



making the difference



5th October 2009

Get Clued Up in Schools Initiative Pilot

An innovative new campaign to tackle the increasing problem of drug driving 'Get Clued Up' was launched by GEM Motoring Assist.

The Press Release

Monday 5th October 2009

An innovative new campaign to tackle the increasing problem of drug driving 'Get Clued Up' has been launched today by GEM Motoring Assist.

The new web based pilot campaign, (www.getcluedup.info) which is running in around 100 selected schools and colleges across the country, encourages students to create anti-drug driving campaign materials designed to directly target their own peer group.

Comprehensive lesson plans, which have been developed in consultation with Head Teachers and Sixth Form Heads, will be provided before they start the creative process. This is to ensure the students have understood the main issues and therefore produce evidence based solutions. They will be competing for the chance for their school/college to win up to £1,000 worth of Sony equipment within each participating local authority area and the winning teams will also win £250 worth of vouchers.

David Williams MBE Chief Executive of GEM Motoring Assist said, "Drug taking is a major social menace affecting many aspects of society. However, the combination of drug taking and driving is literally a matter of life and death and The GEM Motoring Assist Road Safety Charity is keen to do all it can to prevent the problem from escalating further. We hope that our commitment in commissioning and sponsoring this initiative will be supported by schools and local authorities throughout the Country once this pilot has been successfully concluded."

Dr. Rob Tunbridge, an expert in drug related research added "If we are going to tackle the problem of drug driving it is particularly important to get the message across at an early an age as possible. Official figures show that more than 11,000 under-16s - legally too young to drink - received help with their addiction to cannabis, heroin, alcohol and other drugs in 2007. We know from extensive research on drink drive offenders that early intervention to educate these drivers reduces their chance of re-offending by a factor of three. That is why this innovative new project to tackle young drivers before they embark on their driving career is so important and is one I wholeheartedly support and I am delighted to be involved in."



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

Alan Kennedy, Chair of Road Safety GB and one of the key partners in the pilot added, "The 15-18 year old age group is an extremely difficult group to engage, which is why we needed an initiative which was interactive, informative and interesting. Our award winning 'Drug Driving – You'd Be Off Your Head' campaign gave us good insight into this group, which we have used to inform campaign development. We expect to see some excellent creative ideas from students as a result".

Participating schools and colleges have signed up for the campaign at www.getcluedup.info. Packs including campaign branded stickers and posters have been sent to them directly for the launch of the campaign this week.

GEM Motoring Assist is a trading name of The Guild of Experienced Motorists, established in 1932 as an independent driver-based road safety association. GEM's aim is to improve safety for all road users through the sponsorship and initiation of accident prevention measures throughout the UK and to provide motoring and safety information to its own members. Members' benefits include a regular magazine, free literature and advice and discounts on insurance and other services.



View getcluedup.info

The screenshot shows the website interface for 'GET CLUED UP'. At the top, there are social media links for Facebook and a news flash: 'INITIATIVE LAUNCHED 8TH OCTOBER 2009'. The main banner features the campaign logo and the slogan 'drug driving... you'd be off your head', along with the GEM Motoring Assist logo. A navigation menu includes: Home, Existing Campaigns, The Competition, Your Area, Research, Case Studies, Latest News, and Contact.

The main content area is titled 'Home' and contains the following text:

Getting clued up on the dangers of drug driving starts here!

There's no doubt that driving under the influence of illegal drugs is a growing problem, especially among young drivers and that includes school and college students like YOU!

Supported by the GEM Motoring Assist Road Safety Charity and your local Road Safety Unit, the GET CLUED UP initiative is all about helping young drivers and passengers make safe choices when driving, now and in the future.

This website is designed to give you easy access to all the information you need to get the most from this initiative in your school or college AND put you on the right road to win an exciting competition to create your own anti-drug driving campaign idea!

The Get Clued Up site uses Adobe Acrobat PDF (.pdf) files and Powerpoint Presentation (.ppt) files throughout.

Below this text are two links with icons:

- If you do not have a PDF reader, [click here to download one for free \(PC\)](#) or [here if you are using a Mac.](#)
- If you do not have a Powerpoint viewer, [click here to download one for free \(PC\)](#) or [here if you are using a Mac.](#)

The sidebar on the left contains three widgets:

- WIN SONY EQUIPMENT:** Design and develop your very own anti-drug driving campaign idea for a chance to win it as a live campaign. The winning School will receive £1,000 worth of Sony Equipment.
- The Tube:** Check out our youtube page for examples of winning anti-drug driving video adverts.
- SHORTLISTED ENTRIES:** Click here to check out the shortlisted competition entries in with a chance to win.

The sidebar on the right contains:

- DEADLINE COUNTDOWN:** A digital clock showing 5070330.
- UNTIL COMPETITION BEGINS:** A 'Quick Answer Poll' asking 'Do you have a current driving license?' with radio buttons for 'Yes' and 'No'.
- Latest News:** A link to '5TH OCTOBER 09: Get Clued Up Initiative launched.'
- Sign up to Newsletter:** A form with fields for Name and Email.



Campaign materials



View the Road Safety GB editorial