Department for Transport

From the Parliamentary
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Helen Whately MP
House of Commons
London
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4 December 2025

Dear Helen,

Thank you for your email of 11 November, enclosing correspondence concerning the THINK! Campaign and Government initiatives on road safety.

The Government treats road safety seriously and is committed to reducing the numbers of those killed and injured on our roads. The Road Safety Strategy is under development and will include a broad range of policies. We intend to publish the Strategy this year.

The THINK! campaign is a key part of our efforts, and its priorities are continually reviewed using data and research to ensure messages reach the right audiences. I appreciate that some constituents may not have seen recent campaigns, and I would like to outline the activity undertaken this year.

Key THINK! Campaigns in 2025:

Speeding – "Is Pushing It Worth It?"
Relaunched in January, this campaign targets young male drivers aged 17–24. It focuses on rural roads and the dangers of driving too fast for conditions. More information is available here:
https://www.think.gov.uk/campaign/speeding2025/

Drink Driving – "Drink a Little, Risk a Lot"
Ran during the summer (July–September), targeting the same high-risk group. Messaging highlighted that even small amounts of alcohol can have serious consequences. More information is available here:
https://www.think.gov.uk/themes/drink-driving/

Drug Driving – "Don't Put Drugs in the Driving Seat"
Launched in November, this is the first drug-driving campaign in a decade. It focuses on young men aged 17–30, who account for the majority of drug-

impaired collisions. More information can be found here: https://www.think.gov.uk/campaign/dont-put-drugs-in-the-driving-seat/

These campaigns use a mix of paid and organic media, influencer partnerships, and geo-targeting to reach audiences at relevant times and locations. All assets are freely available for stakeholders to share, and we welcome support in amplifying these messages.

I am grateful to you for raising this matter and for your continued work to make our roads safer.

Best wishes,



LILIAN GREENWOOD MP

MINISTER FOR LOCAL TRANSPORT