



# There's a story behind every speed camera. Don't make it yours.

Building on 2024's there's a story behind every speed camera campaign, which highlighted that speed cameras are situated where someone has been injured or killed because of driving too fast, this year's campaign will reinforce this message while also targeting motorists who do not think their speed is an issue or consider the possible consequences.

Speeding can easily become a habit due to a combination of factors, including perceived time pressures, social influence, and a lack of awareness of the risks. Breaking this habit requires conscious effort, including adjusting mindsets and actively choosing safer driving practices.



**This campaign tells the story behind the speed camera, a motorist who did not think it would happen to them and must face the devastating consequences of their attitude to speeding. It will run nationally across multiple channels and outdoor advertising for 4 weeks starting on the 1st September. You can get involved by sharing our content on your own social media channels as well as posting your own content using the example social media posts on page 3.**



## OVERALL KEY MESSAGES

- By locating safety cameras at collision hotspots, we encourage drivers to reduce their speed and drive responsibly.
- A collision can happen to anyone.
- Speed limits are in place for the safety of all road users.
- Driving above the speed limit can have serious consequences.
- Give yourself enough time to react to other road users.
- Driving above the speed limit is not worth the risk.



## Social Media



There's a story behind every speed camera.  
Don't make it yours.



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We would appreciate if you would share and post our content on your own social media channels. Here is what you need to know:

- Our Facebook page is: <https://www.facebook.com/PoliceScotlandSafetyCameras>
- Our X handle is @PSOSSafetyCam
- Police Scotland Safety Cameras hashtag is #KnowYourLimits



Safety Cameras Scotland

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We're supporting the **Police Scotland Safety Cameras 'There's a story behind every speed camera. Don't make it yours'** campaign encouraging drivers to change their attitude to speeding.  
**#KnowYourLimits**



There's a story behind every speed camera.  
Don't make it yours.



Like



Comment



Share



There's a story behind every speed camera.  
Don't make it yours. **#KnowYourLimits**



When you drive, it's not just your life you're responsible for.  
**#KnowYourLimits**

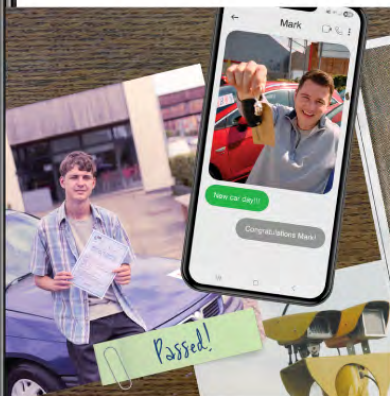


Every extra mph reduces your reaction time and increases your risk of a collision. The consequences can last a lifetime. **#KnowYourLimits**



10mph over the speed limit can mean a lifetime of regret.  
Don't let speeding ruin your future. **#KnowYourLimits**





There's a story behind every speed camera. Don't make it yours.



## Contact Us

For further social media images contact:

[OSDSCUCommunications@scotland.police.uk](mailto:OSDSCUCommunications@scotland.police.uk)



[safetycameras.gov.scot](https://safetycameras.gov.scot)

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