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SPRING / SUMMER 2017

**'MORNING AFTER'
DRINK DRIVE
CAMPAIGN
RESOURCES**



THE ISSUE

There are dozens of music festivals all over the UK during the spring/summer months, many of which draw huge crowds.

Many festivalgoers are likely to consume large quantities of alcohol over two to three days and then quite possibly drive home the morning after the event.

But it's not only people attending festivals who are susceptible to morning after drink driving; during the summer months large amounts of alcohol are often consumed at weddings, BBQs and evening parties.

Our campaign highlights the issue of morning after drink driving in an informative and non-threatening manner. We provide people with information to help them make an informed decision as to whether they will be safe and legal to drive the 'morning after'.



RESOURCES

For several years the 'Morning After' campaign has provided low-cost resources to enable road safety teams and other stakeholders to remind drivers about of this issue.

The summer 2017 resources include a 'summer festival' poster (right), summer night out poster (next page), A6 postcards and a wallet sized drink drive information card (below).

The resources are backed by an established website (which received more than 800,000 page views in 2016), an online drinks calculator and a smartphone app.

The campaign is also actively supported on social media with Facebook and Twitter pages.



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After drinking, when will you be safe to drive?

1 Bottle of wine	13 hrs?
2 Pints of strong lager	7 hrs?
3 Double Gins	9 hrs?
4 Pints of bitter	11 hrs?
5 Pints of cider	14 hrs?

It takes a lot longer than most people think for alcohol to pass through the body.

On average it takes around one hour per unit of alcohol, though this can vary depending on a number of factors.

Our 'Morning After' app can help you check when you'll be safe to drive after a night out - it's free to download from [Google Play](#) and the [App Store](#).

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SUMMER FESTIVAL

DAY ONE

6 PINTS OF BEER

5 VODKAS

4 SHOTS

LONG ISLAND ICE TEA

SEX ON THE BEACH

DAY TWO

4 BOTTLES OF CIDER

5 G&TS

3 SHOTS

BOTTLE OF PROSECCO

TEQUILA SUNRISE



STEER CLEAR OF MORNING AFTER DRINK DRIVING

It takes much longer than most people think for alcohol to pass through the body.

Download the 'morning after' app to help you stay safe to drive.

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WHAT DOES IT COST?

In an ideal world we'd love to supply the resources free of charge - but the cost of developing the resources, maintaining the website and providing the free app would soon make the campaign unsustainable! We receive no income from a sponsor or benefactor, which is why we have to make a modest charge for campaign resources.

However, digital artwork* for two posters, A6 postcard and credit card flyer can be provided for only £299 per local authority (that has previously participated in the campaign) and £399 for authorities/organisations that are new to the campaign (both prices plus VAT).

We are happy to negotiate a special price for authorities that come on board as a road safety partnership, or regional group.

For that fee you will receive the App to use on your websites and the creative in electronic format to use as you wish, personalised to carry your logo/brand and contact details.

For a small additional fee we can also personalize the creative to carry the name or branding of any festival(s) in your local area (subject to permission from the organisers).

All of the general online and social media activity (website, Facebook & Twitter), and PR support, is also covered by this fee.

If you'd like to participate in the 2017 summer campaign or require further information please contact Simon on 01379 650112 or srawlings@stennik.com.

(*Please note: artwork can be supplied as Quark, Photoshop, illustrator or Adobe PDF)



BIG SUMMER NIGHT OUT

STEER CLEAR OF MORNING AFTER DRINK DRIVING

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2017 UK FESTIVALS

There are dozens of festivals being held across the UK in 2017, including the following:

BERKSHIRE

READING, 25-27 AUGUST

CHESHIRE

CREAMFIELDS, 24-27 AUGUST

EAST ANGLIA

LATITUDE, SUFFOLK, 13-16 JULY

SECRET GARDEN PARTY, CAMBRIDGESHIRE, 20-23 JULY

V-FESTIVAL, CHELMSFORD, 19-20 AUG

SUNDOWN, NORWICH, 1-3 SEPTEMBER

THETFORD FOREST, 29 JUNE-2 JULY

EAST MIDLANDS

DOWNLOAD FESTIVAL, DONNINGTON, 9-11 JUNE

BEARDED THEORY, DERBYSHIRE, 25-28 MAY

HAMPSHIRE & ISLE OF WIGHT

BOOMTOWN FAIR, WINCHESTER 10-13 AUGUST

BESTIVAL, NEWPORT, ISLE OF WIGHT 7-10 SEPTEMBER

IOW FESTIVAL, DATE TBC

LONDON

SW4, CLAPHAM 26-27 AUGUST

WIRELESS FESTIVAL, 7-9 JULY

HYDE PARK, 30 JUNE - 9 JULY

SOUTH WEST

BOARDMASTERS, NEWQUAY TBC

CAMP BESTIVAL, DORSET - 27-30 JULY

GLASTONBURY, SOMERSET - 9-11 JUNE

BEAUTIFUL DAYS, DEVON 18-20 AUGUST

STAFFORDSHIRE

V-FESTIVAL, WESTON PARK, 19-20
AUGUST

YORKSHIRE & HUMBER

LEEDS, 25-27 AUGUST

RADIO 1 BIG WEEKEND, HULL,
27-28 MAY



ABOUT THE CAMPAIGN

Background

- Long established (2006) - now in its eleventh year
- Morning After App was launched in March 2015. Since its launch it has gained 23,000 installations on iPhone alone
- Website top on 'Google' for morning after drink driving phrases
- Website received 835,809 page views in 2016 (a rise of more than 300,000 from 2015)
- Website is the 'go to' resource for people wanting morning after drink drive info
- Facebook page 1,763 likes & Twitter feed 425 followers
- More than 40 road safety teams/organisations have participated in Morning After campaign in past four years (2013-2016)

Evaluation

- Campaign independently evaluated in March 2014
- Evaluation concluded: Morning After campaign materials have considerable potential for changing public views on drinking alcohol and then driving the following morning
- Evaluation identified: a substantial need for educational campaigns on drinking alcohol and then driving the following morning
- Evaluation report can be downloaded from Road Safety Knowledge Centre:
<http://www.roadsafetyknowledgecentre.org.uk/issues/drink-driving/knowledge/1285.html>





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