6 Key messages**
- 7 Contact**



THE CAMPAIGN AND HOW YOU CAN GET INVOLVED

There are lots of ways you can get involved and we appreciate your help in spreading this message.

Advertising

The advertising campaign will run across a number of channels throughout Scotland including TV & VOD, digital, outdoor (including advertising on the back of buses and at service stations) and radio.

<https://bit.ly/3aBfLY2>

Partnerships

We'll be approaching a number of partners to help spread the message. If you'd like to get involved please contact:

roadsafetyscotland@leith.co.uk



PR

Real stories featuring real people have a greater impact in terms of communicating campaign messages in the media and we are always on the lookout for suitable people to be involved - e.g. people who regularly drive while tired including busy parents, delivery drivers, shift workers, or those that have had a near miss or collision as a result of driver fatigue. If you would like to be involved in the PR campaign as a spokesperson or case study, want to tell us about local initiatives, or just need some advice about getting local publicity, please contact roadsafety@smarts.agency

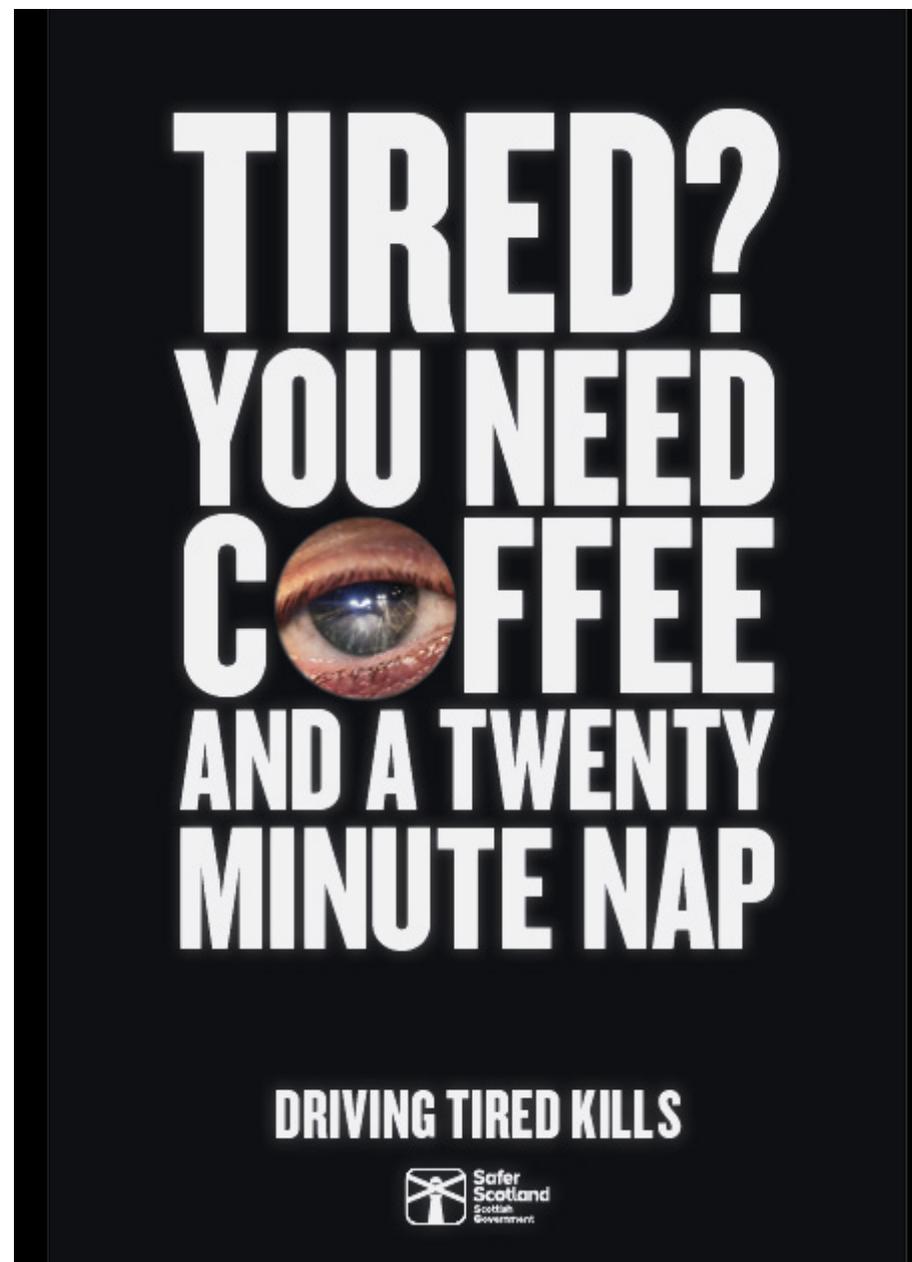
Social media

Through the Road Safety Scotland Facebook and Twitter accounts (@RoadSafetyScot) a number of social media and digital assets, including short film clips featuring the emergency services who regularly deal with fatigue related collisions, campaign visuals and infographics will be made available for you to share on your own channels. These can also be found on the campaign assets page of the Road Safety Scotland website <https://bit.ly/3j33jU1>

SOCIAL MEDIA

We are looking to support partners and stakeholders on social media, which would include us retweeting / sharing your information through our Facebook and Twitter accounts. Similarly, we would appreciate your support in sharing our messages through your own channels.

- Our Facebook page is here:
[facebook.com/roadsafetyscotland](https://www.facebook.com/roadsafetyscotland)
- Our Twitter handle is:
[@RoadSafetyScot](https://twitter.com/RoadSafetyScot)
- The campaign hashtag is:
#DrivingTiredKills
- A shortened URL which links to the website is:
<https://bit.ly/3gcWMnX>
- A shortened URL which links to the ad is:
<https://bit.ly/3aBfLY2>



SOCIAL MEDIA EXAMPLES

Here's an example of tweets and posts you might want to send out to your followers to show your support:



You can't fight sleep. **#DrivingTiredKills**
<https://bit.ly/2EoZxFi>



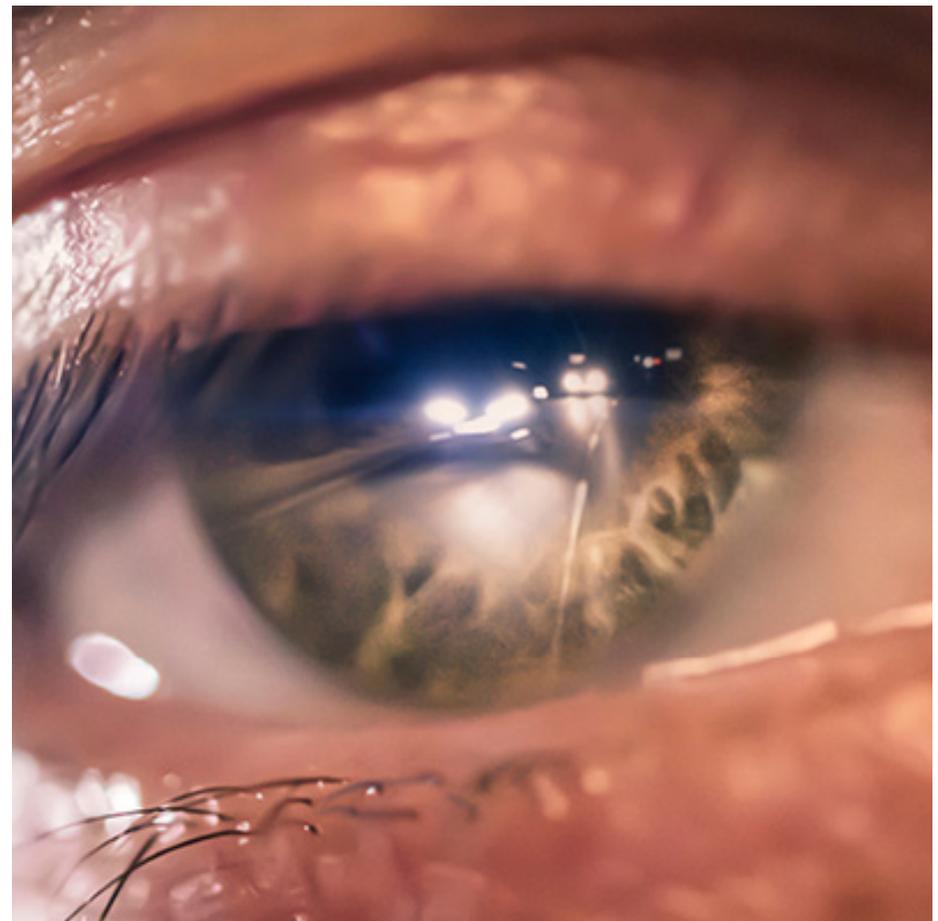
If you feel tired when you're driving, take a break, have a caffeinated drink, and take a nap for 20 minutes while the caffeine kicks in. **#DrivingTiredKills** <https://bit.ly/2YjteyW>



Plan ahead to avoid driving tired. Take a break at least every two hours. **#DrivingTiredKills** <https://bit.ly/2EoZxFi>



Sleep related collisions are around 50 per cent more likely to result in death or serious injury as they tend to be high speed impacts. **#DrivingTiredKills**
<https://bit.ly/2YjteyW>



KEY MESSAGES

Driving tired kills

- Fatigue is a contributory factor in crashes which kill or seriously-injure around 50 people every year in Scotland¹
- In 2018, 14 people died on Scotland's roads due to fatigue (9% of all road deaths).²
- Experts estimate that the real figure is much higher, with up to 30 per cent of all collisions involving driver fatigue.³
- Sleep related collisions are around 50 per cent more likely to result in death or serious injury as they tend to be high speed impacts.⁴

You can't fight sleep

- Many of the counter measures drivers use (opening a window, turning up the radio) have been shown to be ineffective.

Plan ahead

Planning ahead can help you avoid driving tired:

- Plan regular breaks in your journey. Take a break at least every two hours.
- If your journey is very long, or you know you won't have had much sleep, consider using alternative transport or planning an overnight stay.



If your journey has been unavoidably delayed and you're driving for longer than planned:

- Ask another insured driver to take over
- If that isn't an option, have a caffeinated drink, and take a nap for 20 minutes while the caffeine kicks in

CONTACT

We're looking forward to working with you during the Driver Fatigue campaign. If you want to get involved or have any questions, suggestions or comments, please contact the team.

Elizabeth Fong

Scottish Government

elizabeth.fong@gov.scot

PR

Katrina Muir

Smarts

roadsafety@smarts.agency

References

- 1 Reference: Transport Scotland, February 2020
- 2 Total road deaths in 2018 was 161. Source RRCS, 2018
<https://www.transport.gov.scot/media/46069/reported-road-casualties-scotland-2018.pdf>
- 3 Source: BMj 2016: <https://bmjopen.bmj.com/content/bmjopen/6/8/e011461.full.pdf>
- 4 Source, ROSPA, <https://www.rospace.com/Road-Safety/Advice/Drivers/Fatigue/Road-Accidents.aspx>

