



Department for
Transport

From the Parliamentary
Under Secretary of State

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J. MR. Hamilton,

05 FEB 2008

Thank you for your email of 16 January on behalf of Big Brother winner and TV presenter Craig Phillips.

Since Craig supported the THINK! drink drive campaign in 2000 on behalf of the Department for Transport, we have continued to invest significantly in drink drive campaigns. Our recent strategy has focused on convincing all drivers, with a particular emphasis on young men, that a drink drive conviction has the potential to ruin their life by highlighting a mixture of legal and personal consequences which research has shown resonate with our target audience. We are committed to reducing the number of people killed or seriously injured on Britain's roads by 40% by 2010.

We appreciate Craig's continued support of the THINK! drink drive campaign and the work he has done on raising awareness of this important issue. Should there be any further way in which Craig can support the campaign in the future then we will not hesitate to contact you.

Best Wishes, Yours Sincerely,

JIM FITZPATRICK