



**#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.<sup>1</sup>**

In 2019, fatigue was a contributory factor in 2% of all collisions, but in 5% of all road deaths,<sup>2</sup> however experts estimate that the real figure is much higher, with up to 20 per cent of all collisions involving driver fatigue.<sup>3</sup>

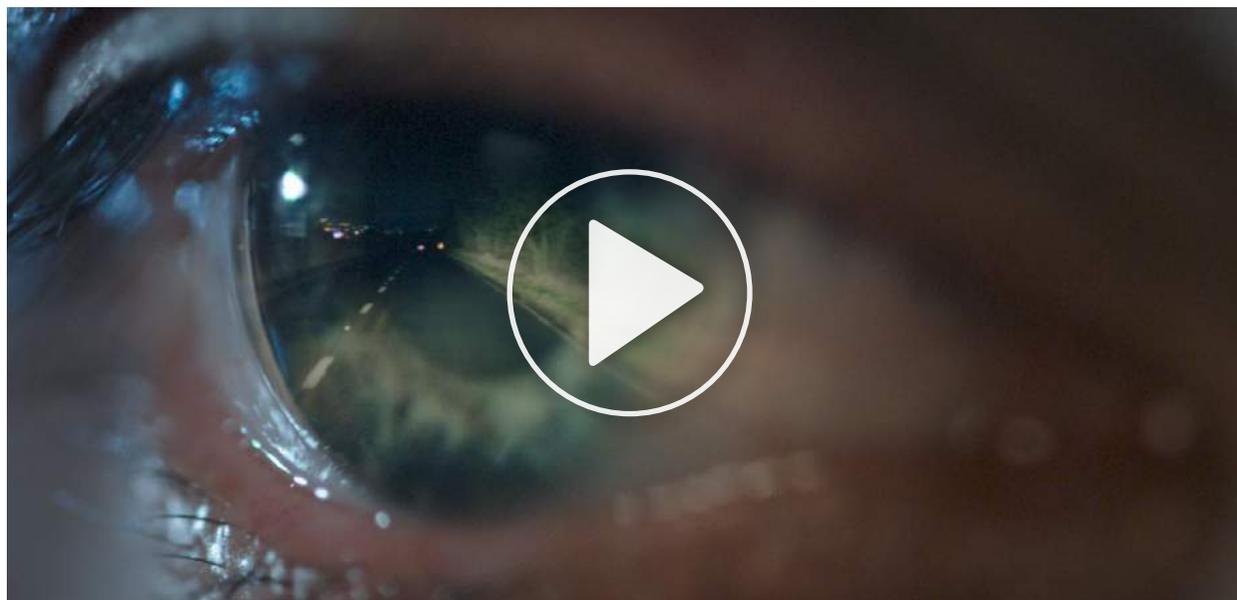
Sleep related collisions are around 50 per cent more likely to result in death or serious injury as they tend to be higher-speed collisions.<sup>4</sup>

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.

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# 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 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](mailto: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](mailto: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 rest for 20 minutes while the caffeine kicks in. **#DrivingTiredKills** <https://bit.ly/2YjteyW>



Plan ahead to avoid driving tired and take regular breaks. **#DrivingTiredKills**  
<https://bit.ly/2EoZxFi>



Sleep related collisions are around 50 per cent more likely to result in death or serious injury. **#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 Scotland.<sup>1</sup>
- In 2019, fatigue was a contributory factor in 2% of all collisions, but in 5% of all road deaths.<sup>2</sup>
- Experts estimate that the real figure is much higher, with up to 20 per cent of all collisions involving driver fatigue.<sup>3</sup>
- Sleep related collisions are around 50 per cent more likely to result in death or serious injury. When drivers fall asleep, the police find no signs of braking, or any avoiding actions, so they tend to result in higher-speed collisions.<sup>4</sup>

## You can't fight sleep

- Many of the counter measures drivers use (opening a window, turning up the radio) simply do not work.

## 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 rest 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.

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## References

- 1 Reference: Transport Scotland, February 2020
- 2 RRCS, 2020
- 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>

