

## THINK! 2-YEAR STRATEGY

**THINK! aims to reduce the number of people killed and seriously injured on the roads in England and Wales by changing attitudes and behaviours among those at most risk.** The '**Mates Matter**' strategy has underpinned THINK! campaigns for the past 5 years, using the power of friendship groups and peer influence to champion positive driving behaviours.

This approach has consistently delivered highly targeted, compelling communications that have driven a significant increase in reported actions taken by our target audience in addressing issues like drink driving, mobile phone use and speed. It has achieved this by redefining what it means to be a 'good driver', encouraging young men to look out for their friends and nudging the audience through 'in the moment' interventions.

### SOCIAL CONSEQUENCE

**Social Consequence represents a strategic evolution.** While 'Mates Matter' remains our foundation, feedback has highlighted challenges in the audience recognising a clear role and action for themselves, driving a need for clearer communication to focus attention and bring the consequences of risky actions closer to home.

To address these challenges, THINK! commissioned research to explore the **role of social consequences** in evolving our approach to shaping attitudes and behaviours on the roads. This has been pivotal in supporting the development of our 2023/24 and 2024/25 priorities, of **speed, seat belts, and drink driving.**

**THINK!'s continued focus on men aged 17 to 24 is based on compelling insight:**

- This group are **four times more likely** to be killed or seriously injured on the road than drivers aged 25 or over. This heightened risk can be due to over-confidence, inexperience, and an optimism bias.
- Furthermore, there has been a concerning **decline in risk perception** among this audience, possibly exacerbated by the effects of the pandemic.
- They tend to perceive certain behaviours such as mobile phone use and drink driving as more acceptable than the wider population and are **more likely to know someone that undertakes these behaviours.**





*You'll almost never tell anyone to slow down, but always if someone is going too slow.*

*It's the same in any situation, meeting girls, before a game, in the car...you don't want to look like you're not in control.*

*No one follows all the rules they have to learn for their test.*

*If I'm only going down to the shop, its hardly worth putting it [a seat belt] on.*

*You can lose so much, you lose your freedom...it's a spiral*

Our new approach challenges the audience's belief that negative driving behaviours won't impact them personally by **connecting consequences to their social and personal lives**. For instance, fines, licence loss, or vehicle damage can lead to financial, logistical, and reputation issues in their social and professional lives.

## PRIORITY AREAS

Our paid campaigns reach our audience where they spend their time, featuring on channels such as **out-of-home, online video, social media, gaming platforms and digital audio**. Over the next two years we plan to tackle:

**Speed** is a leading contributing factor to road fatalities and injuries, particularly among our young male audience who often underestimate the risks and unacceptability of driving too fast. The latest campaign will bring the dangers of driving too fast for the conditions, especially on rural roads, to the forefront of young male minds by emphasising the message of 'expect the unexpected'.

The **Drink driving** campaign will seek to alter young men's views of the risks, social unacceptability, and normalcy of drink driving, as well as challenge their idea of what it means to be a 'drink driver'. For them drink driving can be categorised into two kinds, those with good intentions that get carried away and those that are more persistent, reckless and visibly drunk.

The **Seat belts** campaign reminds young men that they are putting more than themselves at risk when they choose not to wear one, by encouraging compliance to be a collective act in the car.

Our **Education** resources will remain 'always on' and we plan to conduct partnership activity to highlight the increase in child pedestrian injuries as children transition from primary to secondary school.

# Campaign Calendar

- Paid campaign
- Low/no cost

2023-24 Financial Year

2024-25 Financial Year

March	April	May	June
<b>Speed</b> 4 weeks		<b>Vehicle and bike checks, Mobiles</b>	
July	August	September	October
	<b>Vulnerable Road Users</b> 6 weeks		
<b>Vulnerable Road Users and Drink</b>		<b>Back to School and Darker Nights</b>	
November	December	January	February
	<b>Drink</b> 4 weeks		<b>Speed</b> 6 weeks
<b>Drink and Drugs</b>		<b>Speed and Mobiles</b>	
March	April	May	June
<b>Speed</b> 6 weeks	<b>Seat Belts</b> 6 weeks	<b>Child Pedestrians</b> 4-6 weeks	
<b>Seat Belts</b>	<b>Child Pedestrians and Motorcycles</b>	<b>Vulnerable Road Users and Drink</b>	
July	August	September	October
<b>Drink</b> 6 weeks			
<b>Vehicle Checks, Drink and Drugs</b>		<b>Back to School and Darker Nights</b>	
November	December	January	February
	<b>Drink</b> 4 weeks		
<b>Seasonal, Drink and Drugs</b>		<b>Speed and Mobiles</b>	

March
<b>Seat Belts</b>

*Subject to change, with wider policy areas continuously monitored.*  
*'Failure to look' currently planned as a priority area to explore 25/26.*

For each campaign we will conduct pre and post wave campaign research to measure effectiveness.



# HOW YOU CAN SUPPORT AND ENGAGE WITH THINK! CAMPAIGNS

## The THINK! Newsletter

Please subscribe to the [THINK! newsletter](#) which will be sent out regularly. This ensures you receive the latest updates on THINK! campaigns, insights and toolkits. We are also happy to share your campaign updates and news.

## Upweighting campaigns

Upweighting extends THINK! national campaigns by investing additional budget in specific areas, efficiently leveraging well-researched campaigns with national reach. Our structured process and guidance supports local authorities and organisations in amplifying campaign content in regional areas, with collaborative evaluation of outcomes.

## Using our toolkits

For each [campaign](#), we provide comprehensive toolkits containing assets and copy to amplify our message. Utilising these toolkits ensures the consistent message and visual identity of our campaign.

## Support on social

In addition to our paid campaigns, we use our owned media channels in an 'Always On' approach to support road safety topics, campaigns, and road safety awareness moments throughout the year. You can follow us on [Twitter](#), [Facebook](#) and [Instagram](#).