

Smoking in Cars

Public Information Campaign

Smoking in Cars

Legislation introduction

Overview

New legislation is being introduced in Scotland to protect children and young people from the harm caused by second hand smoke during car journeys.

From **5 December 2016**, a person smoking in a car which is carrying passengers aged **18 or under** will be breaking the law. Offenders could face a **£100 fixed penalty fine**.

A new public information campaign will be launched ahead of the introduction of the legislation to:

- ▶ communicate the change in law to everyone in Scotland
- ▶ increase awareness of the risks of second-hand smoke to make people re-evaluate their smoking behaviour

This stakeholder pack provides detail on the public information campaign and its timings.



From 5 Dec 2016, smoking in a vehicle with anyone under 18 is illegal.

*We all want to protect our kids in the car. So for their sake, please don't smoke. Or you could face a **£100 FIXED PENALTY**.*

protectyourkids.scot



The Campaign

The campaign creative focuses on a young child, strapped into the middle seat of a moving car beside two other children, whilst the mother in the passenger seat can be seen smoking.

With the second-hand smoke from the drivers' cigarette circulating in the car, the advert zooms in on the child, before cutting to the advert end frame which highlights the date of the legislation and the fixed penalty fine.



▶ What do we want people to do?

Stop smoking in cars which carry children under the age of 18.

People will be directed to **protectyourkids.scot** for further information on the legislation and the harm caused by second-hand smoke.

▶ Timing

The advertising campaign will go live two weeks before the introduction of the legislation, on 21 November.

PR and partnerships work will start from October, to build awareness of the legislation and explain its need in more detail.

▶ TV

A 10 second TV advert featuring the child in the smokers' car will run on STV and Channel 4 for four weeks from 21 November, targeting all adults.

▶ Radio

Radio advertising will be used to drive awareness in the run up to the introduction of the legislation with a 20 second advert developed to run across all Bauer and community stations for four weeks from 21 November.

A broadcast platform will also run across the Bauer network w/c 12 December featuring commentary from case studies and experts.

▶ Digital

Facebook advertising with clicks to protectyourkids.scot will run for four weeks, mirroring the timing of the TV and radio campaign.

► Partnerships

Partnerships with relevant stakeholders are being formed in a bid to gain maximum exposure for the new legislation in the lead up to 5 December.

A suite of materials, including posters, car stickers, vinyls and bumper stickers featuring the 'We're on board' message alongside the No Smoking car logo will be distributed campaign supporters to help spread the message.

► PR

PR will be used to drive awareness of the legislation in print and broadcast media, online and across social media.

Tactical activity will run from October in the lead up to the launch of the legislation.

PR will dovetail with partnership work to highlight those organisations on board, with assets such as sample editorial and social media posts supplied to partners to extend the reach of the campaign.

► How you can help

There are a number of ways in which you can help us communicate the new legislation over the coming weeks:

- Using your social media channels to share campaign content in the lead up to 5 December
- Downloading the resources available on the campaign website, including posters and email signatures
- Requesting campaign materials such as car stickers and window vinyls for display or distribution within your organisation
- Working with our PR agency to highlight the support of your workplace



**For further information,
or to request materials,
contact Consolidated PR
on 0131 240 6420 or email
shs@consolidatedpr.com**