



# Client: Dorset Safety Camera Partnership Project: Young driver education



## OBJECTIVE

Target newly qualified and future drivers with an education campaign highlighting the risks of dangerous driving.

## STRATEGY

- Developed presentation programme for schools and other youth organisations – Dying to Drive
- Extend the reach through a local and regional PR campaign
- Invite journalists to attend the presentations
- Issue stats about the impact of the presentation on young drivers

## RESULTS

- Base on the success of Dying to Drive the programme is now in its sixth year
- Wide spread media coverage regularly achieved through ongoing media relations activity
- Impact on the students – over 90% now support the use of safety cameras

