

No. 049/2022

3 February 2022

Our Ref: V4/22

To: All Branches

Dear Colleagues,

Highway Code Changes – “THINK!” Campaign:

Following the recent, significant, far-reaching changes to The Highway Code that came into effect on 29 January, ‘THINK!’ is launching a campaign to shift attitudes and encourage safer driving behaviours among road users in the UK. The campaign will consist of two phases – the first phase launching in February will raise awareness of changes to The Highway Code and the second phase in May/June will seek to drive behaviour change.

The campaign will seek to improve road safety for people walking, cycling and horse riding. Encouraging all road users to **‘Check the changes, let’s keep each other safe’**.

Campaign assets will consist of illustrations to help communicate the changes clearly. Messaging reflects The Highway Code and has been kept to a minimum to aid in comprehension.

In February, the campaign assets will run across Facebook, Instagram, Snapchat and Twitter. A radio advert will also run on broadcast radio and digital radio.

All assets will signpost to GOV.UK [The Highway Code: 8 changes you need to know from 28 January 2022](https://www.gov.uk/guidance/the-highway-code-8-changes-you-need-to-know-from-28-january-2022), where there is more information on these changes.

Yours sincerely



Dave Joyce
National Health, Safety & Environment Officer

