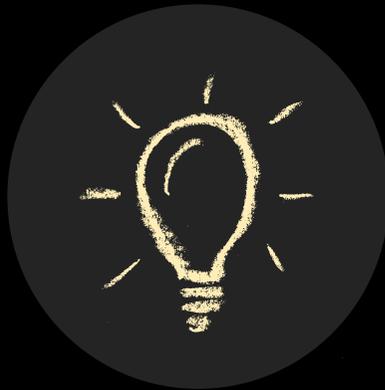


INTRODUCING

Don't #uck With A Truck



Don't #uck With A Truck teams up with young drivers to spread a critical message; drive safely around trucks!



Campaign Goals

We know that many young drivers, who are either learning to drive or are Provisional (P)licence holders, aren't always taught how to drive safely around trucks. D#WAT strives to bridge this knowledge gap by educating young drivers on safely maneuvering around trucks.



Target Audience

Young drivers include L and P platers, typically aged between 16-24. That is why we are fun, bold and intentionally provocative.



Key Messages

Don't #uck With A Truck focuses on 4 main messages - Leave 2 lanes for trucks when turning, pulling in front of a truck can cause a crash, patience is critical when overtaking a truck and learn where a truck's blindspots are!

Want to spread the message?

Please share our social media videos and photos.
Remember to tag [@dontmuckwithatruck](#) so we can like and comment!





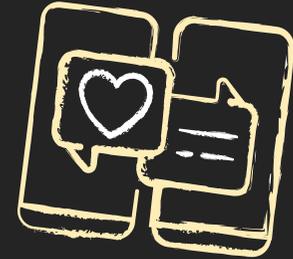
Campaign Videos →

You can download the campaign videos here.



Campaign Images →

You can download the campaign images here.



Campaign Captions →

You can download campaign tags, hashtags and caption ideas here.



**Thank you for supporting us in
making our roads a safer space.**

If you have questions or would like to collaborate further on this campaign,
please contact media@nhvr.gov.au



www.dontmuckwithatruck.com.au