



making the difference

# DON'T

Drug driving...you'd be off your head



Up to six months in prison, £5000 fine, your licence up in smoke..... Still driving home tonight?

## Anti Drug Driving Initiative

### The Client

Under the title DRUG DRIVING – YOU'D BE OFF YOUR HEAD, this internationally award-winning campaign was initially launched in the North East of England in 2003 in conjunction with a consortium of key partners including LARSOA, Drug Action Teams, the Government Office for the North East and regional police forces.

### The Challenge

It was prompted by the findings of Durham Police, in the first half of 2002, where more road traffic fatalities were identified with illegal drugs in their system than with alcohol.

Extensive pre campaign research among the core target of young drivers showed there was scant awareness of the potential penalties for offending or of the inherent dangers. Many viewed it as a 'soft option' to drink driving.

### The Dynamic Solution

This was the first campaign in the UK to inform drug drivers that the law made no distinction between impairment through drink and impairment through drugs – the penalties were exactly the same. Many offenders had absolutely no idea. This was backed up by increasing their fear of enforcement. We introduced an award winning advert re-enacting a field impairment test to challenge the general misconception that the police 'can't prove it'.

It was also vital to find genuine case studies for peer referencing to overcome the 'it wouldn't happen to me' mindset. Dynamic sourced many genuine case studies which had significant impact. The key was to raise awareness of the consequences in a way the audience could relate to. We avoided paternalistic messages.



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LOCAL AUTHORITY  
**LARSOA**  
FOR ROAD POLICE AGENCIES



**TACKLING  
DRUGS  
CHANGING  
LIVES**



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## The Results

Constant monitoring of campaign effectiveness showed a significant increase in awareness of the penalties. More importantly, there was a corresponding reduction in young drivers saying they would risk drug driving in the future.

This hard-hitting campaign has now been successfully rolled out with similar results in many other regions across the UK, winning many prestigious awards including a Prince Michael International Road Safety Award, Gold in the Mobius International Advertising Awards in Los Angeles (which attracted 5,500 entries from 35 different countries) and Gold in the Fresh Awards North East.

## Partner feedback

*"This initiative has been inspirational. Dynamic's pre-campaign research involving focus groups proved essential to its integrity and direction. Their professionalism and enthusiasm was matched only by their team's creative ability, ensuring the identified target group would be reached & the campaign would be highly successful."*

**Alan Kennedy – Chair LARSOA North East and Vice Chair of LARSOA UK.**

*"This innovative campaign to raise awareness of the penalties for driving under the influence of drugs has unquestionably proved successful."*

**Chris Cole – Strategic Manager Cleveland Police Road Policing.**

*"This was a well researched and effective campaign. Dynamic produced evidence of who, what and where we should be targeting our resources and actively involved the police as key partners."*

**Vanessa Bainbridge –Drug Action Team North East.**

*Following its success, this initiative has been launched in many key regions throughout the UK, including the West of Scotland.....*

*"Thank you for your dedication and professionalism in the recent anti-drug drive campaign. Your hard work and effort made the launch of the campaign a huge success."*

**Jim McGuire –Chair of the WoSRSF Officers Group**