

PRESS RELEASE
(for immediate release)



Message hitting home for 'Numpty' young drivers across West of Scotland

To tackle the unacceptable number of deaths and serious injuries among young drivers and their passengers, the West of Scotland Road Safety Forum (WoSRSF) launched its 'Hero to Zero' campaign in 2007. This initiative generated such positive feedback that a follow-up campaign on the same theme but with a different twist was introduced in the summer of 2009 under the title 'Don't Let This Happen To You'.

Quickly capturing the imagination of its target audience and now popularly known as the 'Numpty' campaign, this adopted a hard-hitting peer pressure angle to persuade young drivers to think carefully about their driving behaviour and not be branded a Numpty, Dunderheid, Eejit or Tube by their friends when they get behind the wheel.

Intensive campaign activity has been conducted across the region including high profile radio and online advertising, competitions, posters and beer mats in pubs, clubs and universities, school washroom stickers and special promotions using Bluetooth technology.

Councillor Hendrie, Chair of the West of Scotland Road Safety Forum commented "We have received highly positive feedback from partners, and young people alike in response to this imaginative initiative. We've also received anecdotal feedback from publicans about young people who have 'stolen' the campaign beermats because they appear to have attracted quite a cult following!

"The number of young drivers killed or injured in West of Scotland has come down steadily since launching our first campaign in 2007 and I'm confident that this latest campaign will continue to make a positive contribution to bringing those figures down even further. We cannot afford to be complacent, however. The latest published figures show that young driver casualties in our area have reduced from five a day in 2006 to three in 2008* ... but whichever way you look at it, that's still three a day too many.

“We will continue to do everything we can to reduce this tragic waste of young lives across the West of Scotland”

For further information on the consequences of reckless driving and advice for young drivers – including the effects on driving ability of drink and drugs – visit the campaign website www.dontletthishappentoyou.co.uk

ENDS

Notes to Editors:

*Average daily figure based on all 17-25 year old driver and passenger casualties for 2006 and 2008

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