

Summer 2026 Drug Driving Campaign



Stakeholder toolkit
July 2026

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Campaign Overview

The problem of drug driving is on the rise. Between 2014 and 2023, there was a 70% increase in driver fatalities where drugs were present. And young men are particularly at risk, with around 90% of drivers impaired by drugs in collisions being male, and 4 in every 10 aged between 17 and 29.*

To tackle this growing issue, THINK! launched '**Don't Put Drugs in the Driving Seat**' in 2025 to remind young drivers of the risks and the spiral of consequences they can face if they choose to drug drive.

Over the summer, paid advertising will run from 1 July to the end of August, aligning with increased summer travel, festival season and recreational drug use. The campaign seeks to reduce drug driving by increasing awareness of the risks and consequences of driving after taking drugs.

*Analysis of STATS19 data for collisions with 'impaired by drugs' as a contributory factor, 2018-2022 data.



Key message

**Don't put drugs in the
driving seat**



Full asset list

Videos:

- Hero 30" (16x9) - *with & without titles*
- 20" coke (16x9, 4x5, 9x16, 1x1)
- 20" weed (16x9, 4x5, 9x16, 1x1)
- 20" weed with titles (16x9, 4x5, 9x16, 1x1)
- 6" coke – court (16x9, 4x5, 9x16, 1x1)
- 6" coke – prison (16x9, 4x5, 9x16, 1x1)

Social and out of home statics:

- Prison OOH (9x16, A4 Print)
- Prison Social (4x5, 9x16, 1x1)
- Police station OOH (9x16, A4 Print)
- Police station Social (4x5, 9x16, 1x1)
- Court OOH (9x16, A4 Print)
- Court Social (4x5, 9x16, 1x1)
- Court static with statistic (1080x1920)
- Police station static with statistic (1080x1920)
- Regional statistic statics (1080x1920)

Audio:

- 30" ad

Animations:

- 10" prison animation – with and without statistic (9x16)
- 10" court animation – with and without statistic (9x16)
- 10" police station animation – with and without statistic (9x16)

Welsh-language assets:

- 20" video – Welsh titles (16x9, 1x1, 9x16)
- Welsh static (1x1, 4x5, 9x16)
- Bilingual static (9x16)

Assets can all be downloaded [via the THINK! website](#).

For bespoke format requests, please email ThinkCampaign@dft.gov.uk.

Social - Videos

The creative uses the driving seat as a constant setting, with a rotating camera effect revealing how one poor decision can lead to a spiral of devastating consequences.

The assets will run across **TikTok**, **Snapchat**, **Reddit** and **Instagram** as well as online video platforms such as **YouTube** and via gaming apps.

Our assets will also be posted on organic channels (please see page 16 for THINK! social handles).

Available assets:

Videos:

- Hero (16x9)
- 2x 20s (9x16, 4x5, 16x9 and 1x1)
- 2x 6s (9x16, 4x5, 16x9 and 1x1)

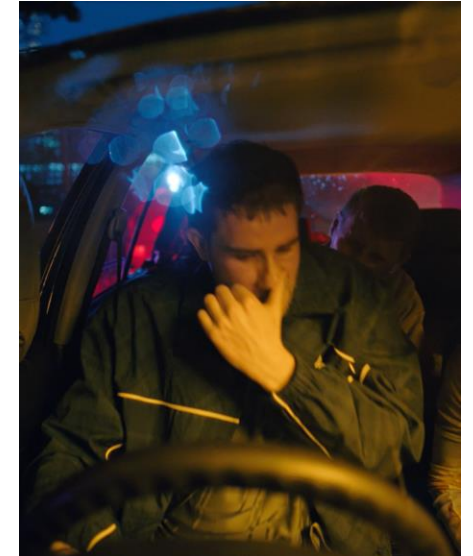
How to support

You can re-share the posts from THINK!'s accounts on social media or download our assets from the [THINK! Campaigns page](#) and share on your own channels

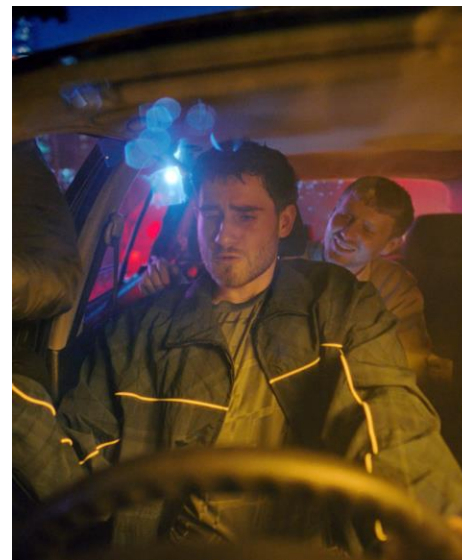
30s film – Hero



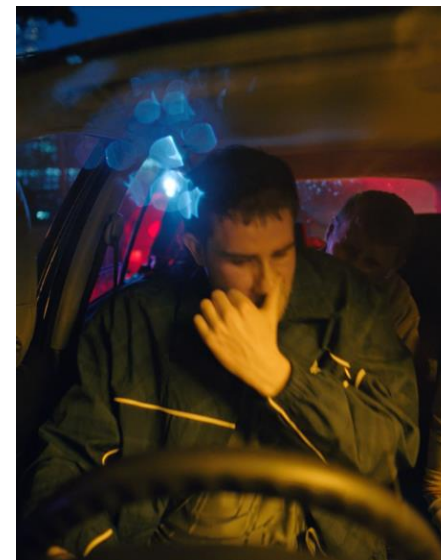
20s film - Coke



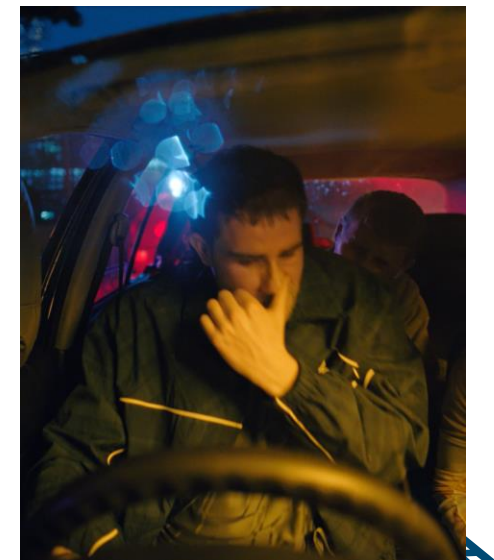
20s film - Weed



6s film - Court



6s film - Prison



Social – Statics

Available assets:

Social statics:

3x creatives in 4x5, 9x16, 1x1

How to support

You can re-share the posts from THINK!'s accounts on social media or download our assets from the [THINK! Campaigns page](#) and share on your own channels

OFFICIAL

Static 1 - Prison



Static 2 – Police Station



Static 3 – Court



OFFICIAL



Enforcement statics

Creatives include the **number of people convicted** for drug driving **nationally**, as well as **local area** statistics for Manchester, Hampshire, Merseyside, Surrey and Sussex.

The **new** statics are designed for out of home **screens** as well as **social**, supporting the wider campaign by increasing personal relevance.

Available assets:

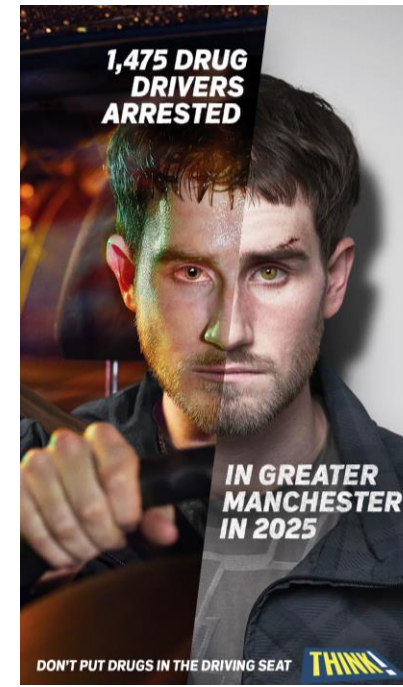
- 3x statics with national statistic
- 4x statics with regional statistic
- Editable static for regional statistic

How to support

To upweight via local / regional D6 sites, please email ThinkCampaign@dft.gov.uk.

You can re-share the posts from THINK!'s accounts on social media or download our assets from the [THINK! Campaigns page](#) and share on your own channels

OFFICIAL



Social post copy

Stakeholder support

We are proud to be supporting @THINKgovuk's campaign to highlight the impact drug driving can have on your night, your life and your future, as well as the risk of injuring yourself or others.

THINK! Don't put drugs in the driving seat.

We're supporting @THINKgovuk's important campaign, **Don't put Drugs in the driving seat**. Young men are more likely to underestimate the risks: 41% think it's OK to drive after taking drugs if you feel fine.

The campaign reminds drivers of the consequences they can face if they choose to drive after taking drugs: how they could lose control of their life, their freedom and their future.

THINK! Don't put drugs in the driving seat

Audience facing

- When you drive high, you're not in control, the drugs are. Even small amounts can affect your reactions. **THINK!** Don't put drugs in the driving seat.
- You might think you're fine driving on drugs, but drugs mess with your focus and judgment. You're putting yourself and your mates at risk. **THINK!** Don't put drugs in the driving seat.
- Driving on drugs isn't worth it. Leave the car, call your mate, get home safe. **THINK!** Don't put drugs in the driving seat.
- Drugs stay in your system longer than you think. Days later, you could still fail a police drug test. **THINK!** Don't put drugs in the driving seat.
- The police frequently carry out roadside drug tests. Even a small amount in your system can be picked up. **THINK!** Don't put drugs in the driving seat.
- Don't let a drug driving conviction cost you your future. A criminal record lasts for years. **THINK!** Don't put drugs in the driving seat.



Out of home

Our D6 ad will be featured on **roadside digital poster sites** and at **late night takeaway sites** across England and Wales to reach the target audience in decision making moments.

The campaign will also be running on digital screens in **bars, convenience stores, petrol stations, ATMs** and **festival ad vans**.

Washroom posters will target young men in pubs and bars, encouraging them to make safer choices.

Available assets:

- D6s (e.g. bus shelters)
- A4 poster

How to support

To upweight via local / regional D6 sites, please email ThinkCampaign@dft.gov.uk.

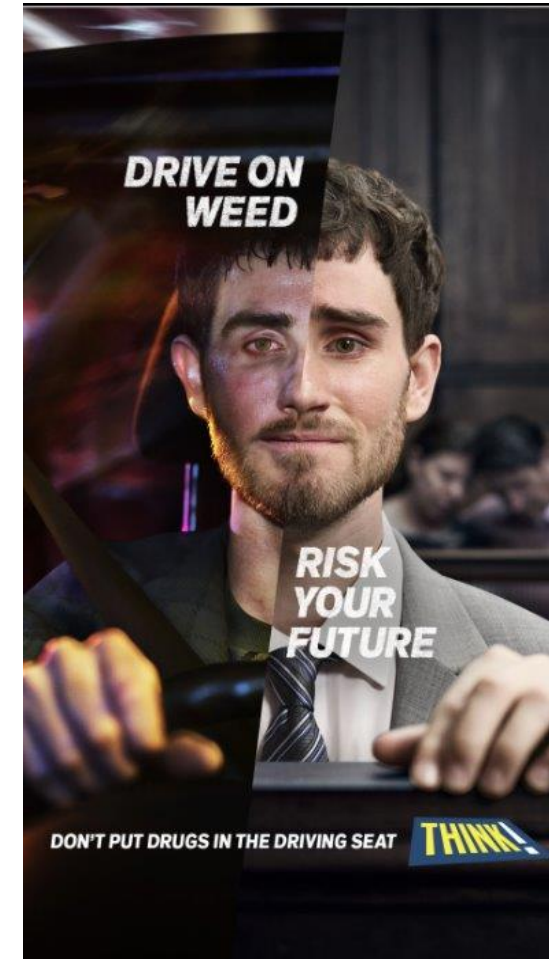
D6 - Prison



D6 - Police Station



D6 - Court



Digital out of home

Digital Out of Home (DOOH) assets use animations to highlight the **number of people convicted** for drug driving in England and Wales last year.

The **new** animations are designed for **digital roadside** and public **screens**, supporting the wider campaign by increasing message relevance.

Available assets:

- 10" prison animation – with and without statistic (9x16)
- 10" police station animation – with and without statistic (9x16)
- 10" court animation – with and without statistic (9x16)

How to support

To upweight via local / regional D6 sites, please email ThinkCampaign@dft.gov.uk.

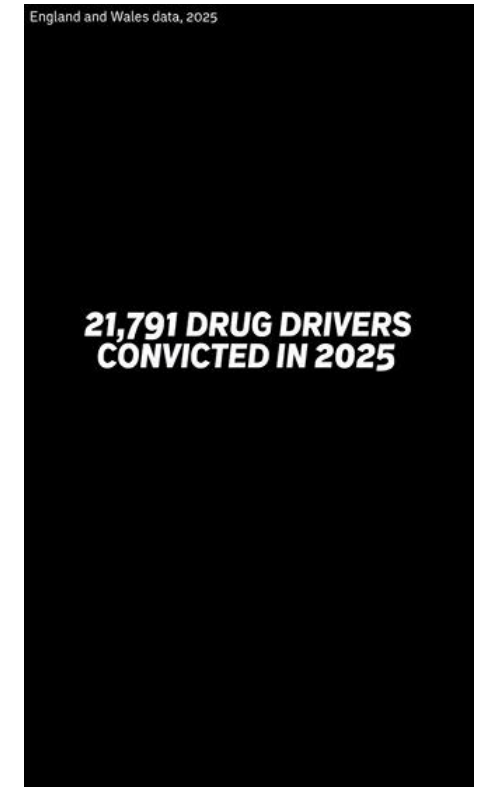
10s Animation - Prison



10s Animation - Police Station



10s Animation - Court



Digital Audio

The audio ad will run across **DAX**, **Spotify** and **Octave**, including gaming placements and targeting of **'late night' playlists** to reach the audience in the moment.

New dynamic audio ads relevant for summer events have also been created, to deliver more **personal** and **'in the moment'** messaging.

'Host reads' will also run on popular, fan-led podcasts, promoting positive alternatives to drug driving through authentic voices.

Available assets:

1 x 30 second audio advert

For local upweighting requests, please email ThinkCampaign@dft.gov.uk.

OFFICIAL

VO: DRUGS STAY IN YOUR SYSTEM LONGER THAN YOU THINK

VO: SO YOU COULD FAIL A POLICE DRUG TEST...DAYS LATER

We hear an officer over the police radio. 'Drug test, positive'

VO: AND HAVE A CRIMINAL RECORD FOR YEARS.

The officer says, 'Come with me, please sir'.

VO: WOULD BREAKING IT TO YOUR FAMILY... BREAK THEM?

VO: WOULD YOUR USUALLY 'SO UNDERSTANDING' BOSS... BE QUITE SO UNDERSTANDING?

We hear a boss saying 'So sorry...gonna have to let you go...'

VO: AND COULD YOU EVER REALLY PUT BEING BEHIND BARS, BEHIND YOU?

VO: WHEN YOU LET DRUGS DRIVE, YOU LOSE CONTROL OF YOUR LIFE.

VO: THINK! DON'T PUT DRUGS IN THE DRIVING SEAT.



Welsh-language assets

Bilingual Welsh/English out of home advertising will run on OOH screens in Wales.

We also have Welsh-language social assets available for use via partner channels.

Get assets here: [THINK! Campaigns page](#)

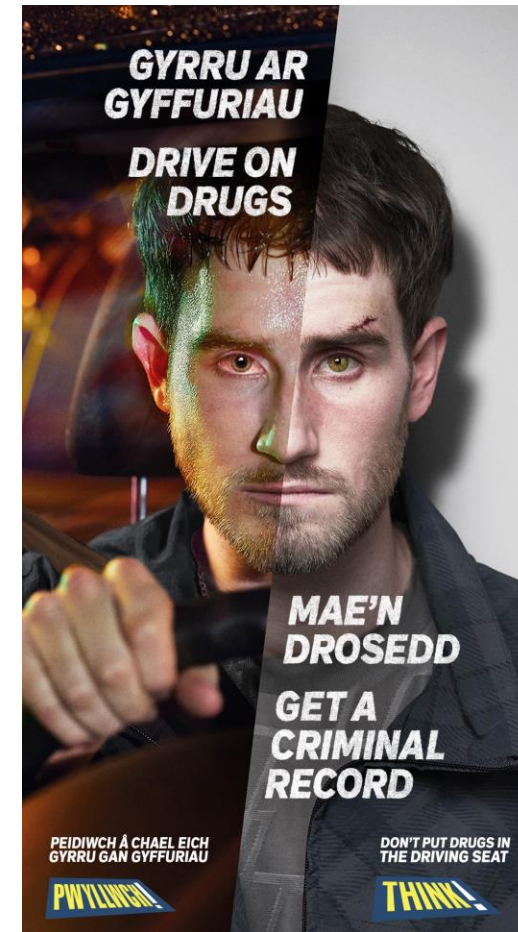
20" film weed - Welsh titles



OOH static – Welsh copy



OOH – Bilingual Poster



Welsh language - Social post copy

Stakeholder support

Mae dynion ifanc yn fwy tebygol o fethu â sylweddoli pa mor beryglus yw gyrru ar gyffuriau: mae 32% yn credu ei fod yn iawn i yrru ar ôl cymryd cyffuriau os ydyn nhw'n teimlo'n iawn.

Audience facing

- Pan fyddwch chi'n gyrru ar gyffuriau, nid chi sydd wrth y llyw ond y cyffuriau. Mae hyd yn oed ychydig bach o gyffuriau yn gallu amharu ar eich ffocws a'ch gallu i ymateb yn sydyn, gan roi bywydau mewn perygl. **PWYLLWCH!** Peidiwch â chael eich gyrru gan gyffuriau.
- Os ydych chi'n gyrru ar gyffuriau, dydych chi ddim mewn rheolaeth lwyr. Peidiwch â rhoi eich hun na'ch ffrindiau mewn perygl. **PWYLLWCH!** Peidiwch â chael eich gyrru gan gyffuriau.
- Mae cyffuriau yn aros yn eich corff am amser hir. Hyd yn oed sawl diwrnod yn ddiweddarach, gallech fethu prawf cyffuriau gan yr heddlu. Peidiwch â chymryd y risg. **PWYLLWCH!** Peidiwch â chael eich gyrru gan gyffuriau.
- Os ydych chi'n cael eich dal yn gyrru ar gyffuriau, byddwch chi'n colli mwy na'ch trwydded. Gallech gollu eich swydd a cholli cyfleoedd eraill yn y dyfodol. **PWYLLWCH!** Peidiwch â chael eich gyrru gan gyffuriau.
- Dydy gyrru ar gyffuriau ddim werth y risg. Gadewch y car a threfnwch darsi i gyrraedd adref yn ddiogel. **PWYLLWCH!** Peidiwch â chael eich gyrru gan gyffuriau.



Media laydown: timings and channels

Summer 2026 Drug Driving Media Laydown									
	29-Jun	06-Jul	13-Jul	20-Jul	27-Jul	03-Aug	10-Aug	17-Aug	24-Aug
OOH	01 Jul - 31 Aug								
Digital Audio	01 Jul - 31 Aug								
Online Video	01 Jul - 31 Aug								
Paid Social	01 Jul - 31 Aug								
Cinema	01 Jul - 31 Aug								



How to support

Amplification

- There are many ways to support our campaign! Help us amplify the message by sharing our content on your social media channels - see page 9 for suggested copy to make it easy.
- You can follow and tag us here:
X: **@THINKgovuk**
Instagram: **@thinkdriver**
Facebook: **THINK Road Safety**
- You can also download our campaign materials directly from the [campaign page](#) on our website and share them across your platforms. Please get in touch if there are opportunities to co-brand or work together to make campaign materials relevant to your channels and area.
- You're welcome to use our assets for paid communications or campaign activity in your region. If you have any specific requests around upweighting, such as specific formats required or questions around usage, please get in touch.

Drink driving and World Cup

- THINK! 0% are also available to use this Summer – head to the [Driving? THINK! 0%](#) to access a toolkit and assets that are free to use this summer to encourage responsible driving for those out enjoying the World Cup.

Evaluation

- Please drop ThinkCampaign@dft.gov.uk an email and let us know how the assets performed for you across your own channels to help with our post-campaign evaluation.





Thank you