



## Don't Drink and Drug Drive - World Cup campaign

June - July 2026

Partner toolkit



# Campaign background

Drink and drug use amongst drivers increases every year over the summer period. In 2026, there's an additional factor of the World Cup at play which could contribute to an increase in cases of drink and drug driving.

Safer Roads Greater Manchester's key aim is to reduce all KSIs (killed or seriously injured casualties) across Greater Manchester.

This marketing campaign will aim to generate behaviour change in drivers by raising awareness of the risks and consequences that drink and drug driving can cause.

Running throughout the world cup, this campaign will be highly targeted to delivered messages pre and post-match when drivers will be at greatest risk of drink/drug driving, including messages around still being at risk 'the morning after'.

# Objective and audience

## Objective

To drive behaviour change in drivers by raising awareness of the risks and consequences of drink and drug driving.

## Audience

**Drivers in Greater Manchester**



 VISION  
ZERO

SAFER  
ROADS  
GREATER  
MANCHESTER

# Key messages

## Key Messages

- Drink and drug driving can have serious consequences including injuring yourself and others.
- If you are caught drink/drug driving, you will lose your licence and get a fine.
- Plan your lift or taxi before the match and leave your car at home. Ensure you have a designated driver who will not drink to get you home safely.
- You could still be under the influence the morning after drinking/taking drugs.



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# Channel plan

The campaign will be promoted through paid, earned and owned channels.

The campaign period is 11 June – 19 July.

**Launch**  
11 June 2026

**End**  
19 July



## **Paid Media**

Paid social, Uber Checkout banners, Pub screens

## **Social Media**

Content across Safer Roads GM pages

## **Free of charge spaces**

Hits Radio, Greatest Hits Radio, Audio Xi, Gaydio  
Out of home billboards across Greater Manchester

## **Stakeholder engagement & PR**

Toolkits and assets shared with local authority contacts, bars and pubs during the first week of the campaign to promote amplification of the campaign.

# Social Media Support



Please help encourage safer driving and reduce collisions by sharing this campaign on your social feeds. Use the following captions, or take messages from this toolkit to direct your audience to - [Don't drink and drug drive | Bee Network | Powered by TfGM](#)

## Social captions

Drink or drug driving isn't worth the risk. You could face a criminal record, lose your job, and even go to prison. Make the safe choice every time. #VisionZeroGM

A drink or drug driving conviction can mean a driving ban, heavy fines and up to 6 months in prison. Don't take the chance, plan and stay safe. #VisionZeroGM

Think before you drive. Drink or drug driving could stop you travelling abroad and working in certain jobs. One decision can change everything. #VisionZeroGM

Driving after taking drugs or drinking alcohol puts lives at risk. It's illegal and can cost you your licence, your job and your future. #VisionZeroGM

You don't have to feel drunk to be over the limit. Even small amounts can affect your driving and lead to serious consequences. Don't risk it. #VisionZeroGM

Reshare our posts on your social channels to align with our messaging. Please visit our channels below:

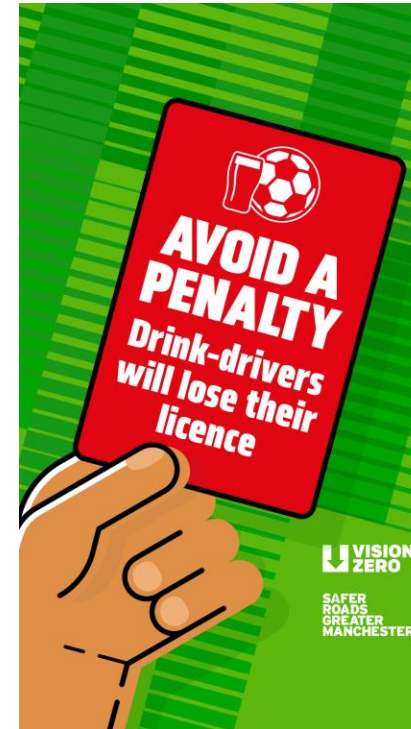
<https://tfgm.sharefile.com/public/share/web-s3642126aaf4f4232b86ce9ae4e025cb3>

# Assets and how to support

We have a range of assets available that can be used on social media channels, websites and newsletters.

If you have any free media spaces that can be used such as poster sites or web banners, please get in touch so that we can tailor make assets to the correct size.

To download our assets, click here [ShareFile](#)



# Thank you

For any questions about the campaign please email [roadsafety@tfgm.com](mailto:roadsafety@tfgm.com)