

DISTRACTED DRIVING AWARENESS CAMPAIGN

2016 Campaign Summary Report



FLORIDA DEPARTMENT OF TRANSPORTATION

District Six

1000 NW 111 Avenue

Miami, Florida 33172

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ANNUAL SUMMARY REPORT

This summary report is an outline of the “Put it Down” Distracted Driving Awareness Campaign that was implemented for the Florida Department of Transportation (FDOT) District Six throughout the months of September to November 2016. This public outreach effort was led by the District Six Community Traffic Safety Program Coordinator as part of the FDOT Traffic Operations division. In line with FDOT’s mission, which states that the department is committed to “providing a safe transportation system that ensures the mobility of people and goods and preserves the quality of our environment and communities,” the campaign was designed to create awareness of the dangers of distracted driving in order to keep the roadways safer.

1.0 CAMPAIGN DESCRIPTION

The mission of the National Highway Traffic Safety Administration (NHTSA) is to save lives, prevent injuries, and reduce economic costs due to road traffic crashes. NHTSA, through the United States Department of Transportation (USDOT), has developed a safety campaign regarding driver distraction, a significant problem that is growing rapidly as the use of handheld communication devices and other technologies continue to advance and become interwoven in the day-to-day lives of drivers. The long-term priority of the campaign is to eliminate crashes that are attributable to distracted driving. In order to communicate this priority effectively, FDOT has developed a number of programs and projects, including the “Put it Down” campaign which focuses on helping drivers:

- To understand the problem of distracted driving
- To recognize the risks and consequences associated with distracted driving
- To implement specific steps to help eliminate distracted driving within their families, schools, businesses or organizations
- To keep themselves, other drivers, passengers and pedestrians safe on our roadways
- To understand the distracted driving law in Florida

The key strategy of this year’s campaign was to increase the amount of partners and build partnerships within the community that would maximize their communications resources and help spread the safety message. Because the risks associated with distracted driving are applicable to all drivers, this year’s campaign not only targeted younger drivers between the ages of 16 and 24, but all drivers in Miami-Dade and Monroe counties. As a result, the team sought out partnerships with local municipalities, organizations and academic institutions in order to reach the target audience effectively through outreach events and the distribution of multilingual collateral materials including a campaign poster, interactive email blasts, web/TV banners and social media messaging.

1.1 CAMPAIGN LIMITS

Each FDOT District was tasked with implementing a public outreach campaign and each campaign varied in scope, based on available resources and personnel. This campaign’s limits were within the boundaries of FDOT District Six, which includes both Miami-Dade and Monroe counties.

The branded elements implemented as part of the District Six campaign were developed exclusively by the District’s team of FDOT personnel and consultants.



1.2 CAMPAIGN TEAM

The team was led by the District Six Community Traffic Safety Program Coordinator, Carlos Sarmiento, and District Six Public Information Officer, Tish Burgher. The consulting firm that facilitated the 2016 campaign was Media Relations Group, LLC. Additionally, consulting firms The Corradino Group and Graph Code, were used as resources for event staffing and the partner resources website.

The first meeting of the 2016 team was held in April 2016. Subsequent meetings were held as needed to review materials, arrange for production of collaterals or coordinate participation in upcoming outreach events.

2.0 CAMPAIGN GOALS

The campaign's main goal was to increase awareness regarding the dangers of distracted driving. The team was given the following scope of work to achieve these goals:

- Further develop "Put it Down" logo/brand and messaging and produce all relevant collateral materials
- Partnership development and regular team progress meetings with FDOT CTST Coordinator
- Coordinate outreach events with established partners
- Coordinate Partner Kick-Off Meetings to launch the campaign
- Focus on graphically appealing messages and further develop social networking strategies
- Work with campaign partners to disseminate campaign messaging via existing communications resources

The statewide campaign required the implementation of a safety pledge – a documented commitment to driver safety that was distributed at outreach events throughout Florida. Copies of these forms would be kept by the driver and serve as a tangible reminder of the dangers of distracted driving. Through the leadership of the campaign partners, the commitment to the no-texting pledge was successful in gaining support of the campaign and its overall goals.

CAMPAIGN PLEDGE FORM

Take the no-texting pledge
Carry this as a reminder of your commitment to safer driving.

No text message, email, website or video is worth the risk of endangering my life or the lives of others on the road. I pledge to never text and drive and will take action to educate others about the dangers of texting while driving.

SIGNED: _____ DATE: _____

**Texting and driving is
ILLEGAL in Florida**



2.1 GOAL COMPARISON – PAST FIVE YEARS

	2011	2012	2013	2014	2015	2016
PARTNERS	7	13	40	98	108	112
OUTREACH EVENTS	14	22	40	73	72	64
CAMPAIGN IMPRESSIONS	3.1 million	6 million	40.3 million	38.6 million	61.5 million	114.5 million*

Using data from partner surveys, an estimated 114,581,614 people were reached during the 2016 campaign. *Number of impressions reported by partners as of December 6, 2016; does not include every instance of people who viewed the campaign posters, articles and some news stories.

3.0 PARTNERSHIP DEVELOPMENT

The team focused on developing partners that would help to effectively spread the safety message, and provide materials and resources that would assist in this endeavor.

The following methods of contributing to the campaign were suggested to potential partners:

- Promoting the campaign message within their organizations
- Using internal and external communication methods to disseminate “Put It Down” messaging, achievements and success stories, and provide information about how others can get involved
- Teaming with local law enforcement and community members to support their efforts to improve safe driving patterns in the community
- Working with local media outlets to reach as many people as possible
- Participating in or sponsoring one or more of the local outreach events
- Providing educational and promotional items to distribute at local outreach events

3.1 STRATEGY AND APPROACH

A preliminary list of potential partners (including agencies that were involved in previous District Six safety campaigns) was identified by the team. The team was tasked with making preliminary contact with each potential partner and gauging their interest in joining the campaign. Based on their level of interest, follow-up meetings with key personnel were scheduled in order to discuss the details of the campaign and determine what resources were available.

An introductory package for campaign partners was developed for these meetings, along with other collateral materials that highlighted the campaign’s look and messaging. As new and existing partners confirmed their participation, their respective logos were added to the campaign materials in order to highlight their commitment to the campaign and to public safety.

Contributions from partners were limited to existing budgets and resources; however, all opportunities for increasing outreach and dissemination of collaterals were researched and, if feasible, were implemented as part of the campaign.



3.2 CAMPAIGN PARTNERS

The partners' logos were included in many of the collateral materials, including the campaign posters, email blasts and website. Representatives from each partner agency/organization were invited to participate in a Partner Kick-Off Meeting where the campaign was officially launched and the collateral materials were unveiled. The Partner Kick-Off Meetings were held on September 9, 2016, in Miami-Dade County at the FDOT District Six Auditorium, and on September 13, 2016, for Monroe County via GoToMeeting. Below is a list of the official partners that joined the 2016 Distracted Driving Awareness Campaign.

- AAA/Traffic Safety Foundation
- Anthony Phoenix Branca Foundation
- AT&T
- Baptist Health
- Broadspectrum
- City of Aventura Police Department
- City of Coral Gables
- City of Coral Gables Police Department
- City of Doral
- City of Doral Police Department
- City of Florida City
- City of Hialeah
- City of Hialeah Police Department
- City of Homestead
- City of Islamorada Fire Rescue
- City of Islamorada, Village of Islands
- City of Key Colony Beach
- City of Key West
- City of Key West Fire Department
- City of Key West Police Department
- City of Layton
- City of Marathon
- City of Marathon Fire Department
- City of Miami
- City of Miami Beach
- City of Miami Beach Fire Department
- City of Miami Beach Police
- City of Miami Springs
- City of North Miami Beach
- City of Opa-locka Police Department
- City of South Miami
- City of South Miami Police
- City of Sunny Isles Beach
- City of West Miami Police Department
- Community Traffic Safety Team
- DntTxndrV Foundation
- Dori Saves Lives/The Dori Slosberg Foundation
- FDOT Central Office
- FDOT District Six
- Florida Department of Health - Monroe
- Florida Department of Health - Miami-Dade
- Florida Department of Highway Safety and Motor Vehicles (FLHSMV)
- Florida Department of Transportation SunGuide TMC-District Six
- Florida Highway Patrol (FHP)
- Florida International University
- Florida Keys Scenic Corridor Alliance
- Florida Memorial University
- Florida Teen Driver Safety Coalition
- Florida's Turnpike Enterprise
- Ford Driving Skills for Life
- Governors Highway Safety Association
- Jackson Health System
- Key Largo Chamber of Commerce
- Kiddos Magazine
- Leon Medical Centers
- Lower Keys Chamber of Commerce
- Lower Keys Medical Center
- MADD - Mothers Against Drunk Driving
- Mercy Hospital
- Miami Dade College
- Miami Dade College Hialeah Campus
- Miami Dade College Homestead Campus
- Miami Dade College InterAmerican Campus
- Miami Dade College Kendall Campus
- Miami Dade College Medical Campus
- Miami Dade College North Campus
- Miami Dade College West Campus
- Miami Dade College Wolfson Campus
- Miami International Airport
- Miami Shores Village
- Miami Shores Village Police Department
- Miami-Dade County



- Miami-Dade County (Transit)
- Miami-Dade County Public Schools
- Miami-Dade Expressway Authority
- Miami-Dade Metropolitan Planning Organization
- Miami-Dade Police Department
- Monroe County School District
- Monroe County Sheriff's Department
- National Organizations for Youth Safety (NOYS)
- Nicklaus Children's Hospital
- North Bay Village
- Office of Community Advocacy
- PortMiami
- Publix Supermarkets
- RED - Responsible & Educated Drivers
- SADD - Students Against Destructive Decisions
- South Florida Commuter Services
- Team SLR
- Town of Bay Harbor Islands
- Town of Cutler Bay
- Town of Medley
- Town of Medley Police Department
- Town of Miami Lakes
- Town of Surfside Police Department
- University of Miami
- University of Miami Parking & Transportation
- University of Miami Police Department
- Village of Bal Harbour
- Village of Bal Harbour Police Department
- Village of Biscayne Park Police Department
- Village of El Portal
- Village of Indian Creek
- Village of Key Biscayne
- Village of Key Biscayne Police Department
- Village of Palmetto Bay
- Village of Palmetto Bay Police Department
- Village of Pinecrest
- Village of Pinecrest Police
- Village of Virginia Gardens Police Department
- West Kendall Toyota
- zMotion Foundation



3.3 PARTNERSHIP CONTRIBUTIONS

Following is an overview of each partner's contributions and involvement throughout the campaign (August to November 2016).

- **AAA/Traffic Safety Foundation**
 - Campaign posters were displayed within AAA offices reaching 4,914 AAA members and non-members.
 - Five Facebook posts resulted in 6,705 impressions.
- **Anthony Phoenix Branca Foundation**
 - One campaign eblast was distributed to 157 individuals.
 - Facebook and Twitter messages were utilized.
- **Baptist Health**
 - Baptist Health hosted campaign events in December at Archbishop Coleman F. Carroll High School and Miami Sunset Senior High School reaching hundreds of students.
- **City of Coral Gables Police Department**
 - The City of Coral Gables Police Department was responsible for Variable Message Signs (VMS) reaching millions.
- **City of Florida City**
 - Three posters were displayed reaching at least 1,000 views.
 - Approximately 100 tip cards were distributed.
- **City of Hialeah and City of Hialeah Police Department**
 - Twenty posters were displayed receiving approximately 7,500 views.
- **City of Islamorada**
 - Campaign eblasts were distributed to 460 recipients.
- **City of Key Colony Beach**
 - Campaign email blasts were sent to 212 people two times.
 - Campaign posters were displayed throughout the city.
- **City of Key West Police Department**
 - Campaign messaging was distributed via social media to the department's 2,500 Facebook and 3,000 Twitter followers.
 - The campaign poster was displayed in the lobby reaching 100 individuals.
- **City of Miami**
 - The City distributed campaign messaging weekly via social media reaching, approximately Twitter 69.3k and 4.8k Facebook followers.
- **City of Miami Springs**
 - Six eblasts were distributed by the city reaching 1,057 recipients.
 - Social media messaging was used to reach the city's twitter followers on six occasions.
- **Dori Saves Lives/The Dori Slosberg Foundation**
 - One campaign eblast was distributed to 715 recipients.
 - Throughout the campaign, the foundation posted the campaign messages reaching approximately 1,700 people on Facebook and 350 on Instagram.
 - The foundation also participated in the University of Florida and University of Miami Safety Fairs distributing information.
- **FDOT Central Office**
 - A web banner was displayed on the FDOT Home Page from September 30 to October 6, 2016, receiving 75,782 page views.



- **FDOT District Six**
 - Three campaign posters were displayed in the PIO office reaching approximately 100 people.
 - Social media was utilized to reach approximately 3,322 individuals.
 - The campaign web banner and website reached 5,811 page views during the campaign.
- **FDOT District Six Community Traffic Safety Program/Teams (CTST)**
 - Carlos Sarmiento, the District Six Community Traffic Safety Program Coordinator, disseminated four campaign email blasts to 293 people.
 - Participating CTST teams/members received additional campaign posters, educational and promotional items for internal and external outreach.
 - CTST held 13 team events and distributed 5,500 campaign items to partners.
- **FDOT SunGuide TMC–District Six**
 - Dynamic Messaging System (DMS) signs displayed campaign messaging throughout the campaign area in October and November reaching 43 million drivers.
- **Florida Department of Health (Miami-Dade County)**
 - The email blasts were distributed to 4,000 individuals.
 - Three campaign posters were displayed reaching approximately 300 individuals.
 - Web banners were posted on the department’s intranet.
- **Florida Department of Health (Monroe County)**
 - Three email blasts were distributed to 100 DOH-Monroe and Monroe County government employees throughout the Florida Keys.
 - One poster was located at the Gato Building in Key West reaching 400 people reached per week during the campaign.
 - On September 26, 2016, Alison Morales Kerr was invited to participate in a short radio spot on "US1 Radio" Morning Magazine (104.1 FM). US1 Radio is the largest radio station throughout the Florida Keys and has the largest reach of any other local radio station. This Put It Down/Distracted Driving radio spot took place during the morning work rush hour which is the time frame/day part when listener reach is greatest.
- **Florida Department of Highway Safety and Motor Vehicles (FLHSMV)**
 - Social media messaging was used to reach thousands of individuals on Facebook and Twitter.
- **Florida International University**
 - FIU distributed the eblasts to 3,210 recipients.
 - Three campaign posters reached 200 people.
 - Tip cards were also distributed to 200 people.
 - Students participated in a semester-long project where they developed outreach plans for the campaign. At the end of the semester, they presented to our team.
- **Florida Memorial University**
 - Students in COM 423 - Public Relations Campaign were in charge of coordinating and promoting the campaign and safety event under the professor's supervision, including pre-campaign surveys.
 - The "Put it Down" event was held on November 3, 2016, reaching more than 600 students.
 - Campaign messages and materials were posted to the Instagram account specifically designed for the Don't Text and Drive event. The Instagram account currently has 185 followers and this semester there were 44 posts made in regards to the campaign and the event
 - Four eblasts were distributed to all students at Florida Memorial University



- Approximately 50 posters were displayed throughout campus. The posters were placed in the dormitory lobbies, inside and outside the school cafeteria, the student activity center as well as a host of other buildings and some classrooms.
- **Florida's Turnpike Enterprise (FTE)**
 - Florida's Turnpike displayed the campaign poster in the lobbies of its offices in Pompano, Boca Raton and Orlando reaching approximately 500 people.
 - The Executive Director of Florida's Turnpike distributed four email blasts to a distribution list of 2,115 individuals.
 - Social media messaging was used to reach 2,500 Twitter followers.
 - The Put it messaging was on informational displays at Turnpike Service Plazas (Turkey Lake, Canoe Creek, Fort Drum, Fort Pierce, Lake Worth/West Palm Beach and Pompano Beach). These displays show a variety of images as part of a PSA rotation and during the four-month run, the service plazas were visited by an average of 19,228,073 people.
- **Ford Driving Skills for Life**
 - One eblast was distributed to 25,000 contacts in the Ford Driving Skills for Life Florida database.
 - Ford DSFL distributed 100 newsletters that contained Put It Down campaign resources.
 - Social media messaging was used to reach 11,275 Facebook and 5,300 Twitter followers.
- **Kiddos Magazine**
 - Kiddos Magazine published an ad in its fall issue reaching thousands digitally via eblast, website and social media.
 - Kiddos hosted a "Back to School" event on August 6 and 7 at The Falls shopping center for more than 5,000 people. 500 bags with campaign information and promotional products were distributed.
- **MADD - Mothers Against Drunk Driving**
 - 100 Tip cards were distributed during the campaign.
 - MADD attended several campaign events to distribute information including: Miami Dade Medical College Health Fair and National Night Out - South Miami Police Department.
- **Mercy Hospital**
 - The campaign eblasts were distributed to 1,400 individuals.
 - Ten campaign posters were displayed at the hospital reaching approximately 1,400 people daily.
 - The web banners were placed on the Mercy website reaching approximately 800 views per day.
- **Miami Dade College (MDC)**
 - Campaign posters were displayed throughout MDC's Hialeah, West and Wolfson campuses.
 - Campus safety/campaign outreach events were held at the following campuses: Homestead, Medical, West, and Wolfson reaching thousands of students.
 - Social media messaging, tip cards and email blasts were disseminated by several of the campuses as well.
- **Miami International Airport – Rental Car Facility**
 - One eblast was distributed to 20 individuals.
 - Two posters were displayed in the rental car center lobby reaching 150,000 daily visitors.



- **Miami-Shores Village and Miami-Shores Village Police Department**
 - Campaign eblasts were distributed to 500 people.
 - Ten posters were displayed in all three languages in the lobbies of five facilities reaching thousands.
 - 100 Tip cards were distributed during the campaign.
 - The village posted an article in its "Latest News" section reaching 215 hits.
 - Social media messaging reached 967 Facebook and Twitter followers.
 - The village's "Green Day" event with Put it Down campaign information had an estimated 6,000 attendees.
- **Miami-Dade County**
 - Messages were distributed three times through "What's New," Miami-Dade County's employee newsletter, which has a reach of more than 25,000 employees.
 - Additionally, three stories were posted on miamidade.gov
- **Miami-Dade County (Transit)**
 - Campaign messaging was distributed to more than 5,000 Facebook followers
- **Miami-Dade County Public Schools**
 - 100 posters were distributed throughout various high schools.
 - Approximately 600 tip cards were distributed during the campaign.
 - A web banner was posted on the website reaching three million pageviews per day with a total of 18 million hits.
 - Social media messaging was utilized to reach approximately 29,800 Twitter, 9,600 Instagram and 10,800 Facebook followers.
 - MDCPS hosted a Teen Driver Safety Event at Barbara Goleman Senior High School. 400 students attended the event, as well as various elected officials, MDCPS Administration and members of the MDCPS CTST Team.
- **Miami-Dade Metropolitan Planning Organization (MPO)**
 - Campaign email blasts were sent to approximately 2,700 recipients.
 - Campaign information was posted on the MPO's Facebook and Twitter accounts (Facebook has 563 followers and Twitter has 473 followers).
 - A campaign poster was displayed in the lobby reaching approximately 100 people.
- **Miami-Dade Police Department (MDPD)**
 - One campaign eblast was distributed to 3,000 recipients.
 - Social media messaging was utilized to reach 19,200 Twitter, 81,200 Facebook and 10,300 Instagram followers.
- **Monroe County Sheriff's Office**
 - The department distributed eblasts to 150 recipients.
 - Thirty campaign posters were displayed in lobbies and elevators reaching approximately 25,000 views during the campaign.
 - 500 tip cards were distributed during the campaign.
 - Information was posted on the Sheriff's office website reaching 28,000 views.
- **National Organizations for Youth Safety (NOYS)**
 - NOYS shared four twitter posts and one Facebook post for a combined reaching approximately 17,500 people.
- **Nicklaus Children's Hospital**
 - The Nicklaus Children's Hospital e-newsletter reaches more than 6,600 recipients. The newsletter featured Put it Down messaging and images in three of its newsletters.
 - Two posters were displayed at the Nicklaus Children's Advanced Pediatric Care Pavilion grand opening, which was attended by more than 550 people on Saturday, December 15.



- Approximately 200 tip cards were distributed at the Nicklaus Children's Advanced Pediatric Care Pavilion event on December 15, 2016.
- The hospital used the social media messages to reach its 232,000 Facebook and 32,000 Twitter followers.
- Campaign messaging was displayed on MCHS-TV, the hospital's in-house television network which can be viewed in all eight waiting areas as well as all 289 hospital beds.
- **PortMiami**
 - The campaign eblasts were distributed to 400 individuals.
 - Approximately 300 campaign posters and 350 tip cards were distributed.
 - PortMiami participated in the 6th annual College and Career Expo at the Miami-Dade Fairgrounds and distributed campaign materials. The expo was attended by approximately 6,000 high school seniors in Miami-Dade County.
- **SADD - Students Against Destructive Decisions**
 - SADD distributed two campaign eblasts to 1,003 recipients.
 - Social media messaging was used to reach SADD's 1,270 Facebook and 612 Twitter followers.
- **South Florida Commuter Services (SFCS)**
 - SFCS staffed, attended and distributed materials at 4 campaign outreach events reaching thousands.
 - SFCS posted campaign information on the SCFS and 95 express websites.
 - SFCS distributed three eblasts and distributed more than 300 tip cards.
 - SFCS also displayed campaign messaging on digital billboards.
- **Town of Cutler Bay**
 - One campaign eblast was distributed to 800 individuals.
 - Five posters were displayed at community events reaching 2,525 individuals.
- **Town of Medley Police Department**
 - Six posters were displayed reaching approximately 200 people.
 - Social media messaging was used to reach 316 people on Facebook.
 - Campaign web banners were also utilized by the city.
- **University of Miami (UM) and UM Police Department**
 - Two posters were displayed on campus by UMPD reaching approximately 2,000 people.
 - A campus-wide safety event for students, faculty and staff was held on September 30, 2015, at "The Rock" near the University Center.
 - One campaign eblast was distributed to 21,000 people.
 - UMPD utilized social media messaging reaching its 4,623 Twitter and 2,325 Facebook followers.
- **Village of Indian Creek**
 - One poster was displayed in the lobby reaching 30 people.
- **Village of Pinecrest**
 - Social media messaging was used to reach the Village's Instagram, Facebook and Twitter followers for seven consecutive weeks.
- **West Kendall Toyota**
 - West Kendall Toyota posted social media messages multiple times per week throughout the campaign to 10,000 Facebook and 375 Twitter followers.



4.0 OUTREACH EVENTS

In past years, the campaign focused heavily on outreach events, however with the rise in popularity and reach of social media for the target audience, more campaign resources were dedicated to that area. A total of 64 events were coordinated during the 2016 campaign, mostly at local colleges and universities.

4.1 Campaign Schedule

WEEK (2016)	OFFICIAL CAMPAIGN SCHEDULE
SEPTEMBER 4 -10	<ul style="list-style-type: none"> • Miami-Dade Partner Kick-Off Workshop (September 9 at FDOT D6 Auditorium)
SEPTEMBER 11 -17	<ul style="list-style-type: none"> • Monroe Partner Kick-Off Meeting (September 13 via GoTo Meeting)
SEPTEMBER 18 - 24	<ul style="list-style-type: none"> • Campaign Launch – Email Blast #1 • Social Media Post #1
SEPTEMBER 25 - OCTOBER 1	<ul style="list-style-type: none"> • Social Media Post #2
OCTOBER 2 -8	<ul style="list-style-type: none"> • Email Blast #2 • Social Media Post #3
OCTOBER 9 - 15	<ul style="list-style-type: none"> • Social Media Post #4
OCTOBER 16 - 22	<ul style="list-style-type: none"> • Email Blast #3 • Social Media Post #5
OCTOBER 23 - 29	<ul style="list-style-type: none"> • Social Media Post #6
OCTOBER 30 - NOVEMBER 5	<ul style="list-style-type: none"> • Email Blast #4 • Social Media Post #7
NOVEMBER 6 - 12	<ul style="list-style-type: none"> • Social Media Post #8
NOVEMBER 13 -19	<ul style="list-style-type: none"> • Social Media Post #9
DECEMBER	<ul style="list-style-type: none"> • Distribute campaign summary report



5.0 OTHER CAMPAIGN MESSAGING

Additional resources such as websites, social media and media coverage were used to spread the campaign messaging.

5.1 FDOT DISTRICT SIX'S WEBSITE

FDOT District Six approved the use of its website (under the URL www.fdotmiamidade.com) as a communications resource to promote the 2016 “Put it Down” campaign. The campaign web banner and a short campaign summary were posted prominently on the website’s homepage. In addition, the campaign website was posted at www.fdotmiamidade.com/putitdown.

FDOT Florida Department of **TRANSPORTATION**

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South Florida Roads (Miami-Dade and Monroe Counties)

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[E-Mail Us](#)

Additional Contacts
[Staff Directory](#)

**NO text.
NO call.
NOTHING**
is worth losing a life over.

2016 Put it Down - Distracted Driving Awareness Campaign

After reaching more than 100 million people in 2014 and 2015 combined, FDOT recently re-launched the Put it Down Campaign in District Six. The campaign focuses on helping drivers understand the risks associated with distracted driving, notifying and educating the public about the ban on texting and driving in Florida and ultimately helping to keep our roadways safer. [Click here](#) for more information.

SFL Roads / Put It Down Distracted Driving Campaign

Put It Down Distracted Driving Campaign

**NO text.
NO call.
NOTHING**
is worth losing a life over.

www.fdotmiamidade.com/putitdown

Put It Down
IT CAN WAIT

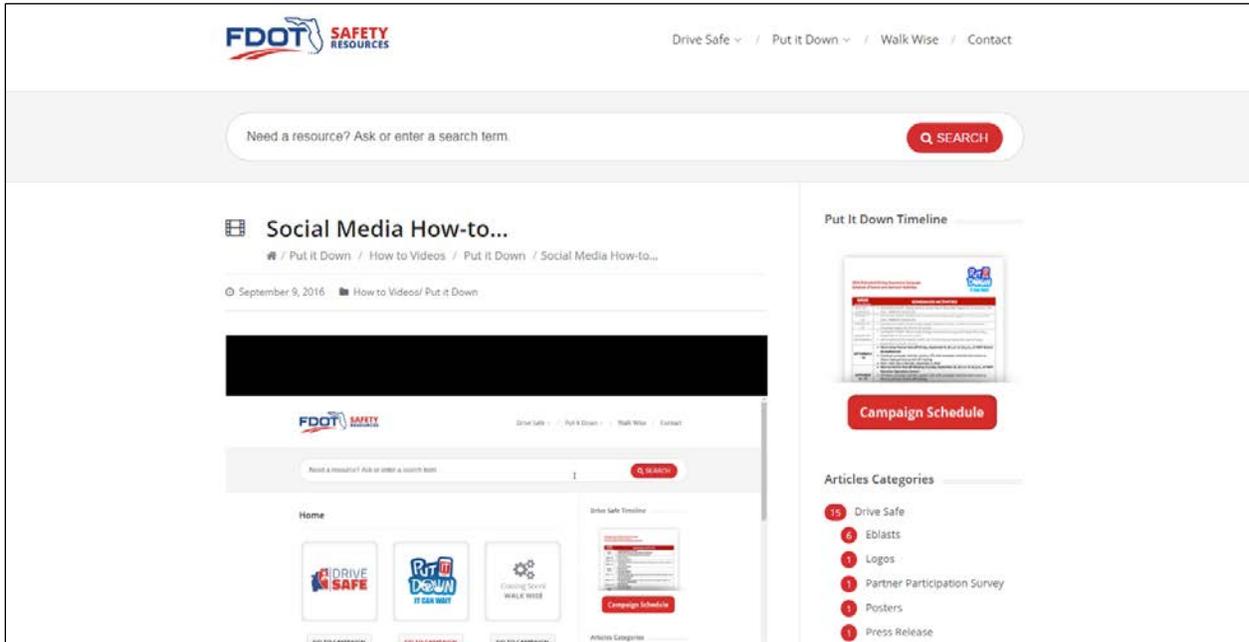
Did you know texting and driving is illegal in Florida?
Join the Florida Department of Transportation (FDOT) and its partners to educate drivers about the dangers of distracted driving.

FOR MORE INFORMATION AND MATERIALS YOU CAN USE TO HELP SPREAD THE WORD, SEE THE LINKS BELOW:

- Campaign Poster (English)
- Campaign Poster (Spanish)
- Campaign Poster (Creole)
- Web Banner (English)
- Tip Card (English)
- Tip Card (Spanish)
- Tip Card (Creole)



Partners were also provided an internal website for the first time where they could access campaign materials and updates throughout the campaign (fdotsafetyresources.com). This was created to reduce the number of internal emails distributed throughout the campaign, streamline the distribution of materials and provide training videos.



5.2 WEB/TV BANNERS/SOCIAL MEDIA

Several campaign partners displayed the “Put it Down” web banner on their websites, as well as TVs and electronic monitors at their facilities. Partners also social media messaging images and videos provided for use on Facebook, Twitter and other platforms.

5.3 MEDIA COVERAGE

Many of the campaign partners published articles within their internal newsletters and/or news outlets. Below is a list of media coverage secured by the campaign efforts:

- **Radio**
 - **US 1 Radio:** On September 22, 2016, Alison Morales Kerr, representing the DOH-Monroe County was invited to participate in a short radio spot on "US1 Radio" with to discuss the 2016 "Put It Down" campaign. US1 Radio is the largest radio station throughout the Florida Keys and has the largest reach of any other local radio station. This Put It Down/Distracted Driving radio spot took place during the morning work rush hour which is the time frame/day part when listener reach is greatest.
- **Articles (Newspaper/Magazines)**
 - **The Hurricane (UM):** The University of Miami’s paper, *The Hurricane*, featured an article during the campaign about the annual Put it Down Safety Fair called, “Safety Fair Aims to Inform Students of Available Resources.”
 - **Kiddos Magazine:** Kiddos Magazine is a bi-monthly publication that targets the major areas of Miami. The campaign messaging was published in its spring and fall issues.



6.0 FUTURE CAMPAIGN GOALS

The 2016 "Put it Down" campaign was an extremely well-received and very successful initiative launched by District Six leadership and the members of the team. As the team looks forward to future campaigns, there are certain goals that should be incorporated into future outreach efforts. They include the following:

- **Develop More Key Partnerships** – By working with additional partners, including private sector, we will receive additional resources, marketing and collateral materials including giveaways, key contacts, and possibly even additional grants/funding for future campaigns. Working with a media partner should also be considered further, as it will help bring credibility to the campaign and possibly free or reduced-cost advertising opportunities.
- **Expanded Presence in Monroe County** – By continuing to develop strategic partnerships in Monroe County and working with additional partners, the campaign will have an even larger impact in the area. This will increase the dissemination of campaign materials and information via outreach events and existing communications resources to residents of Monroe County during future campaigns.
- **Maximize Digital Campaign and Social Networking Strategy** – Continuing to develop the social media strategy is crucial to reaching a wider audience in future campaigns, especially when targeting younger demographic groups. Utilizing social media networks is a simple and effective way to post campaign content/messaging, and facilitate the distribution of information quickly, thereby turning the audience into active partners in the campaign. In addition, creating a digitally-focused campaign will allow for greater outreach.

6.1 CAMPAIGN PROCESSES

In order to efficiently and effectively run a successful campaign in 2016, it is important to designate processes with strategic milestones. A three-tiered campaign plan will simplify the processes as follows:

- **Pre-Campaign** – Before the campaign is officially launched, adequate time and efforts are needed to research new safety information, create/develop new collateral materials, solidify existing partnerships and pursue new ones.
- **Campaign Run** – During the actual campaign run, it is vital to ensure that personnel resources are available for all planned and impromptu campaign events and outreach opportunities. Media opportunities should be continuously pursued to enhance the campaign's presence. Social media collaterals and information should be consistently disseminated to/via campaign partners to further extend the campaign's reach.
- **Post-Campaign** – The success of every campaign is measured by the results yielded by its efforts. The "Put it Down" Campaign has shown consistent increase in outreach, partnerships and media exposure. A campaign report not only is a vital document that showcases these accomplishments, but also serves as a reminder for partners on why their input and stewardship make a significant difference.



7.0 CAMPAIGN FEEDBACK

"I appreciate the efforts of this campaign to raise awareness on the subject of distracted driving. As a first-time participant in this program, we are grateful for the opportunity!"

- **Anthony Phoenix Branca Foundation**

"Excellent and timely campaign."

- **City of Hialeah Police Department**

"I think the campaign is excellent. I also liked the information posted on highway monitors. Is shocking to see it when you are driving."

- **Florida Department of Health - Miami-Dade**

"COM 423 Public Relations Campaign students planned and executed the FDOT 2016 campaign at FMU. The Don't Text and Drive event held on November 3, 2016 captured the attention of all FMU students, faculty and staff with 600 people were in attendance. This experience brought awareness to the issue of distracted driving and allowed students the opportunity to take a pledge to not text and drive."

- **Florida Memorial University**

"The FDOT team made this campaign easy for sharing on social and it was well received by our followers."

- **Ford Driving Skills for Life**

"Great campaign...great message. #PUTITDOWN We look forward to participating in future campaigns."

- **Miami-Dade Police Department**

"Great campaign and distracted driving is a major cause of accidents in our county."

- **Monroe County Sheriff's Office**

"We are a proud supporter of the Put it Down campaign and look forward to participating again next year. As the regions pediatric health care leader, this most important message is aligned to our mission to support the families in all stages of life."

- **Nicklaus Children's Hospital**

"We want to thank you for letting us be a part of this campaign. We think it's a great idea to raise awareness of this serious issue and hopefully many people will heed the warnings."

- **West Kendall Toyota**



Appendix A – Campaign Poster: English

NO text.
NO call.
NOTHING
is worth losing a life over.



www.fdotmiamidade.com/putitdown



Appendix A – Campaign Poster: Spanish

NO envíe mensajes de texto
mientras conduzca.

NO llame mientras
conduzca.

NO vale la pena
perder la vida por ello.



www.fdotmiamidade.com/putitdown



Appendix A – Campaign Poster: Creole

PA voye tèks bay moun
padan w ap kondi.

PA telephone moun
padan w ap kondi.

PA gen anyen ki mande
w pou pèdi lavi w pou anyen.



www.fdotmiamidade.com/putitdown



Appendix B – Campaign Email Blasts (Kick-off Save the Date)

Put it Down Campaign 2016

[View this email in your browser](#)



DRIVING DOWN FATALITIES

PLEASE JOIN US FOR

Florida Department of Transportation District Six 2016 Campaign Partner Kick-off Meeting

MIAMI-DADE PARTNERS

WHEN: Friday, September 9, 2016, from 10 a.m. to 12 p.m.

WHERE: FDOT District Six Auditorium
(1000 NW 111 Avenue, Miami, FL 33172)

MONROE PARTNERS

WHEN: Tuesday, September 13, 2016, from 10 a.m. to 12 p.m.

WHERE: FDOT Marathon Operations Center
(3100 Overseas Highway, Marathon, FL 33050)

Please confirm participation by Friday, September 2,
by clicking the **RSVP** box below or by contacting
Alexandra Medina: amedina@mrgmiami.com (786-607-3002)

RSVP FOR KICK-OFF HERE



Appendix B – Campaign Email Blasts (Kick-off Save the Date Reminder)

Put it Down Campaign 2016

[View this email in your browser](#)



PLEASE JOIN US

Florida Department of Transportation District Six 2016 Campaign Partner Kick-off Meeting

MIAMI-DADE PARTNERS

WHEN: Friday, September 9, 2016, from 10 a.m. to 12 p.m.

WHERE: FDOT District Six Auditorium
(1000 NW 111 Avenue, Miami, FL 33172)

MONROE PARTNERS

WHEN: Tuesday, September 13, 2016, from 10 a.m. to 12 p.m.

WHERE: FDOT Marathon Operations Center
(3100 Overseas Highway, Marathon, FL 33050)

Please confirm participation by
clicking the RSVP box below or by contacting
Alexandra Medina: amedina@mrgmiami.com (786-607-3002)

RSVP FOR KICK-OFF HERE



[Forward to Friend](#)

Our mailing address is:
FDOT District Six
1000 NW 111 Avenue
Miami, FL 33172

[Add us to your address book](#)

[unsubscribe from this list](#) [update subscription preferences](#)



Appendix B – Campaign Email Blasts (#1)



DRIVING DOWN FATALITIES

Put it Down - Distracted Driving Campaign eblast volume 16.1

NO text.
NO call.
NOTHING
is worth losing a life over.

DID YOU KNOW? Teen driver crashes are the leading cause of death for our nation's youth. The overwhelming majority of these crashes are caused by inexperience or distractions, not "thrill-seeking" or deliberate risk-taking.

For more information about the Put it Down Campaign, please visit fdotmiamidade.com/putitdown

10 tips to avoid distractions while driving:

- **Fully focus on driving.** Do not let anything divert your attention, actively scan the road, use your mirrors and watch out for pedestrians and cyclists.
- **Store loose gear, possessions and other distractions** that could roll around in the car, so you do not feel tempted to reach for them on the floor or the seat.
- **Make adjustments before you begin your trip.** Address vehicle systems like your GPS, seats, mirrors, climate controls and sound systems before hitting the road. Decide on your route and check traffic conditions ahead of time.
- **Finish dressing and personal grooming at home** – before you get on the road.
- **Snack smart.** If possible, eat meals or snacks before or after your trip, not while driving. On the road, avoid messy foods that can be difficult to manage.
- **Secure children and pets before getting underway.** If they need your attention, pull off the road safely to care for them. Reaching into the backseat can cause you to lose control of the vehicle.
- **Put aside your electronic distractions.** Don't use cell phones while driving – handheld or hands-free – except in absolute emergencies. Never use text messaging, email functions, video games or the internet with a wireless device, including those built into the vehicle, while driving.
- **If you have passengers, enlist their help so you can focus safely on driving.**
- **If another activity demands your attention,** instead of trying to attempt it while driving, **pull off the road and stop your vehicle in a safe place.** To avoid temptation, power down or stow devices before heading out. Drivers should use caution while using voice-activated systems, even at seemingly safe moments when there is a lull in traffic or the car is stopped at an intersection, because potentially dangerous distractions can last longer than most drivers expect.
- **As a general rule, if you cannot devote your full attention to driving because of some other activity, it's a distraction.** Take care of it before or after your trip, not while behind the wheel.

Thank you to our dedicated campaign partners





Appendix B – Campaign Email Blasts (#2)



DRIVING DOWN FATALITIES

Put it Down - Distracted Driving Campaign eblast volume 16.2



Because **texting** requires visual, manual, and cognitive attention from the driver, it is by far the **most alarming distraction.**



DON'T LET AN EMOJI WRECK YOUR LIFE. IF YOU'RE TEXTING, YOU'RE NOT DRIVING.

GET THE FACTS A 2015 distracted driving survey reported that drivers do all sorts of dangerous things behind the wheel including brushing teeth and changing clothes. The survey also found that one-third of drivers admitted to texting while driving, and three-quarters say they've seen others do it.

TAKE THE NO-TEXTING PLEDGE

For more information about the Put it Down Campaign, please visit fdotmiamidade.com/putitdown

Upcoming Events

- OUTREACH EVENT: National Night Out - South Miami Police Department (Tuesday, October 4, 5 p.m. to 8 p.m.)
- OUTREACH EVENT: Miami Shores Village - Green Day (Saturday, October 22, 3:30 p.m. to 7:30 p.m.)
- OUTREACH EVENT: Florida Memorial University (Thursday, November 3, 2016, 11 a.m. to 2 p.m.)

Thank you to our dedicated campaign partners



**NO text.
NO call.
NOTHING**
is worth losing a life over.



Appendix B – Campaign Email Blasts (#3)



DRIVING DOWN FATALITIES

Put it Down - Distracted Driving Campaign eblast volume 16.3



DON'T LET A TEXT WRECK YOUR LIFE. IF YOU'RE TEXTING, YOU'RE NOT DRIVING.

You are more likely to have concentrate on a road accident two things when you're on at the same time. a mobile phone.

GET THE FACTS Did you know that according to the Centers for Disease Control and Prevention (CDC), each day in the United States, more than eight people are killed and 1,161 are injured in crashes that are reported to involve a distracted driver? Don't become a statistic.

TAKE THE NO-TEXTING PLEDGE

For more information about the Put it Down Campaign, please visit fdotmiamidade.com/putitdown

Upcoming Events

OUTREACH EVENT: Miami Shores Village - Green Day (Saturday, October 22, 3:30 p.m. to 7:30 p.m.)
OUTREACH EVENT: Florida Memorial University (Thursday, November 3, 2016, 11 a.m. to 2 p.m.)

Thank you to our dedicated campaign partners



**NO text.
NO call.
NOTHING**
is worth losing a life over.



Appendix B – Campaign Email Blasts (#4)



DRIVING DOWN FATALITIES

Put it Down - Distracted Driving Campaign eblast volume 16.4



WATCH AMBER'S STORY TO SEE HOW DISTRACTED DRIVING CHANGED HER LIFE FOREVER.



Don't text and fly.

Be safe this Halloween and watch for trick-or-treaters while you drive.



CLICK THIS VIDEO FOR A MESSAGE FROM MIAMI-DADE COUNTY PUBLIC SCHOOLS AND SUPERINTENDENT ALBERTO M. CARVALHO DURING 2016 TEEN DRIVER SAFETY WEEK.

TAKE THE NO-TEXTING PLEDGE

For more information about the Put it Down Campaign, please visit fdotmiamidade.com/putitdown

Upcoming Events

OUTREACH EVENT: Florida Memorial University (Thursday, November 3, 2016, 11 a.m. to 2 p.m.)

Thank you to our dedicated campaign partners



**NO text.
NO call.
NOTHING
is worth losing a life over.**



Appendix C – Campaign Web Banner

NO text. NO call. NOTHING
is worth losing a life over.



www.fdotmiamidade.com/putitdown

Campaign TV Banners

NO text.
NO call.
NOTHING
is worth losing a life over.

www.fdotmiamidade.com/putitdown





Appendix C – Campaign TV Banners

PA voye tèks bay moun padan w ap kondi.

PA telephone moun padan w ap kondi.

PA gen anyen ki mande w pou pèdi lavi w pou anyen.

www.fdotmiamidade.com/putitdown

The logo for the 'Put It Down' campaign, featuring the words 'PUT IT DOWN' in a stylized, blocky font with a red outline. Below it, the tagline 'DEPOSEZ TELEFÓN NAN' is written in a smaller, blue font.

NO envíe mensajes de texto mientras conduzca.

NO llame mientras conduzca.

NO vale la pena perder la vida por ello.

www.fdotmiamidade.com/putitdown

The logo for the 'Put It Down' campaign, featuring the words 'PUT IT DOWN' in a stylized, blocky font with a red outline. Below it, the tagline 'SUELTE EL CELULAR' is written in a smaller, blue font.



Appendix D – Social Media Campaign Messaging

**NO text.
NO call.
NOTHING**
is worth losing a life over.



www.fdotmiamidade.com/putitdown



**Better left unread,
than dead.**



www.fdotmiamidade.com/putitdown



Because **texting** requires visual, manual, and cognitive attention from the driver, it is by far the **most alarming distraction.**



www.fdotmiamidade.com/putitdown

You are more likely to have a road accident when you're on a mobile phone.

It's hard to concentrate on two things at the same time.



www.fdotmiamidade.com/putitdown

TAKE THE PLEDGE



Take the pledge to end distracted driving and help save lives by sharing this picture with the hashtag:

#PutitDown



www.fdotmiamidade.com/putitdown

73%

of drivers 18 to 20 years old admit to texting while driving.



www.fdotmiamidade.com/putitdown

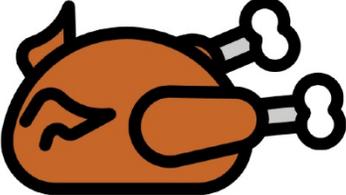
Don't text and fly.

Be safe this Halloween and watch for trick-or-treaters while you drive.




www.fdotmiamidade.com/putitdown

DON'T BE A TURKEY



Help everyone get to their destinations safely over the holidays. Don't text and drive.



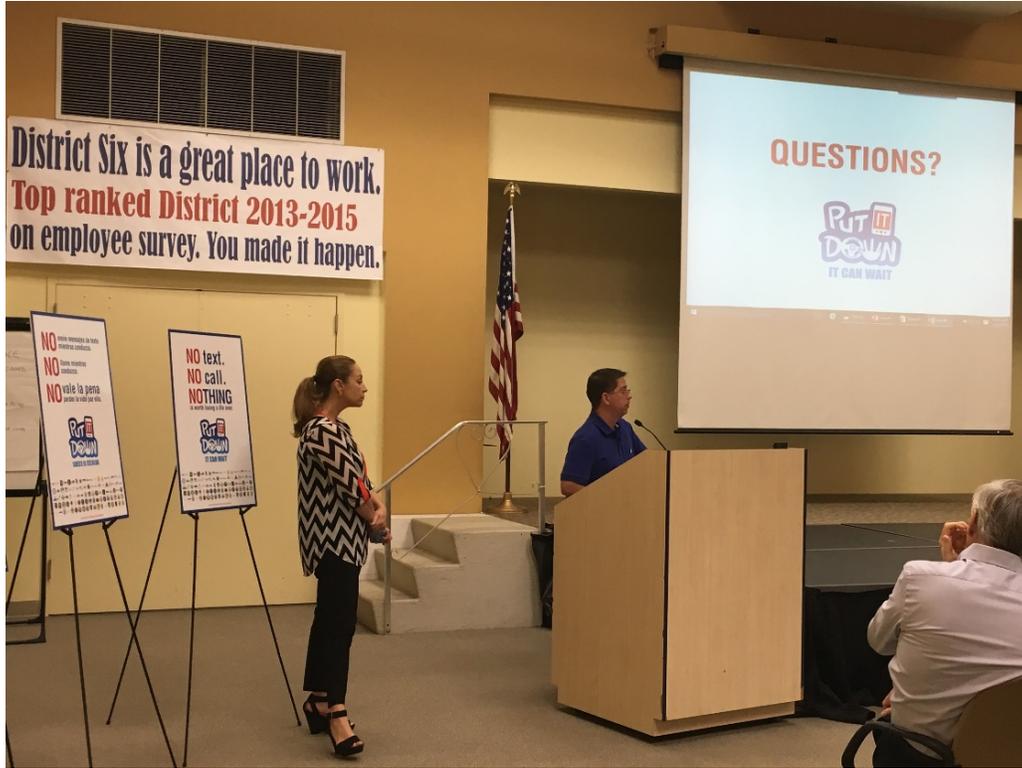
www.fdotmiamidade.com/putitdown



AMBER DAWN BUTLER
Distracted Driving Victim



Appendix E – Campaign Outreach Event Photos



Put it Down – Kick-off Event Miami-Dade County



Appendix F – Campaign Outreach Event Photos



Florida Memorial University Campus Safety Event– November 3, 2016



Appendix F – Campaign Outreach Event Photos



Nicklaus Children's Hospital Community Event --
October 15- November 3, 2016



Appendix F – Campaign Outreach Event Photos



Miami-Dade College Medical Campus Safety Event - September 27, 2016



Dwayne Wade Bike Ride/Alert Today Alive Tomorrow - September 17, 2016

Appendix F – Campaign Outreach Event Photos



Kiddos Back to School Event - August 6-7, 2016

Appendix G – Campaign Media Coverage (*University of Miami News and Events*)



Safety Fair Aims to Inform Students of Available Resources

By Special to UM News

10-03-2016

The University of Miami Police Department and the Florida Department of Transportation hosted a full day of informational tips, games and giveaways at the annual Safety Fair / 'Put it Down Campaign Kick-Off at the Rock Plaza.

UMPD partnered with the Florida Department of Transportation to help spread awareness of campus safety and cautious driving at the UMPD Campus Safety Fair / 'Put it Down' Campaign Kick-Off Wednesday afternoon at the Rock.

The fair, focused on educating students about safety resources both on and off campus, featured police officers from the Coral Gables, South Miami and City of Miami police departments.

2016 DISTRACTED DRIVING AWARENESS CAMPAIGN
SUMMARY REPORT



Crime Prevention Specialist, John Gulla, introduced the new K-9 unit of the UMPD, which consists of a friendly Labrador named Thunder, who will assist in events coordination and explosives detection. John expressed that one of the major points of the Safety Fair was to bring awareness to the students that UMPD is there for them anytime, day or night, and safety escorts are always available on campus.

The Florida Department of Transportation (FDOT) is an off campus safety resource and co-sponsor of the event. FDOT kicked off their annual *Put It Down* campaign, aimed at bringing awareness about distracted driving. The *Put It Down* campaign's goal is to teach Florida laws to UM students and make them aware of the dangers one faces while driving with cell phones or distracting friends in the car. FDOT began its partnership with UM in 2011 after their need for increased bike and pedestrian safety.

Carlos Sarmiento, Community Traffic Safety Program Coordinator, said "our aim is to make sure the students of Florida know the laws of driving and form good driving habits."

Sarmiento sees FDOT's visit to UM as essential because of the turnover of students each year and believes it is imperative to keep informing the new and old residents of Miami the importance of safe driving, biking and walking.

Erica Rodgers, a Junior Public Relations major at UM, represented the Dean of Students Office to raise drug and alcohol awareness on campus. Although she was there with Pier 21, Erica had the opportunity to walk around and learn more about different safety services associated with UM.

Erica notes "... there are far more resources than people realize. I've just learned about different services through the Wellness Center and the Student Center that I didn't know were available before."

The Florida Department of Transportation has plans to host their annual *Drive Safe* campaign, which aims to raise awareness of aggressive driving, and *Alert Today Alive Tomorrow*, which promotes bike and pedestrian safety. Dates to be released soon.

For more information on UMPD, visit their website [here \(http://www.miami.edu/ref/index.php/umpd/\)](http://www.miami.edu/ref/index.php/umpd/)

topics:

People and Community

(../people-community/index.html)

University

(../university/index.html)

Appendix G – Campaign Media Coverage (Kiddos Magazine)

kiddos snacks

Mini Sweet Potato Pies

Fall scents fill the air and the holidays are right around the corner! In recent years we have added this staple to the menu as an alternative to the traditional pumpkin pie. My family craves this Sweet Potato Pie made with Greek yogurt to make it a bit healthier with a touch of tanginess.

This easy recipe can be made with your children ahead of time, and it's the perfect addition to any fall themed gathering. Add decorative trims to your individual mini pies or make a large one for your family meal. Either way it will be more special when your little ones are there to help you make memories in the kitchen!

Prep time: 25 minutes
Cook time: 30 minutes

Ingredients:

- 1/2 pound sweet potato
- 3/4 cup Greek Yogurt
- 1/4 cup + 2 tablespoon brown sugar
- 1/2 teaspoon cinnamon
- 1/2 teaspoon nutmeg
- 3 egg yolks
- 1/8 - teaspoon salt
- 1 - tablespoon butter
- 1 - teaspoon vanilla

Directions:

- Have an adult help to peel and cut the sweet potatoes. Boil for 15 minutes or until fork tender.
- Once they are cool to touch, mash them with a fork and 1 tbs of butter.
- In a separate bowl, whisk egg yolks and sugar.
- Add cinnamon, nutmeg, salt and yogurt and mix well.
- Add cooled mashed sweet potatoes. Mix by hand (use your super hero arm power) or use a hand held mixer to make sure everything is well incorporated.
- Roll out your homemade pie dough (or store bought) on a floured surface and place into each pie mold.
- Place filling inside and decorate the tops of the pie with Fall shapes, pumpkins or a fringe top. Use your imagination to create a unique presentation.

- Beat one egg with 1 tablespoon of water and use a pastry brush to brush the top of the pie dough shapes.
- Bake for 30-40 minutes at 350°F until tops are golden brown and filling is firm.
- Let the pies cool and serve with some Vanilla Ice-Cream!
- Enjoy and Happy Holidays!

For more information please visit littlechefskitchen.com or contact us at info@littlechefskitchen.com
Use Online code KIDDOS10 to get 10% off a cooking class. Register now at littlechefskitchen.com/booking

NO text. NO call. NOTHING

is worth losing a life over.

www.fdotmiamidade.com/putitdown



Appendix H – Other Campaign Coverage (*Miami Shores Village Latest News*)

The screenshot shows the Miami Shores Village website. At the top, there is a navigation bar with the village logo, the name "Miami Shores Village", and links for Home, Login, and Contact Us. A search bar is also present. Below the navigation bar is a green banner with a news alert: "Home Invasion Robbery subject apprehended" from the Miami Shores Police Department. Social media icons for Facebook and Twitter are visible. The main content area features a large image of the village building and a menu with categories like Village Directory, Village Officials, Village Departments, Village Boards, Forms, and How Do I?. Below the menu is a "Quick Links" section with icons for Library, Recreation, Permits, Pet lost & found, My Calendar, Bulk Pickup, Register, Jobs, and Shuttle. The "Latest News" section features an article titled "Update on Home Invasion style Robbery on November 28, 2016" dated Tuesday, November 29, 2016. The "Put It Down Campaign" section is highlighted, featuring the campaign logo and the text: "Created on Monday, September 19 2016 09:37. Miami Shores Village and the Miami Shores Police Department are proud to participate in the Florida Department of Transportation's 'Put It Down' Campaign. We will be campaigning through November to make our community more aware of the dangers of texting and driving. Please join us in taking the no texting pledge! Nothing is worth losing a life over. It can wait!" Below this text is a large graphic with the "Put It Down" logo and the slogan "DRIVING DOWN FATALITIES" and "NO text".



Appendix H – Other Campaign Coverage (Miami-Dade MPO)

 <p>MIAMI-DADE METROPOLITAN PLANNING ORGANIZATION SMART Plan Mobility Today & Tomorrow</p>
<p>The Miami-Dade MPO's Transportation Partners' Activities...</p>
<p>Take the "No-Text" Pledge</p> <p>Looking down at a phone while operating a car is a recipe for disaster. If you need to send that text, tweet your thoughts, or like your post while you're driving – it can wait. Take the Florida Department of Transportation (FDOT District Six no-texting pledge, and help remind others to put down phones while driving.</p> <p>Learn more here</p>
<p>New Articulated Buses Added to Metrobus Fleet</p> <p>The Department of Transportation and Public Works (DTPW) recently received 11 new 60-foot, articulated hybrid buses that will be placed into service this month. The buses can comfortably transport up to 100 passengers and have high-tech amenities, such as free on-board Wi-Fi.</p> <p>Learn more here</p>



Appendix H – Other Campaign Coverage (Ford Driving Skills for Life)

[Read More](#)

Perfect Time for Fall Car Care

Guest Contributor: *Shelby Fix, Car Coach 2.0®*
ShelbyFix.com
Instagram: @shelbyf Twitter: shelbyfix

The summer is now over and the cooler evenings have begun. I recommend that you take advantage of the fall to prepare your vehicle for the winter ahead. Breakdowns are never convenient and can be dangerous in cold weather. The following tips will help you perform the proper car care for the fall.



[Read More](#)

Post..Tag..Win

Rewarded just for driving safe and arriving safe. You read correctly. Show us where you arrived safe and we will give you an opportunity to win a \$50 gift card to Amazon! No reposting or commenting necessary, simply follow the instructions below!

1. Follow @FordDSFL on Instagram and Twitter
2. Show us where you arrived safe with #Iarrivedsafe and @FordDSFL
3. Await victory



One winner will be chosen weekly until December 19, 2016. That's 10 winners! We ask that PRIVATE accounts are made PUBLIC during the giveaway in order to be entered.

10 Tips to Avoid Distractions While Driving:

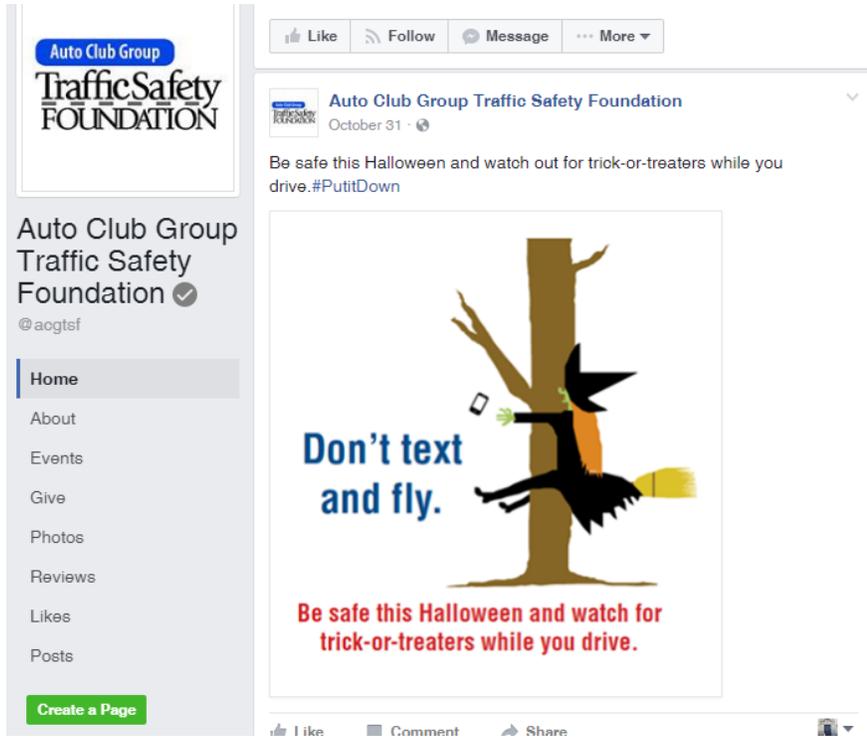
- Store loose gear, possessions and other distractions that could roll around in the car, so you do not feel tempted to reach for them on the floor or the seat.
- Finish dressing and personal grooming at home - before you get on the road.
- If you have passengers, enlist their help so you can focus safely on driving.



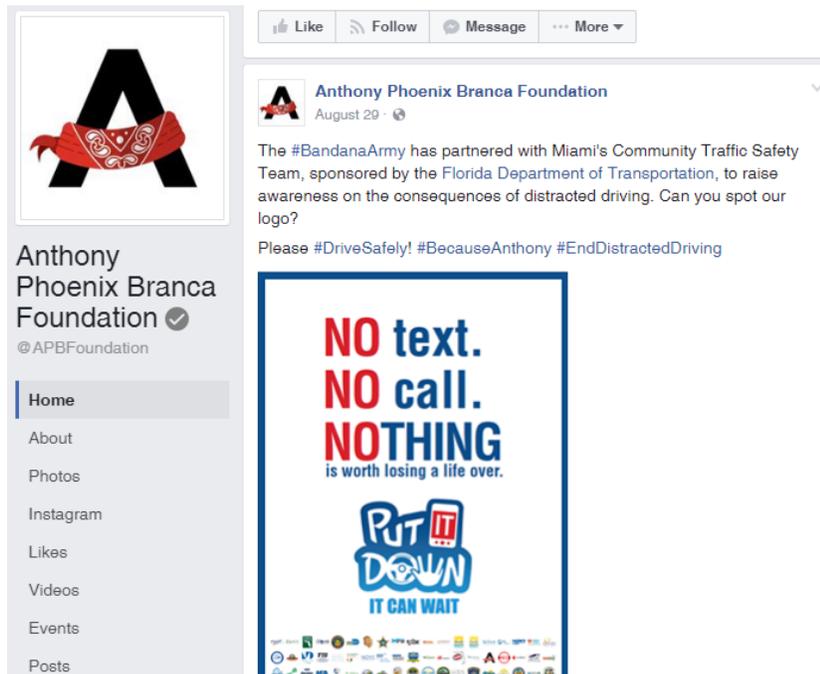
[Read More](#)



Appendix H – Other Campaign Coverage (AAA/Traffic Safety Foundation Facebook)



Appendix H – Other Campaign Coverage (Anthony Phoenix Branca Foundation Facebook)





Appendix H – Other Campaign Coverage (Miami-Dade County Public Schools YouTube)



Appendix H – Other Campaign Coverage (Miami-Dade County Public Schools Facebook)





Appendix H – Other Campaign Coverage (Key West Police Department Facebook)



Appendix H – Other Campaign Coverage (City of Miami Twitter)





Appendix H – Other Campaign Coverage (City of Miami Springs Twitter)

The screenshot shows three tweets from the City of Miami Springs (@MiamiSpringsFL) account. The first tweet, dated Oct 3, says "Don't let an emoji wreck your life. If you're texting, you're not driving." The second tweet, dated Sep 30, announces a free video tour of local waterways on Sun 10/2 2pm with @CurtissMansion and Bob Williams. The third tweet, also dated Sep 30, states "A leading cause of teen driving accidents is distraction: NO text NO call NOTHING is worth losing a life over #putitdown". Each tweet includes a profile picture, the account name, the date, the text, and engagement icons (reply, retweet, like).

Appendix H – Other Campaign Coverage (Dori Saves Lives Twitter)

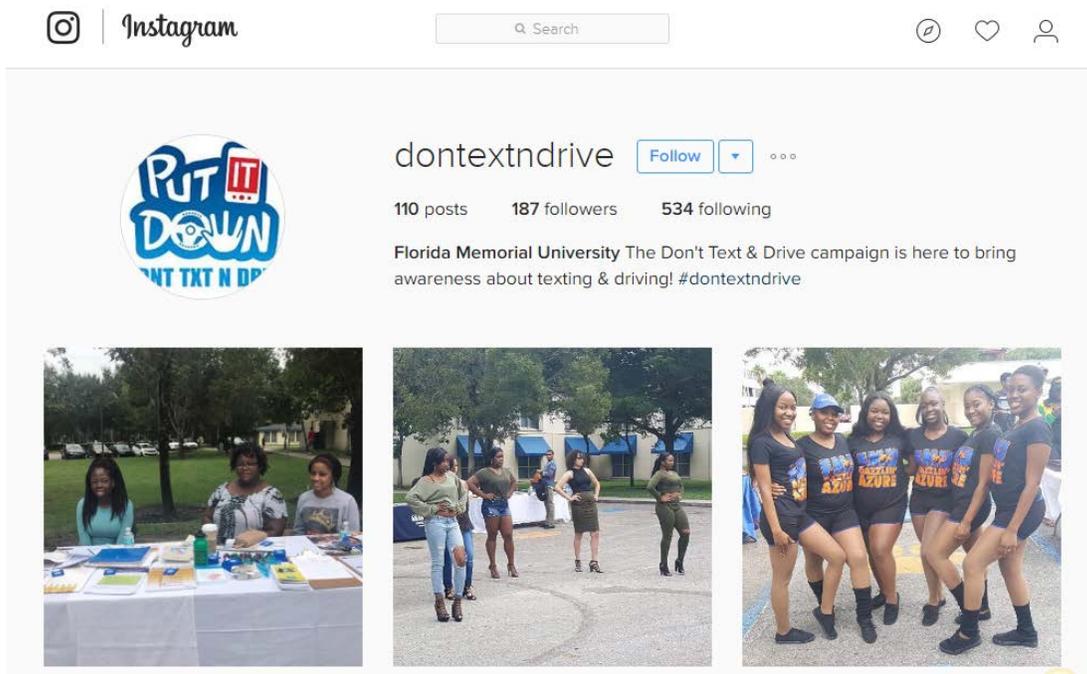
The screenshot shows four tweets from the Dori Saves Lives (@dorisaveslives) account. The first tweet, dated Nov 8, promotes an "In the Click" Seatbelt Compliance Contest with an Instagram link. The second tweet, dated Nov 2, mentions sharing a safety message with students at Olympic Heights Community High School with an Instagram link. The third tweet, dated Oct 31, wishes a Happy Halloween and includes hashtags #FDOT!, #staysafe, #putitdown, #trickortreat, and #happyhalloween, along with an Instagram link. The fourth tweet, dated Oct 30, asks people not to text and fly, wishing a Happy Halloween and providing an Instagram link. Each tweet includes a profile picture, the account name, the date, the text, and engagement icons (reply, retweet, like).



Appendix H – Other Campaign Coverage (FDOT District Six Facebook)



Appendix H – Other Campaign Coverage (Florida Memorial University Instagram)





Appendix H – Other Campaign Coverage (Florida’s Turnpike Twitter)

 **Florida's Turnpike** @FLTurnpikeSFL 

Don't be a Turkey. When traveling this [#Thanksgiving](#) holiday, slow down and increase following distance. [#Slowdown](#) [#Savealife](#) [#Travelsafe](#)



Appendix H – Other Campaign Coverage (Ford Driving Skills for Life Facebook)

 Like Follow Message More

Ford Driving Skills for Life
November 21 at 10:07am · 🌐

Don't Be a Turkey! Please drive and arrive safe this Thanksgiving holiday. [#IArrivedSafe](#)





Appendix H – Other Campaign Coverage (Miami-Dade Police Twitter)



Appendix H – Other Campaign Coverage (FDOT District Six Twitter)





Appendix H – Other Campaign Coverage (RED Facebook)

RED - Responsible & Educated Drivers
@DRIVERSARERED

Home
About
Photos
Likes
Videos
Events

Like Follow Message More

Like Comment Share

1

Write a comment...

RED - Responsible & Educated Drivers
October 31 · 🌐

Today, the Florida Department of Transportation released a distracted driving PSA on Amber's story. Please watch to see how someone else's choices behind the wheel changed her life, forever, in one second. Could you change someone's life? Make the right choice, don't drive distracted. #PutItDown
<https://youtu.be/W3mrjMazLO8>

Distracted Driving: Amber's Story
Amber was only 16 when a distracted driver hit her and her father head-on.
YOUTUBE.COM



Appendix H – Other Campaign Coverage (Baptist Health Event Banners)

Pledge Not to Text While Driving



West Kendall Baptist Hospital and
the West Kendall Community Partners
Took the Pledge



Pledge Not to Text While Driving



West Kendall Baptist Hospital and
the West Kendall Community Partners
Took the Pledge





Appendix H – Other Campaign Coverage (South Florida Commuter Services Billboard)

NO text. NO call. NOTHING
is worth losing a life over.



www.fdotmiamidade.com/putitdown