

INTOXICATION CAMPAIGN TOOLKIT

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CAMPAIGN OVERVIEW

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Every year there is a spike in alcohol-related incidents on the railway during the festive period. People momentarily forget the risks because they are under the influence of drugs or alcohol. Due to the coronavirus pandemic, this Christmas is likely to be very different to others, with fewer people able to socialise and the widespread cancellations of office parties. But despite the uncertainties, our challenge remains the same: encourage people who are intoxicated to behave safely around the railway, and reduce alcohol-related incidents and injuries.

Data shows year-on-year increases in incidents like:

- **Slips, trips and falls in stations**
- **Risk taking at level crossings by drivers or pedestrians jumping or weaving barriers**
- **Trespassing and running across the track**

And despite a 60-70% reduction in passenger numbers during the coronavirus pandemic, we're not seeing the same reduction in these alcohol-related incidents.

CAMPAIGN KEY MESSAGES

The overall aim of this campaign is to encourage people who are intoxicated to behave safely around the railway, and reduce alcohol-related incidents and injuries. In order to do this, we need to raise awareness of the consequences that could happen. The message is simple – if you're having a few drinks, take extra care around the railway and get home safely.

Reasons why we're encouraging people to be careful:

- **We want people to get home safely**
- **We want people to be aware that dangers exist around the railway**
- **We know people take more risks after a few drinks**

KEY HEADLINES

Our creative executions twist common phrases for being drunk to show some of the possible consequences of drunken behaviour around the railway.

**COMPLETELY WRECKED
HIS ARM BY STUMBLING
OFF A PLATFORM**

**TOTALLY SMASHED
HER KNEE BY TRIPPING
ON THE STAIRS**

NATIONAL ACTIVITY

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Our campaign will reach a wide range of audiences, with emphasis on 18-34 year-olds who have an interest in drinking and socialising. This age group is particularly vulnerable because they're less aware of the dangers and more likely to take risks when intoxicated. We'll use online media to target people planning a night out to ensure railway safety is front of mind.



CAMPAIGN RESOURCES

You can help spread the message locally using our key campaign resources.

When talking about the campaign online please use [#knowyourlimit](#).
This is the campaign hashtag that we'll be using across all campaign executions.

POSTERS AND SCREEN RESOURCES

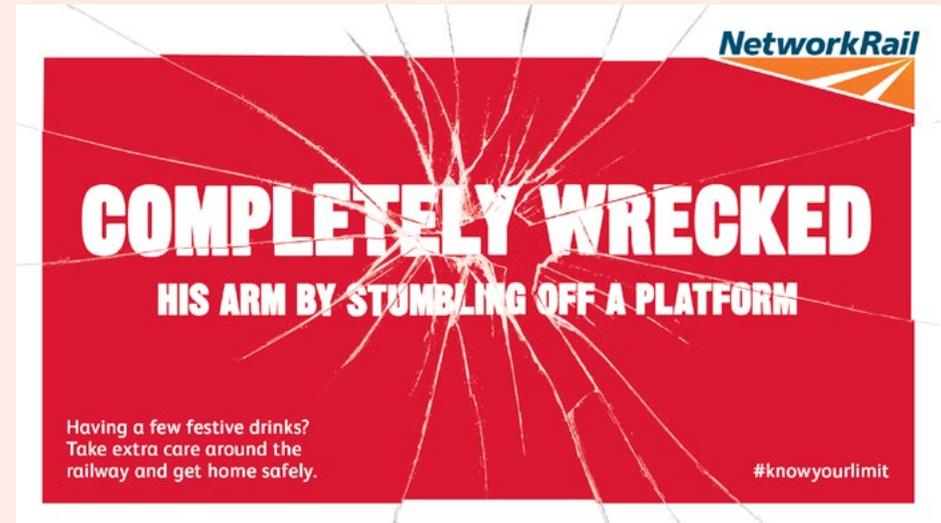
These are our campaign posters, further sizes are available on download. Put them up and help spread our message in stations or wherever our audience might see them.

[DOWNLOAD](#)

6 Sheet

A3 Poster

OIS



PARTNER LOCK UPS

Industry partner logos should be in alphabetical order and adhere to the guidelines shown opposite.

To include a logo please follow the instructions below. NB. Please note this method does not work if the logo is downloaded onto a desktop. Please also ensure the logo is as high quality as possible for the best quality. High-res vector files are recommended.

1. Source a high-res version of your partner logo.
2. Right click to copy the logo onto the clipboard.
3. Open the high-res 'industry partners' poster PDF.
4. Once open, click 'comment' on the right-hand side toolbar.
5. Select 'add stamp' from the toolbar at the top of the PDF.
6. Select the last item, 'Paste Clipboard Image as Stamp Tool', from the drop-down bar.
7. The cursor will change to a stamp. Hover the cursor over where the logo is to be placed and left click.
8. The logo will then paste onto the poster.
9. Size accordingly to the guidelines.
10. Save PDF.

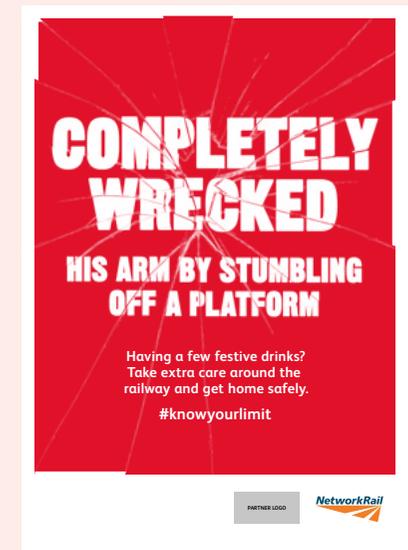
A3 Poster–Smashed

DOWNLOAD



A3 Poster–Wrecked

DOWNLOAD



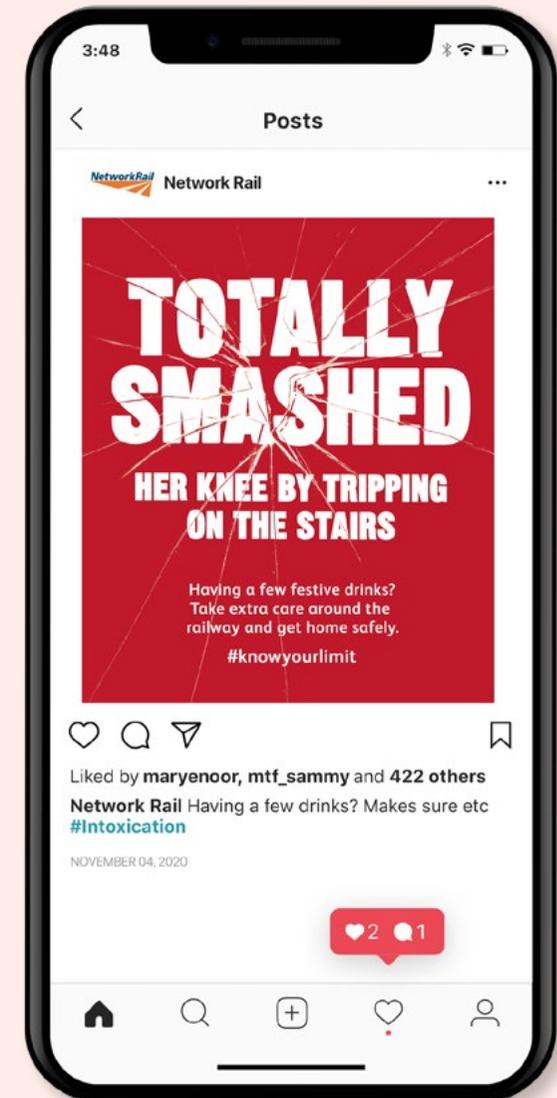
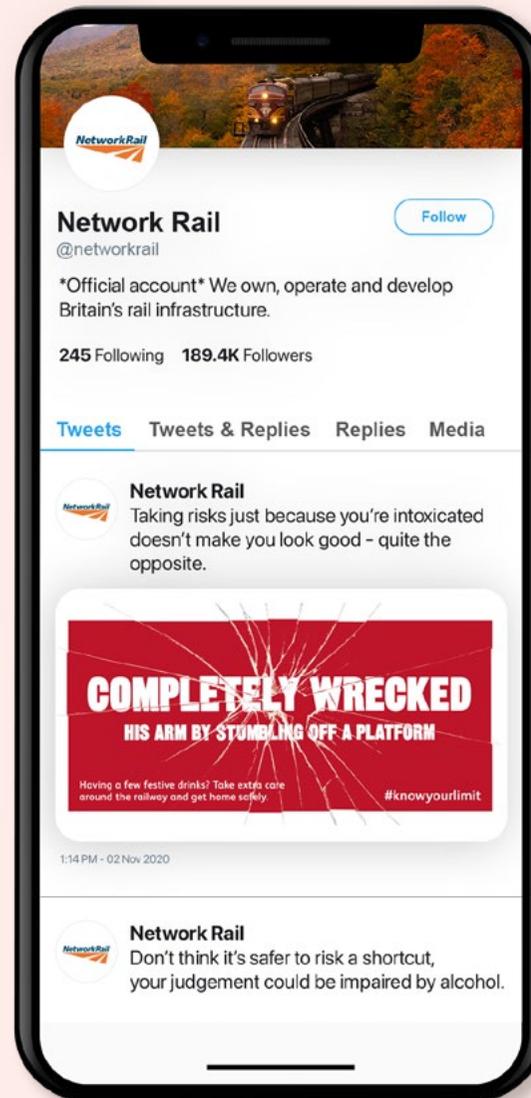
DIGITAL RESOURCES

These are for online use. Download them here and help spread our campaign message digitally.

DOWNLOAD

Suggested copy for social media:

- Planning on travelling after a few Christmas drinks? Take extra care around the railway. Travel in line with local COVID-19 restrictions #knowyourlimit
- Take care if you're out celebrating this Christmas. You're more likely to have an accident after a few drinks. Travel in line with local COVID-19 restrictions #knowyourlimit
- Travelling by train after a few festive drinks? Be extra careful around the railway or your destination could be A&E. Travel in line with local COVID-19 restrictions #knowyourlimit



KEY CONTACTS

If you have any queries on this campaign, please contact:

Marketing team – marketing@networkrail.co.uk

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