

Did you know?

Research shows that 23% of casualties in drink-driving collisions are aged between 16 and 24. Separately, 68% of all individuals injured in such incidents are male.

That's why the latest THINK! Drink Drive campaign is targeting young men – and why we need your help, to make sure your team understand the risks of drink driving.

And with 20-30% of workplace accidents linked to alcohol in safetycritical industries such as construction, it is important for you to get this message out there.



Helping you get the message out

For a construction worker, losing your licence due to drink driving can also affect your job and career prospects. So, we've created special CCS x Drinkaware campaign resources, to help you get the message out to your team. The following assets will be available via the Drinkaware in Construction Best Practice Hub at www.ccsbestpractice.org.uk/drinkaware-in-construction/

Social media content

You can share these short videos on your company's social media channels. There's some accompanying post copy to make it easy.

Poster and factsheet

You'll receive an A3 printed poster and factsheet to display on-site in staff communal areas and you can download and print more copies if you want from the Best Practice Hub.

Email / newsletter text

If your company sends out emails or newsletters, you'll find information about the campaign ready to include.

Toolbox talks

Next time you've got a Toolbox Talk planned, use the printed A4 factsheet that you receive to help you share the key messages. Alternatively, you can download a copy from the Best Practice Hub.

Key messages about the risks of drink driving

You risk losing your licence

If you're caught drink driving, you will lose your driving licence – and the independence it gives you. Life could look very different without it.

You risk losing your job

If you can't drive for work, you could lose your job.

You risk losing your future

You could damage your future career prospects and everything you've worked hard for.

Drink driving: busting the myths

Myth: It's ok to drive after just a couple of drinks

Things like your food intake and stress levels can mean alcohol affects you differently each time you drink. It's safer not to drink alcohol at all if you're driving.

Myth: It's ok to drive if you're a good driver or it's a short journey

Alcohol affects everyone's ability to drive. Even if you know the roads, only have a short distance to go or consider yourself a good driver, you never know what could happen.

Myth: You're ok to drive if you 'feel fine'

Think you're under the limit? Alcohol affects us all differently, making it impossible to know your limit.

It's safer not to drink alcohol at all if you're driving.