

DISTRACTED DRIVING AWARENESS CAMPAIGN

2018 Campaign Summary Report



FLORIDA DEPARTMENT OF TRANSPORTATION

District Six
1000 NW 111 Avenue
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JANUARY 2019

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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 July to December 2018. 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 roadway 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 Communications Manager, Tish Burgher. The consulting firm that facilitated the 2018 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 2018 team was held in June 2018. 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 – 2011-2018

	2011	2012	2013	2014	2015	2016	2017	2018
PARTNERS	7	13	40	98	108	112	120	135
OUTREACH EVENTS	14	22	40	73	72	64	53	78
CAMPAIGN IMPRESSIONS	3.1 million	6.0 million	40.3 million	38.6 million	61.5 million	114.5 million	76.2 million	153.8 million*

Using data from partner surveys, an estimated 153,883,224 impressions were made during the 2018 campaign.

**Number of impressions reported by partners as of January 15, 2019; 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 August 9, 2018, in Miami-Dade County at the FDOT District Six Auditorium, and on August 13, 2018, for Monroe County at the FDOT Marathon Operations Center. Below is a list of the official partners that joined the 2018 Distracted Driving Awareness Campaign.

- AAA/Auto Club Group Traffic Safety
- AA Auto Traffic School & Class "E" Testing Center*
- Alexander Traffic School*
- Anthony Phoenix Branca Foundation
- AT&T
- Aventura Hospital and Medical Center*
- City of Aventura
- 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 Hialeah Gardens Police Department*
- City of Hialeah Police Department
- City of Homestead
- City of Homestead Police Department
- City of Islamorada, Village of Islands
- City of Islamorada Fire Rescue*
- City of Key Colony Beach
- City of Key Colony Beach Police Department
- 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 Rescue*
- City of Miami
- City of Miami Beach
- City of Miami Beach Police Department
- City of Miami Fire Rescue*
- City of Miami Gardens*
- City of Miami Gardens Police Department
- City of Miami Police Department*
- City of Miami Springs
- City of Miami Springs Police Department*
- City of North Miami
- City of North Miami Beach*
- City of North Miami Police Department
- City of Opa-locka Police Department
- City of South Miami
- City of South Miami Police
- City of Sunny Isles Beach Police Department*
- City of Sweetwater
- City of Sweetwater Police Department
- City of West Miami
- City of West Miami Police Department
- Community Traffic Safety Team
- Dori Saves Lives/The Dori Slosberg Foundation
- FDOT Central Office
- FDOT District Six
- FDOT District Six Law Enforcement Liaison*
- FDOT Sunguide TMC
- Ferrovial Services *
- Florida Department of Health - Monroe
- Florida Department of Health - Miami-Dade
- Florida Department of Highway Safety and Motor Vehicles (FLHSMV)
- Florida Drawbridges Inc/FDI Services
- Florida Highway Patrol (FHP)
- Florida International University
- Florida International University Police Department*
- Florida Keys Scenic Corridor Alliance
- Florida Memorial University
- Florida Teen Safe Driving Coalition
- Florida's Turnpike Enterprise
- Ford Motor Company Fund & Community Services/Ford Driving Skills for Life

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- Governors Highway Safety Association (GHSA)
- Hope for Miami*
- Islamorada Chamber of Commerce
- IVC/Ole Communications
- Jackson Health System
- Just An Accident Stop Hit and Runs*
- Kendall Christian School*
- Kendall Regional Medical Center*
- Key Largo Chamber of Commerce
- KIDZ Neuroscience Center at the Miami Project to Cure Paralysis (Walk Safe/Bike Safe) – UM*
- Lexus of West Kendall
- Lime Bike*
- MADD - Mother's Against Drunk Driving
- Mercy Hospital
- Miami Dade College
- Miami International Airport/Miami-Dade Aviation Department
- Miami Kids Magazine
- 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 County Police Department
- Miami-Dade Transportation Planning Organization (TPO)
- Monroe County
- Monroe County Sheriff's Office
- National Organizations for Youth Safety (NOYS)
- Nicklaus Children's Hospital
- North Bay Village
- North Bay Village Police Department
- Pinecrest Bakery*
- PortMiami
- PortMiami Tunnel
- Publix Supermarkets
- RED - Responsible & Educated Drivers
- SADD - Students Against Destructive Decisions
- South Florida Commuter Services (SFCS)
- St. Thomas University*
- The Florida Villager*
- The No Fault Group*
- Town of Bay Harbor Islands
- Town of Bay Harbor Islands Police Department
- Town of Cutler Bay
- Town of Cutler Bay Police Department
- Town of Golden Beach
- Town of Golden Beach Police Department
- Town of Medley
- Town of Medley Police Department
- Town of Miami Lakes*
- Town of Surfside*
- Town of Surfside Police Department
- UBER*
- University of Miami
- 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 Key Biscayne Police Department
- Village of Palmetto Bay
- Village of Palmetto Bay Police*
- Village of Pinecrest
- Village of Pinecrest Police
- West Kendall Toyota

**New partner*



3.3 PARTNERSHIP CONTRIBUTIONS

Following is an overview of each partner's contributions and involvement throughout the campaign.

- **AA Auto Traffic School & Class "E" Testing Center**
 - Facebook was used to display the posters and campaign messaging to its 316 followers.
 - Thirty tip cards were distributed.
- **City of Aventura Police Department**
 - Posters were displayed in 20 condominium lobbies, and community display areas, the police roll call room and police station community room lobby, reaching approximately 29,700 individuals.
 - The Department distributed 350 tip cards and attended several events throughout the campaign to distribute information.
- **City of Coral Gables**
 - The Coral Gables E-News has approximately 8,050 contacts and was distributed every other week throughout the campaign with information
 - Campaign messaging was distributed via social media to the City's 14,000 Facebook and 3,000 Twitter followers on five occasions.
- **City of Key West / Police Department**
 - Four campaign posters were displayed.
 - Campaign messaging was distributed via social media to the department's 28,685 Facebook and 6,415 Twitter followers.
- **City of Layton**
 - Campaign eblasts were distributed by the city reaching 175 recipients.
 - Three posters were displayed (lobby, community board and Chambers) throughout the campaign.
- **City of Miami**
 - The City posted eight campaign posts to its 135,000 Twitter, 18,000 Facebook and 15,700 Instagram followers.
 - The campaign PSA was played on Miami TV as well as in the lobby reaching 1,000 daily visitors.
- **City of Miami Police Department**
 - Four campaign posters were displayed during the campaign.
 - Social media messaging was utilized to reach the Department's 105,000 Facebook, 30,000 Twitter and 33,000 Instagram followers.
- **City of Miami Fire Rescue**
 - Campaign eblasts were distributed to 750 members of the Fire Department.
 - Twenty posters were displayed (all City fire stations, training center and administrative buildings) reaching approximately 1,400 views.
 - Additionally, 150 tip cards were distributed.
- **City of Miami Beach**
 - The City retweeted and shared campaign posts by the FDOT District Six Facebook and Twitter accounts throughout the campaign.
- **City of Miami Gardens**
 - Campaign information was distributed to the City's 25,145 recipients on six occasions.
 - Additionally, the City posted 20-25 times on its Twitter and Facebook accounts.
- **City of Miami Gardens Police Department**



- Campaign messaging was posted regularly on Facebook (2,928 followers), Instagram (1,964 followers) and Twitter (4,418 followers).
- **City of Miami Springs**
 - Two campaign posters were displayed in City Hall and Community Policing, as well as 150 tip cards.
 - Social media messaging was used to reach the city's Facebook, Instagram, YouTube and Twitter followers.
 - TV monitor images and the campaign PSA were displayed as well.
- **City of North Miami Police Department**
 - Campaign eblasts were distributed to 500 individuals.
 - Additionally, 10 posters were displayed, and 200 tip cards were distributed.
 - Campaign messaging was also distributed via social media, Chanel 77 and various outreach events.
- **FDOT District Six Community Traffic Safety Program/Teams (CTST)**
 - Carlos Sarmiento, disseminated four campaign email blasts to 376 CTST team members.
 - Participating CTST teams/members received additional campaign posters, educational and promotional items for internal and external outreach.
 - CTST held several enforcement details and distributed thousands of campaign items to citizens.
- **FDOT District Six Law Enforcement Liaison (LEL)**
 - District Six LEL eblasts to more than 142 law enforcement officers.
 - Posters were distributed to approximately 30 law enforcement personnel during meetings in September.
 - Approximately 200 tip cards were distributed.
- **FDOT District Six**
 - Campaign eblasts were distributed to 622 FDOT employees.
 - Fifty campaign posters were displayed in the Public Information Office, and 500 tip cards were distributed.
 - Social media was utilized to reach 583 Facebook and 4,171 Twitter followers.
 - The campaign web banner and website reached 11,585 pageviews during the campaign.
- **FDOT SunGuide TMC–District Six**
 - Dynamic Messaging System (DMS) signs displayed campaign messaging throughout the campaign target area during the campaign reaching millions of drivers.
- **Florida Department of Health (Miami-Dade County)**
 - The email blasts were distributed to 798 individuals.
- **Florida Department of Health (Monroe County)**
 - The email blasts were distributed to 86 DOH-Monroe and Monroe County government employees throughout the Florida Keys.
 - Five posters were displayed at the Gato Building in Key West, DJJ Building in Stock Island, Ruth Ivins Center in Marathon, Roth Building in Tavernier, and Murray Nelson Center in Key Largo reaching approximately 400 residents and tourists weekly.
 - 100 tip cards were distributed at community events.
 - DOH Monroe also participated in two campaign events.
- **Florida International University (FIU)**
 - 100 tip cards were distributed during the campaign.
 - FIU made three posts to Twitter reaching 43,000 followers.
 - Campaign messaging was featured on FIU's electronic messaging boards reaching 60,000-70,000 people daily.



- **Florida Memorial University**
 - Senior public relations students developed and executed a campaign to help the university community understand the risks associated with distracted driving and educate them about the ban on texting and driving in the state.
 - The campus-wide event that took place on November 8, 2018, ended with more than 500 FMU students signing the Don't Text and Drive Pledge.
 - Campaign messages and materials were posted to the specially designated Facebook, Twitter and Instagram accounts throughout the fall semester (15 weeks).
 - 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)**
 - FTE displayed the campaign poster in its Orlando and Pompano facilities reaching approximately 75 people daily.
 - Social media messaging was used to reach more than 12,000 Twitter followers throughout the campaign.
 - The Put it Down messaging was on informational displays at Turnpike Service Plazas (Okahumpka, Turkey Lake, Canoe Creek, Fort Pierce, West Palm Beach and Pompano Beach). These displays show a variety of images as part of a PSA rotation and during the six-month run, the service plazas were visited millions of vehicles.
- **Ford Driving Skills for Life**
 - One eblast was distributed to 30,000 contacts in the Ford Driving Skills for Life Florida database.
 - Social media messaging was used to reach 15,000 Facebook, 1,250 Instagram and 6,000 Twitter followers.
- **Governors Highway Safety Association (GHSA)**
 - GHSA had campaign messaging with its 6,200 Twitter followers.
- **Hope for Miami**
 - Five campaign posters were displayed reaching approximately 450 individuals.
 - Additionally, 100 tip cards were distributed.
- **IVC/Ole Communications**
 - The campaign PSA was shown reaching approximately 1.5 million subscribers in the US and 17 million in Venezuela.
- **Jackson Health System**
 - Two eblasts were distributed to Jackson Health System's approximately 12,000 employees.
 - Additionally, social media was utilized to reach more 12,317 Facebook, 4,521 Twitter and 2,990 Instagram followers.
- **Kendall Christian School (KCS)**
 - The campaign poster was displayed on campus, reaching approximately 300-400 views.
 - Approximately 300 tip cards were distributed throughout the campaign in addition to the 200 that were distributed at the Fall KCS event.
- **Kendall Regional Medical Center**
 - The medical center used social media messaging to reach its 3,826 Facebook and 9,438 Twitter followers.
- **KIDZ Neuroscience Center at the Miami Project to Cure Paralysis (Walk Safe/Bike Safe) – University of Miami**
 - Campaign eblasts were distributed to 516 individuals.



- Two WalkSafe tweets were posted with the #PutItDown hashtag reaching 1,238 followers.
- **Miami International Airport / Miami-Dade Aviation Department**
 - Four posters were displayed in the rental car center lobby reaching approximately 170,000 weekly visitors.
- **Miami-Dade County**
 - Campaign messaging was distributed internally in the county employee newsletter to County and Jackson Health employees reaching approximately 23,000 individuals.
 - Campaign messaging was also distributed externally via miamidade.gov to approximately 53,000 subscribers.
 - Social media messaging was utilized to reach 73,425 Facebook, 79,1000 Twitter and 41,100 Instagram followers.
- **Miami-Dade County Public Schools (MDCPS)**
 - Campaign messaging was displayed on the MSCPS website reaching 8,247,514 pageviews during Teen Driver Safety week.
- **Miami-Dade Expressway Authority (MDX)**
 - MDX distributed campaign messaging to its 3,601 Facebook and 2,143 Twitter followers.
- **Miami-Dade Police Department**
 - Social media messaging was utilized to reach thousands of Twitter and Facebook followers.
- **Miami-Dade Transportation Planning Organization (TPO)**
 - Campaign information was sent to approximately 5,000 recipients using the TPO E-newsletter which is distributed weekly.
 - Campaign information was posted on the TPO's social media accounts reaching 760 Facebook, 1,666 Twitter and 267 Instagram followers.
 - Three campaign posters were displayed reaching approximately 50 people.
- **Monroe County Sheriff's Office**
 - The Sheriff's Office distributed eblasts to 100 recipients.
 - Ten campaign posters were displayed reaching approximately 5,000 views during the campaign.
 - Approximately 200 tip cards were distributed.
 - Facebook was also utilized to reach 1,000 followers.
- **National Organizations for Youth Safety (NOYS)**
 - NOYS utilized social media messaging to reach more than 5,500 Twitter and 70 Facebook followers.
- **Nicklaus Children's Hospital (NCH)**
 - NCH distributed the campaign eblast to more than 3,000 individuals.
 - The social media messages were used to reach its 250,000 Facebook, 9,000 Instagram and 33,300 Twitter followers on multiple occasions.
 - 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.
- **Pinecrest Bakery**
 - The campaign eblast was distributed to 23,000 individuals.
 - Approximately 26 posters were displayed (two at each of the 13 locations) reaching an estimated 12,000 people per week.
 - Approximately 3,250 tip cards were distributed.

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- Social media messaging was distributed on Facebook reaching approximately 5,000 followers.
- Additionally, TV monitor images displayed campaign messaging at 13 locations reaching approximately 12,000 customers weekly.
- **Town of Cutler Bay**
 - Two campaign eblasts were distributed to 1,687 individuals.
 - One campaign poster was displayed at Town Hall reaching approximately 1,200 people.
 - Approximately 800 tip cards were distributed at various events.
 - Facebook was used to distribute campaign messaging to 771 followers.
- **Town of Medley Police Department**
 - Social media messaging was utilized to reach the Department's 950 Twitter and 500 Instagram followers.
- **Town of Miami Lakes**
 - Campaign eblasts were distributed to 3,000 individuals.
 - Four campaign posters were displayed (Mary Collins Community Center, Roberto Alonso Community Center, Youth Center and Town Hall) reaching approximately 3,000 people.
 - Social media messaging was utilized to reach the Town's 1,200 Facebook, 1,700 Instagram and 687 Twitter followers.
- **Town of Surfside Police Department**
 - The campaign eblasts were distributed three times to 1,400 individuals.
 - Campaign posters were displayed at Town Hall, the Community Center and a local Starbucks.
 - Additionally, campaign web banners were displayed on the Department's website.
- **UBER**
 - One campaign eblast was distributed to 250 individuals.
 - The campaign poster was displayed at the Driver Support Center on the week of Labor Day reaching approximately 3,000 views.
- **University of Miami (UM) and UM Police Department**
 - Campaign eblasts were distributed to approximately 4,000 students, staff and faculty.
 - Four posters were displayed on campus by UMPD.
 - Approximately 300-700 Tip cards were distributed at events.
 - UMPD utilized social media messaging reaching 2,656 Facebook followers.
- **Village of Key Biscayne Police Department**
 - Campaign eblasts were distributed to 2,870 individuals during the campaign.
 - Four campaign posters were displayed, reaching hundreds.
 - Approximately 150 tip cards were distributed at several community events.
 - Social media messaging was posted reaching 1,805 Facebook and 1,022 Twitter followers.
 - Additionally, campaign messaging was posted on the Department's website.
- **West Kendall Toyota / Lexus of West Kendall**
 - West Kendall Toyota posted social media messages to its thousands of Twitter and Facebook 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. Additionally, Hurricane Irma caused the cancellation of several events. A total of 78 events were coordinated during the 2018 campaign, mostly at local colleges and universities.

4.1 Campaign Schedule

WEEK (2018)	OFFICIAL CAMPAIGN SCHEDULE
AUGUST 5 - 11	<ul style="list-style-type: none"> • Miami-Dade Partner Kick-off Meeting (August 9 at FDOT D6 Auditorium)
AUGUST 12 - 18	<ul style="list-style-type: none"> • Monroe Partner Kick-off Meeting (August 13 at FDOT Marathon Operations Center)
AUGUST 19 - 25	<ul style="list-style-type: none"> • Campaign Launch • Social Media Post #1
AUGUST 26 - SEPTEMBER 1	<ul style="list-style-type: none"> • Social Media Post #2 • Email Blast #1
SEPTEMBER 2 - 8	<ul style="list-style-type: none"> • Social Media Post #3
SEPTEMBER 9 - 15	<ul style="list-style-type: none"> • Social Media Post #4
SEPTEMBER 16 - 22	<ul style="list-style-type: none"> • Social Media Post #5 • Email Blast #2
SEPTEMBER 23 - 29	<ul style="list-style-type: none"> • Social Media Post #6
SEPTEMBER 30 - OCTOBER 6	<ul style="list-style-type: none"> • Social Media Post #7
OCTOBER 7 - 13	<ul style="list-style-type: none"> • Social Media Post #8 • Email Blast #3
OCTOBER 14 - 20	<ul style="list-style-type: none"> • Social Media Post #9
OCTOBER 21 - 27	<ul style="list-style-type: none"> • Social Media Post #10
OCTOBER 28 - NOVEMBER 3	<ul style="list-style-type: none"> • Social Media Post #11 • Email Blast #4
NOVEMBER 4 - 10	<ul style="list-style-type: none"> • Social Media Post #12 •
NOVEMBER 11 - 17	<ul style="list-style-type: none"> • Social Media Post #13
NOVEMBER 18 - 24	<ul style="list-style-type: none"> • Social Media Post #14



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 2018 "Put it Down" campaign. The campaign website was posted at www.fdotmiamidade.com/putitdown.

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

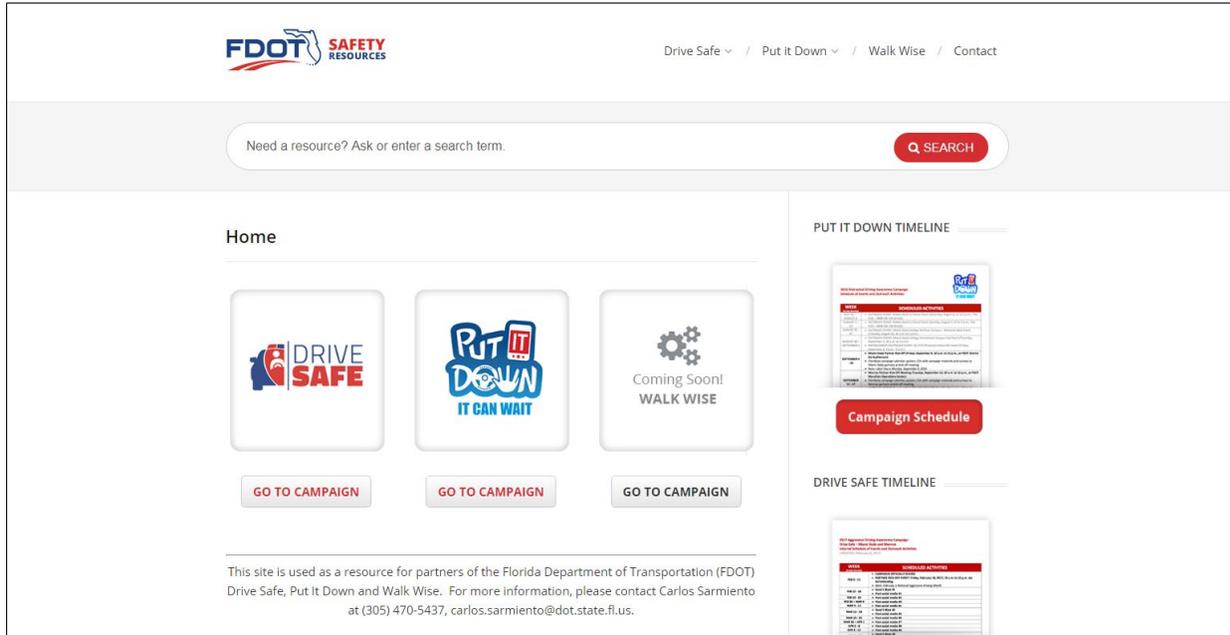
Did you know texting and driving is illegal in Florida?
Join the Florida Department of Transportation (FDOT) and its partners to educate drivers about the dangers of distracted driving.

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

- Campaign Poster (English, Version 2 | Spanish | Creole)
- Web Banner
- Tip Card (English | Spanish | Creole)
- Pledge Card



Partners were also provided an internal website 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 PUBLIC SERVICE ANNOUNCEMENT (PSA)

The campaign PSA was produced in :15, :30 and :60 second versions in both English and Spanish. The PSA was utilized by partners via social media, local and international television as well as websites. Additionally, the PSA was shown on the local NBC station (channel 6), in local movie theaters and at gas stations throughout Miami-Dade and Monroe counties.





5.4 MEDIA COVERAGE

In addition to paid advertising, 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:

- **Newspaper/Magazines/Online Publications**
 - The Florida Villager
 - Libre/Libreonline.com
 - PBS – The Health Channel
 - NBC – 6 in the Mix

6.0 FUTURE CAMPAIGN GOALS

The 2018 “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.
- **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.
- **Focus on Community Outreach** – Working with local law enforcement, we hope to identify areas that are impacted by distracted driving the most. Once we determine these target areas that would benefit from grassroots community outreach, we will develop a plan to disseminate campaign messaging in the most effective way for that area.

6.1 CAMPAIGN PROCESSES

In order to efficiently and effectively run a successful campaign, 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

“The “Put it Down” campaign is a fantastic way to communicate the dangers of texting while driving with our audience. These simple, yet educational, graphics make it easier for the City to promote safety on all social media platforms and provide important information to our residents.”

-City of Coral Gables

“We really enjoyed your eblast campaigns. They were timely and easy to navigate as well.”

- City of Miami Gardens

“I think the campaign is effective, catchy and have seen it displayed through numerous municipalities. One that comes to mind is the sign at the entrance of the Village of Key Biscayne; I think the campaign is catchy and I have heard from parents that they have talked to their children about the dangers when they see the campaign. It makes it easier to dialogue”

- Florida Department of Health - Miami-Dade

“The message was clear at every event that the TPO staff attended “Don’t Text and Drive.” Students were able to learn about the SMART Plan and ask transportation questions.”

- Miami-Dade Transportation Planning Organization (TPO)

“Great to be part of the initiative. We felt great to contribute to the police officers and make our citizens more aware to not text and drive.”

- Pinecrest Bakery

“Excellent Work.”

- Town of Medley Police Department



Appendix A – Campaign Poster: English

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



www.fdotmiamidade.com/putitdown



Appendix A – Campaign Poster: English (Version 2)



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 (Past Partner Email)



**2018 PUT IT DOWN CAMPAIGN
PARTNER REQUEST**



Put it Down Campaign Through the Years

Dear Campaign Partners,

It's that time of year...The Florida Department of Transportation (FDOT) will be re-launching its "Put it Down" campaign and **we want to know if you would like to participate again for 2018.**

In 2017, we were able to reach more than 76.2 million Impressions through outreach events, campaign posters, email blasts, web banners, social media messaging and other campaign resources. This year, we hope to continue to



media coverage. We welcome your input, comments and suggestions as we strive to make this year's campaign even better.

If you would like to participate in the campaign this year, please confirm via email by Tuesday, July 10. Please let us know who will be the main point-of-contact for your company/organization. Also, please confirm if we should use the logo from last year, or provide a high-resolution logo for our use in the posters, e-blasts, etc. (we will provide the draft for your final review and approval before anything is published).

Carlos Sarmiento and I will be your contacts for this campaign. I have included our contact information below.

We hope you will join us again and thank you in advance for your support! We will be in touch soon regarding the upcoming kick-off event.

Jeanette Gorgas

Senior Public Information Officer
Media Relations Group, LLC
Cell: 786-239-8862
jgorgas@mrgmiami.com

Carlos Sarmiento

Community Traffic Safety Program Coordinator
Florida Department of Transportation - District 6
1000 NW 111th Ave., Room 6206 A
Miami, FL 33172
Direct Phone: (305) 470-5437
Email: carlos.sarmiento@dot.state.fl.us

YES, I WILL PARTICIPATE IN THE 2018 CAMPAIGN

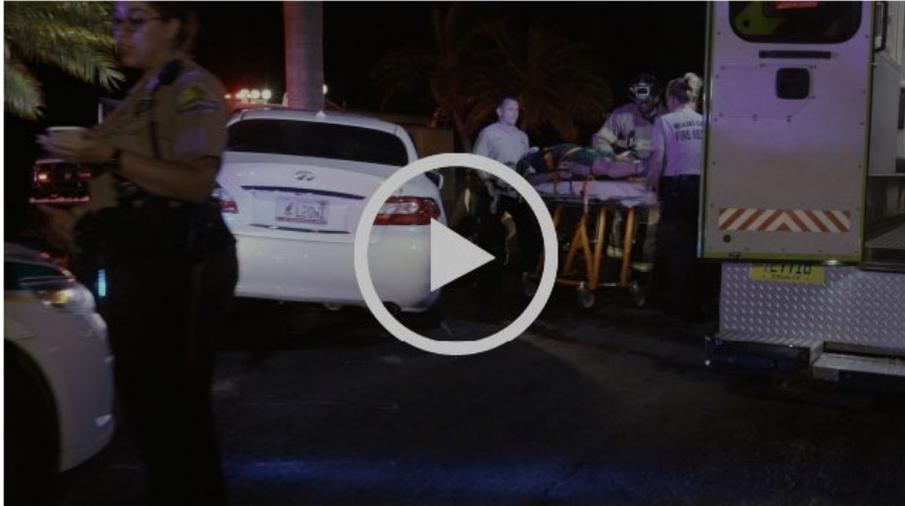
SAVE THE DATE

Miami-Dade Partner Kick-Off
Thursday, August 9, 10 a.m. to 12 p.m.,
at FDOT District Six Auditorium

**RSVP FOR THE
KICK-OFF
MEETING HERE**



VIEW THE 2017 REPORT



Put It Down PSA

 [Forward to Friend](#)

Our mailing address is:
Florida Department of Transportation - District 6
1000 NW 111th Avenue
Miami, FL 33172

[Add us to your address book](#)

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



Appendix B – Campaign Email Blasts (New Partner Email)



DRIVING DOWN FATALITIES

2018 PUT IT DOWN CAMPAIGN PARTNER REQUEST



Put it Down Campaign Through the Years

We are reaching out to your organization because the Florida Department of Transportation (FDOT) will be re-launching its “Put it Down” Distracted Driving campaign and **we want to know if you would like to participate in 2018.**

What is Distracted Driving? Distracted driving is any activity that could divert a person's attention away from the primary task of driving. All distractions endanger driver, passenger and bystander safety. Did you know that texting takes your eyes off the road for an average of 4.6 seconds? That's like driving the length of a football field at 55 mph BLIND.



outreach events, campaign posters, email blasts, web banners, social media messaging and other campaign resources. This year, we hope to continue to develop key partnerships, focus on social media messaging, participate in events throughout Miami-Dade and Monroe counties and garner even greater media coverage. Please visit the campaign website for more information including some of the 2017 materials for reference: www.fdotmiamidade.com/putitdown. We will also be hosting a kick-off event in the coming weeks to provide all partners with more information and to officially launch the campaign.

If you would like to participate in the campaign this year, please confirm via email by Tuesday, July 10. Please let us know who will be the main point-of-contact for your company/organization. Also, please provide a high-resolution logo for our use on the posters, e-blasts, etc. (we will provide the draft for your final review and approval before anything is published).

Carlos Sarmiento and I will be your contacts for this campaign. I have included our contact information below. We hope you will join us again and thank you in advance for your support!

Jeanette Gorgas

Senior Public Information Officer
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Cell: 786-239-8862
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Carlos Sarmiento

Community Traffic Safety Program Coordinator
Florida Department of Transportation - District 6
1000 NW 111th Ave., Room 6206 A
Miami, FL 33172
Direct Phone: (305) 470-5437
Email: carlos.sarmiento@dot.state.fl.us

YES, I WILL PARTICIPATE IN THE 2018 CAMPAIGN

SAVE THE DATE

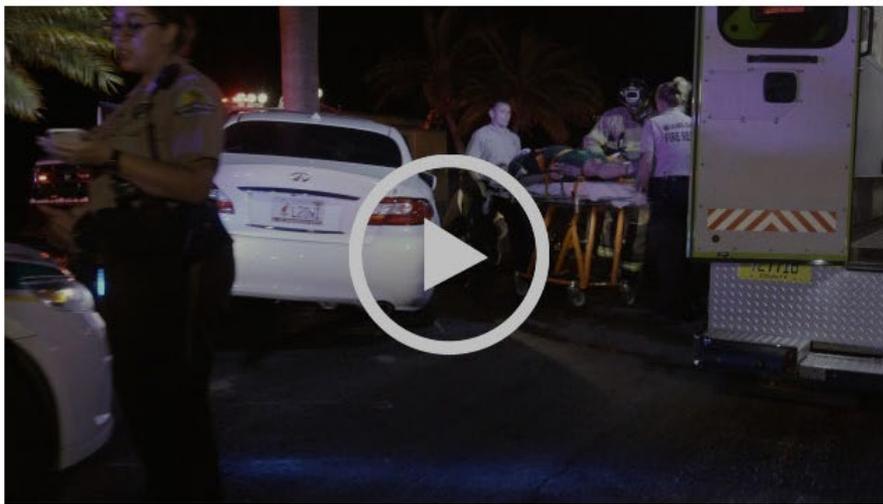


Thursday, August 9, 10 a.m. to 12 p.m.,
at FDOT District Six Auditorium

KICK-OFF MEETING HERE

Monroe Partner Kick-Off
Monday, August 13, 10 a.m. to 12 p.m.,
at FDOT Marathon Operations Center

[VIEW THE 2017 REPORT](#)



Put It Down PSA

[Forward to Friend](#)

Our mailing address is:
Florida Department of Transportation - District 6
1000 NW 111th 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 18.1

Have You Driven While Distracted?

Eight unsafe behaviors to avoid



TEXTING

According to the National Highway Traffic Safety Administration texting while driving is one of the most dangerous driver distractions because it involves visual, manual and cognitive distractions. You should pull over to read directions and put your phone in "Do not Disturb Mode" while driving.



GROOMING

Pressed for time, some people conduct grooming activities in the car, such as putting on makeup or using an electric shaver. Do yourself and other drivers a favor by completing your morning routine at home or when you arrive at your destination.



EATING AND DRINKING

Your steaming cup of coffee spills or ingredients slip out of your sandwich—any number of distractions can arise when you drive and dine. Stay safer by saving the refreshments until you're parked.



MONITORING PASSENGERS

In a recent State Farm® Distracted Driving survey, 40% of drivers indicated that attending to children in the backseat was very distracting, while 53% of drivers said the same thing about having a pet in their lap while driving. Try your best to avoid these distractions and stay focused on the road.



RUBBERNECKING

Slowing down to look at a traffic incident could cause a crash of your own. The same thing goes for lengthy looks at billboards, a street address or a great mountain view.



MUSIC

Playing your radio at a high volume or wearing headphones can take your focus away from the road. These distractions also reduce the likelihood you'll hear car horns, emergency vehicles or other key noises.



DAYDREAMING

If you've ever realized you just missed an exit because you weren't paying attention, you've experienced a common distraction: daydreaming. Resist the urge to drift off while driving, and keep your attention on the road. Vary your typical driving routes. A change in scenery and traffic conditions could help you stay alert.



DROWSINESS

According to a poll by the National Sleep Foundation®, an estimated 60% of Americans have admitted to driving while drowsy, and 37% have nodded off behind the wheel. If you feel sleepy, pull over. Walk around to wake up, switch drivers or find a safe place to nap before you resume driving.

SAFETY TIP OF THE WEEK If you are likely to respond to a text message or answer calls while driving, put your phone in "Do not Disturb Mode" so that you will not be tempted.



TAKE THE NO-TEXTING PLEDGE

NO TEXT. NO CALL. NOTHING IS WORTH LOSING A LIFE OVER.

Upcoming Events

- **Miami-Dade TPO Ride SMART Transportation Fair** (Wednesday, August 29, 11 a.m. to 2 p.m., Jackson Memorial Hospital, 1611 NW 12 Avenue, Miami, FL 33169)
- **Pinecrest Police Department DUI/Put it Down Event** (Friday, August 31, 8 p.m. to 3 a.m.)
- **Club Rush Miami-Dade College Homestead Campus** (Thursday, September 6, 11:00 a.m. to 1:00 p.m., 500 College Terrace, Homestead, FL)

Thank you to our dedicated campaign partners



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



Appendix B – Campaign Email Blasts (#2)



DRIVING DOWN FATALITIES

Put it Down - Distracted Driving Campaign **blast volume 18.2**

Teens whose parents drive distracted are 2 to 4 times as likely to also drive distracted



A new study by the University of Michigan Transportation Research Institute and Toyota Motor Sales USA, Inc. shows a significant correlation between parent and teen driving distraction behaviors, suggesting that parents play an influential role in modeling risky behavior on the road.

PARENTS

Nearly one in 10 respond to a text once or more every time they drive, while 13 percent read a text or email once or more while driving

10 percent admit they have extended, multi-message text conversations while driving

12 percent say they search for music on a portable music player while driving

TEENS

25 percent respond to and 30 percent read a text message once or more every time they drive

20 percent admit they have extended, multi-message text conversations while driving

More than half say they search for music on a portable music player while driving

More than one in 10 say they update or check social media while driving

DID YOU KNOW? According to the Centers for Disease Control and Prevention (CDC), students who reported frequent texting while driving were less likely to wear a seatbelt, more likely to ride with a driver who had been drinking and more likely to drink and drive.

Upcoming Events

- **FDOT Safety Fair** (Thursday, September 20, The LAB Miami Wynwood, 400 NW 26 Street, Miami, FL 33127)
- **Miami Dade College Medical Campus Safety Day event** (Tuesday, September 25, 9 a.m. to 1 p.m., College Atrium)
- **Miami Dade College Kendall Campus Public Safety Day event** (Tuesday, September 25, 8 a.m. to 4:30 p.m., College Atrium)
- **Miami Dade College North Campus Safety Day event** (Wednesday, September 26, 9 a.m. to 12 p.m., 11380 NW 27 Avenue, Miami, FL 33167, Bldg. 4000 Breezeway)
- **Bal Harbour Police Department Bicycle Rodeo** (Wednesday, September 26)

TAKE THE NO-TEXTING PLEDGE



Club Rush Miami-Dade College Homestead



Pincrest Police Department Enforcement

Thank you to our dedicated campaign partners



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

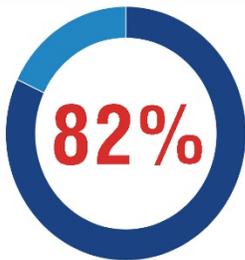


Appendix B – Campaign Email Blasts (#3)

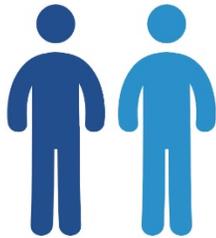


DRIVING DOWN FATALITIES

Put it Down - Distracted Driving Campaign eblast volume 18.3



of drivers perceive **talking on a hand-held phone while driving** as distracting.



50% of drivers say they do it.



We can all play a part in the fight to **SAVE LIVES** by ending distracted driving.

DID YOU KNOW? Anything that takes your attention away from driving can be a distraction. Sending a text message, talking on a cell phone, using a navigation system, and eating while driving are a few examples of distracted driving.

Upcoming Events

- **Community Health and Resource Fair** - Saturday, October 13, 10 a.m. to 1 p.m., Stanton Memorial Baptist Church 50 NE 119 Street, Miami, FL 33161
- **University of Miami Safety Fair** - Tuesday, October 16, 10 a.m. to 2 p.m., Coral Gables Campus
- **American Airlines Safety Fair** - Thursday, October 18, 8 a.m. to 4 p.m., Miami International Airport, Miami-Dade Auditorium, North Terminal D, 4th Floor
- **Kiddo's Magazine Kiddo-Ween** - Saturday, October 20, 11 a.m. to 5 p.m., The Falls Shops, 8888 SW 136 St. Miami, FL 33176
- **Aventura Hospital Pumpkin Patch Festival** - Sunday, October 28, 12 p.m. to 3 p.m., 20900 Biscayne Blvd., Aventura, FL 33180

TAKE THE NO-TEXTING PLEDGE



Miami Dade College Kendall Campus



Safety Fair LAB Miami

Thank you to our dedicated campaign partners



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



Appendix B – Campaign Email Blasts (#4)



DRIVING DOWN FATALITIES

Put it Down - Distracted Driving Campaign eblast volume 18.4

Don't text and fly.

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



MOTORISTS

- Slow down in residential neighborhoods
- Obey all traffic signs and signals
- Drive at least 5 mph below the posted speed limit to give yourself extra time to react to children who may dart into the street
- Watch for children walking on roadways, medians and curbs
- Children may not be paying attention to traffic and cross the street mid-block or between parked cars
- Carefully enter and exit driveways and alleys
- Turn on your headlights to make yourself more visible – even in the daylight
- Be sure to keep an eye out for children by looking left and right into yards and front porches

TRICK-OR-TREATERS

- Trick-or-treat in a group
- Be bright at night – wear retro-reflective tape on costumes and treat buckets to improve visibility to motorists and others
- Wear disguises that don't obstruct vision, and avoid facemasks (use face paint instead)
- Carry a flashlight containing fresh batteries, and place it facedown in the treat bucket to free up one hand - never shine it into the eyes of oncoming drivers
- Stay on sidewalks and avoid walking in streets if possible
- If there are no sidewalks, walk on the left side of the road facing traffic
- Look both ways and listen for traffic before crossing the street
- Cross streets only at the corner, and never cross between parked vehicles or mid-block

FUN FACTS

- Jack-o'-lanterns are the symbol of Halloween. People in Ireland and Scotland originally used beets or turnips as lanterns on Halloween.
- More than 175 million Americans will celebrate Halloween this year, with seven out of ten consumers planning to hand out candy.

Upcoming Events

- **Kendall Christian School event** - Saturday, November 3, 11 a.m. to 5 p.m., 8485 SW 112 St, Kendall, FL 33156
- **Just an Accident – Stop Hit and Runs Second Annual Ride for Gene Safety Day event** - Saturday, November 3, 8 a.m. to 12 p.m., Rolling Oaks Park, 18701 NW 17 Court, Miami Gardens
- **Florida Memorial University Put it Down event** - Thursday, November 8, 11 a.m. to 2 p.m. 15800 N.W. 42 Avenue, Miami Gardens, FL 33054
- **Miami-Dade TPO Ride SMART Transportation Fair** - Wednesday, November 14, 11 a.m. to 2 p.m., Jackson South Medical Center - 9333 SW 152 St, Miami, FL 33157
- **St. Thomas University Bobcat Health and Safety Fair** - Wednesday, November 28, 11 a.m. to 2 p.m., 16401 N.W. 37 Avenue, Miami Gardens, FL 33054

TAKE THE NO-TEXTING PLEDGE



Miami Dade College North Campus



University of Miami Safety Fair

Thank you to our dedicated campaign partners



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



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

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 D – Social Media Campaign Messaging

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



www.fdotmiamidade.com/putitdown



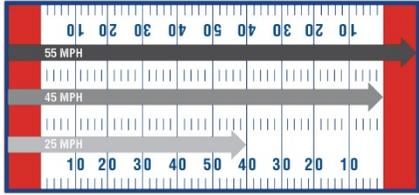
**Planning to be on the road for Labor Day?
Don't put yourself or others at risk by distracted driving.**

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



www.fdotmiamidade.com/putitdown

READY FOR KICK-OFF?



Texting takes your eyes off the road for 4.6 seconds. That's like driving the length of a football field at 55 mph **BLIND**.



Information from www.nhtsa.gov/risky-driving/distracted-driving
www.fdotmiamidade.com/putitdown

THREE TYPES OF DISTRACTION AND HOW TO AVOID THEM



Visual



Keep your eyes on the road

Pull over to read directions

Put your phone in "Do not Disturb Mode"



Manual



Keep your phone out of reach

Make all adjustments before driving

Don't reach for items while driving



Cognitive



Avoid phone calls (even hands-free)

Stay focused on the road



www.fdotmiamidade.com/putitdown

SET AN EXAMPLE FOR YOUNG PASSENGERS IN YOUR VEHICLE

Teens whose parents drive distracted are 2 TO 4 TIMES MORE LIKELY to also drive distracted



Information from University of Michigan Transportation Research Institute and Toyota Motor Sales USA Inc.
www.fdotmiamidade.com/putitdown

SUMMER is over.
Turn over a new leaf for **FALL** by pledging not to drive distracted.



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

#PutitDown



www.fdotmiamidade.com/putitdown



82% of drivers perceive talking on a hand-held phone while driving as distracting.



50% of drivers say they do it.



Information from State Farm Mutual Automobile Insurance Company
www.fdotmiamidade.com/putitdown

NATIONAL TEEN DRIVER SAFETY WEEK



About 25 percent of teens respond to a text message once or more **EVERY TIME** they drive

#PUTITDOWN



Information from endddd.org
www.fdotmiamidade.com/putitdown

Don't text and fly.

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

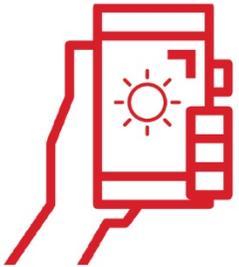



www.fdotmiamidade.com/putitdown



Appendix D – Social Media Campaign Messaging

Enjoying your extra hour of sleep from Daylight Saving Time?



DID YOU KNOW?
At any given moment during daylight hours 800,000+ drivers are using hand-held cell phones



Information from the National Conference of State Legislatures (NCSL)
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



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

www.fdotmiamidade.com/putitdown



NO text. NO Call. NOTHING is worth losing a life over. <http://bit.ly/2urvJlt> #PutitDown

90 percent of parent drivers said they have engaged in at least one of 10 distractions while their child was a passenger and the vehicle was moving. <https://youtu.be/lZa0fJkay0> #PutitDown

Appendix E – Campaign Outreach Event Photos



City of Sweetwater Police Department outreach event – June 28, 2018



Miami-Dade County Commissioner of District 11 – 2018 Health Fair & Safety Expo – August 4, 2018

Appendix F – Campaign Outreach Event Photos



City of Miami Police Department National Night Out – August 7, 2018



Put it Down – Kick-off Event Miami-Dade County – August 9, 2018

Appendix F – Campaign Outreach Event Photos



Miami Kids Magazine Back-to-School Event – August 11, 2018



City of North Miami - Mayor Joseph's Back to School Bash – August 11, 2018



Appendix F – Campaign Outreach Event Photos



Mercy Hospital Back-to-School Event – August 11, 2018



Put it Down – Kick-off Event Monroe County – August 13, 2018



Miami-Dade TPO Ride SMART Transportation Fair – August 29, 2018



Pinecrest Police Department DUI/Put it Down Event – August 31, 2018



Appendix F – Campaign Outreach Event Photos



Club Rush Miami-Dade College Homestead Campus – September 6, 2018



FDOT Safety Fair LAB Miami – September 20, 2018

Appendix F – Campaign Outreach Event Photos



Miami Dade College Medical Campus Safety Day – September 25, 2018



Miami Dade College North Campus Safety Day event – September 26, 2018

Appendix E – Campaign Outreach Event Photos



University of Miami Safety Fair – October 16, 2018



American Airlines Safety Fair – October 18, 2018

Appendix E – Campaign Outreach Event Photos



Hialeah Gardens Senior High Teen Driver Safety event – October 23, 2018



Aventura Health Pumpkin Patch Festival – October 27, 2018

Appendix E – Campaign Outreach Event Photos



Kendall Christian School Fall Event – November 3, 2018



Florida Memorial University Safety Event – November 8, 2018

Appendix E – Campaign Outreach Event Photos



Miami-Dade TPO Ride SMART Transportation Fair – November 14, 2018



Persuasive Speech Class Presentation, District Six – November 27, 2018

Appendix E – Campaign Outreach Event Photos



St. Thomas University Bobcat Health and Safety Fair – November 28, 2018



Coast Guard Outreach event – December 18, 2018



Appendix G – Campaign Media Coverage (*The Florida Villager*)

11/7/2018 FDOT Asks Drivers to PUT IT DOWN - The Florida Villager

Wednesday, November 7, 2018 786-505-1817 info@thefloridavillager.com

Free Newsletters Business Directory Best Of The Best Events

THE FloridaVillager

IN THE COMMUNITY SAFETY

FDOT Asks Drivers to PUT IT DOWN

TFVstaff
posted on Oct. 08, 2018 at 7:55 am

Share icons: f, t, in, e

The annual "Put it Down" Distracted Driving Awareness Campaign is implemented by the Florida Department of Transportation (FDOT) District Six in Miami-Dade and Monroe Counties from July to November. This life-saving campaign serves to inform drivers of the risks of distracted driving and increase awareness of the Florida law banning texting while driving using the message: NO TEXT. NO CALL. NOTHING IS WORTH LOSING A LIFE OVER.

<http://thefloridavillager.com/2018/10/08/fdot-asks-drivers-to-put-it-down/>



11/7/2018

FDOT Asks Drivers to PUT IT DOWN - The Florida Villager

Over the past seven years, FDOT has partnered with hundreds of local and national partners to promote the campaign's safety messages. Through these partnerships, and with the use of print and digital materials and more than 330 outreach events, the campaign messaging has been viewed more than 340.2 million times.

WHAT IS DISTRACTED DRIVING?

Distracted driving is any activity that could divert a person's attention away from the primary task of driving. All distractions endanger driver, passenger and bystander safety. Below is a list of eight unsafe behaviors to avoid:

GROOMING: Pressed for time, some people conduct grooming activities in the car, such as putting on makeup or using an electric shaver. Do yourself and other drivers a favor by completing your morning routine at home or when you arrive at your destination.

EATING AND DRINKING: Your steaming cup of coffee spills or ingredients slip out of your sandwich—any number of distractions can arise when you drive and dine. Stay safer by saving the refreshments until you're parked.

MONITORING PASSENGERS: In a recent State Farm® Distracted Driving survey, 40 percent of drivers indicated that attending to children in the backseat is very distracting, while 53 percent of drivers said the same thing about having a pet in their lap while driving. Try your best to avoid these distractions and stay focused on the road.

RUBBERNECKING: Slowing down to look at a traffic incident could cause a crash of your own. The same thing goes for lengthy looks at billboards, a street address or a great mountain view.

MUSIC: Playing your radio at a high volume or wearing headphones can take your focus away from the road. These distractions also reduce the likelihood you'll hear car horns, emergency vehicles or other key noises.

DAYDREAMING: If you've ever realized you just missed an exit because you weren't paying attention, you've experienced a common distraction: daydreaming. Resist the urge to drift off while driving, and keep your attention on the road. Vary your typical driving routes. A change in scenery and traffic conditions could help you stay alert.

DROWSINESS: According to a poll by the National Sleep Foundation®, an estimated 60 percent of Americans have admitted to driving while drowsy, and 37 percent have nodded off behind the wheel. If you feel sleepy, pull over. Walk around to wake up, switch drivers or find a safe place to nap before you resume driving.



<http://thefloridavillager.com/2018/10/08/fdot-asks-drivers-to-put-it-down/>

2/3



11/7/2018

FDOT Asks Drivers to PUT IT DOWN - The Florida Villager

THE STATISTICS

How at risk are you?

- During daylight hours, approximately 660,000 drivers are using cell phones while driving in the United States.
- Cell phone use in the United States is highest among 16 to 24-year-old drivers.
- Texting takes your eyes off the road for 4.6 seconds: That's like driving the length of a football field at 55 mph BLIND.
- Teens whose parents drive distracted are two to four times as likely to also drive distracted.

"Distracted driving endangers drivers, passengers and bystanders," said FDOT District Six Secretary Jim Wolfe. "Help keep our roadways safer. When you're behind the wheel, just Put it Down."



50% of drivers say they do it.



Information from State Farm Mutual Automobile Insurance Company
www.fdotmiamidade.com/putitdown

Sign-up now - don't miss the fun!

Your email address..

SUBSCRIBE



<http://thefloridavillager.com/2018/10/08/fdot-asks-drivers-to-put-it-down/>

3/3

Appendix G – Campaign Media Coverage (*Libre*)

MARTES, 27 DE NOVIEMBRE DE 2018

LIBRE

www.libreonline.com 19



**SUPERINTENDENTE
ALBERTO CARVALHO**

Evento nacional de Seguridad para adolescentes que conducen

Esta iniciativa de seguridad anima a los padres de familia, conductores jóvenes, legisladores y educadores a que laboren juntos para cambiar las conductas arriesgadas al conducir.



Carlos Sarmiento del Departamento de Transportación explica los peligros y riesgos que los jóvenes encuentran.

Recientemente el Superintendente Alberto M. Carvalho se unió a la Presidenta de la Junta Escolar Perla Tabares Hantman con los estudiantes, maestros y padres de familia de la escuela secundaria *Hialeah Gardens Senior High School* otros funcionarios del distrito y miembros

de la comunidad para celebrar el Evento Nacional de Seguridad para Adolescentes Que Conducen.

La actividad tuvo lugar en la escuela secundaria *Hialeah Gardens Senior High School*. La Sra. Hantman fue la auspiciadora principal de este evento de seguridad.

Este evento contó con presentaciones representadas por estudiantes para crear concienciación sobre los peligros de conducir distraído, que incluye enviar mensajes de texto mientras se conduce.

Las presentaciones fueron creadas y diseñadas por los mismos compañeros de clase que compartieron testimonios impactantes sobre los peligros de la conducción temeraria.

Esta iniciativa de seguridad anima a los padres de familia, conductores jóvenes, legisladores y educadores a que laboren juntos para cambiar las conductas arriesgadas al conducir. La Sra. Hantman lleva varios años ofreciendo estas actividades a los estudiantes con el propósito de crear conciencia sobre el peligro de conducir de manera arriesgada y peligrosa.



Los estudiantes pudieron ver ejemplos de lo que puede ocurrir cuando conduce mientras envía textos.



Los estudiantes escuchan durante la presentación.



El grupo de danza de la escuela hizo una presentación.

¡JUNTARSE ES LA PALABRA DE ORDEN!... SUSCRÍBASE A "LIBRE" LLENANDO CUPÓN EN LA PÁGINA 26.



Appendix G – Campaign Media Coverage (NBC 6 In the Mix)

DISTRACTED DRIVING

PUT YOUR PHONE AWAY

ESPECIALLY WHERE PEOPLE ARE WALKING OR BIKING

REDUCING DISTRACTIONS INCREASES SAFETY

SPONSORED BY

The TSPF logo, which is a red circular emblem with a white border and the letters 'TSPF' in the center.

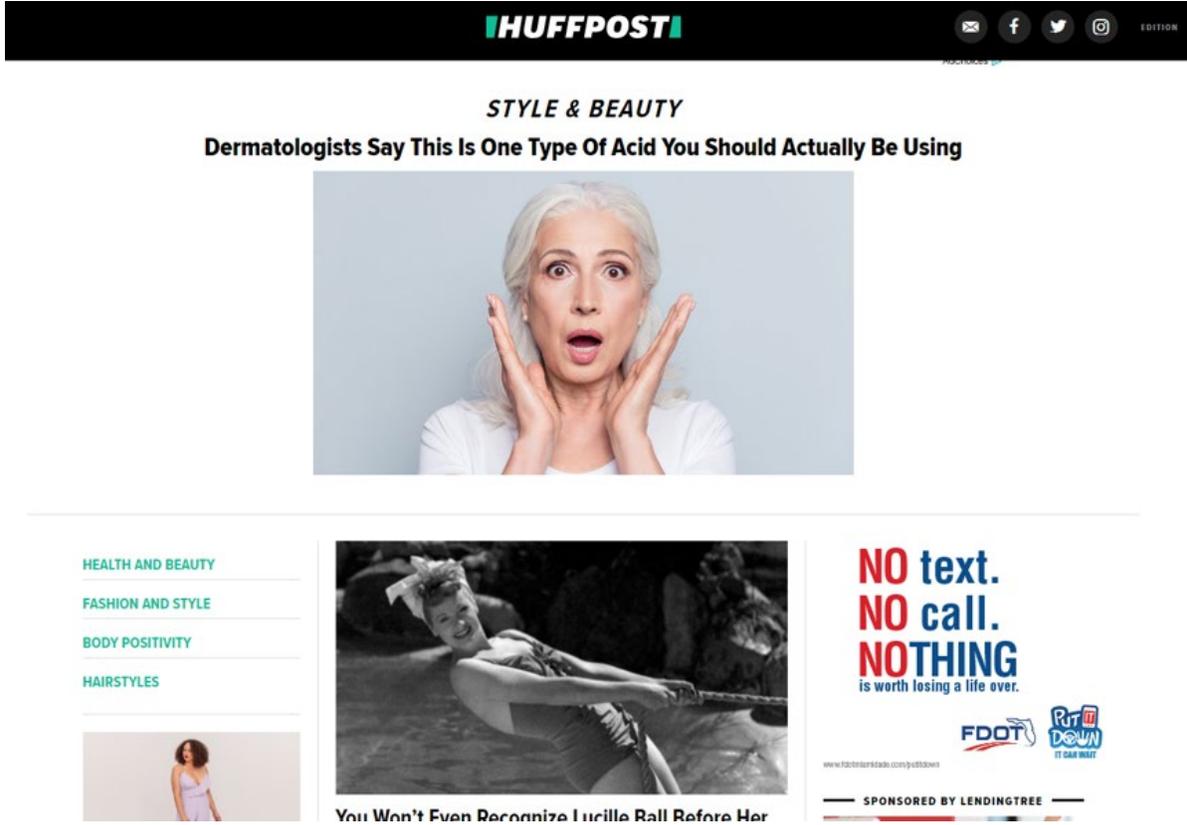


Appendix G – Campaign Media Coverage (NBC 6)

The screenshot shows the NBC 6 website interface. At the top, there is a navigation bar with links for Home, News, Weather, Entertainment, and Investigations. The main content area features a large banner for the "Put Down It Can Wait" campaign with the text "NO text. NO call. NOTHING is worth losing a life over." and a "FIND OUT MORE" button. Below the banner, there is a section for "TOP SOUTH FLORIDA NEWS" with a video player and a list of news items. The news items include: "VIDEO 5-Year-Old Child Shot Inside Miami Apartment", "VIDEO Man Critically Injured After Lauderdale Apartment Shooting", "VIDEO Faced With Second Accuser, Republicans Fight for Kavanaugh", "Drug Prices Going Up Despite Trump Promise of 'Massive' Cuts", and "INVESTIGATIVE SF Paid Firm \$400K for Data Claiming City is Near Spotless". There are also smaller sections for "LOCAL", "US & WORLD", and "FIRST ALERT WEATHER". The "LOCAL" section includes a video about "Police on Lookout for Drivers Violating Railroad Safety Laws". The "US & WORLD" section includes a video about "Kavanaugh Insists He's 'Never Sexually Assaulted Anyone'". The "FIRST ALERT WEATHER" section includes an "Interactive Radar" and a video about "Hundreds Rescued From Flooding in Historic NC". The campaign banner is repeated on the right side of the page.



Appendix G – Campaign Media Coverage (Huffpost)



The image is a screenshot of a Huffington Post article page. At the top, the 'HUFFPOST' logo is visible on the left, and social media icons for email, Facebook, Twitter, and Instagram are on the right. The article is categorized under 'STYLE & BEAUTY' and has the headline 'Dermatologists Say This Is One Type Of Acid You Should Actually Be Using'. The main image shows a woman with white hair and a surprised expression, with her hands raised to her face. On the left side of the page, there is a vertical navigation menu with categories: 'HEALTH AND BEAUTY', 'FASHION AND STYLE', 'BODY POSITIVITY', and 'HAIRSTYLES'. Below the menu is a small thumbnail image of a woman in a white dress. To the right of the main image, there is a promotional banner for the 'Put Down It Can Wait' campaign. The banner features the text 'NO text. NO call. NOTHING is worth losing a life over.' along with the FDOT logo and the campaign logo. At the bottom of the banner, it says 'SPONSORED BY LENDINGTREE'.

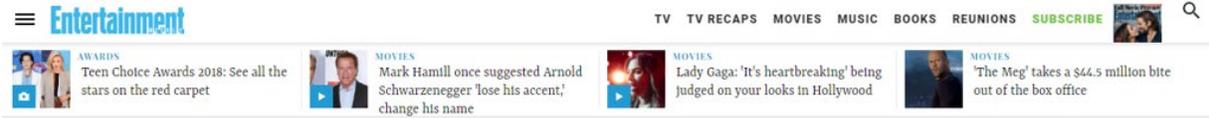


Appendix G – Campaign Media Coverage (Wired)

The screenshot shows the Wired Science website with a yellow navigation bar at the top containing the word "SCIENCE" and several category tabs: GEAR, IDEAS, SCIENCE, SECURITY, TRANSPORTATION, and PHOTO. Below the navigation bar is a large banner for the "Put Down It Can Wait" campaign, featuring the FDOT logo and the text "NO text. NO call. NOTHING is worth losing a life over." The main content area is divided into several article tiles. On the left, there is an article about artificial intelligence titled "Watch a Sporty AI Teach Itself to Dribble Better Than You" by Matt Simdn. Next to it is an article about space titled "How NASA Will Watch the 2018 Perseid Meteor Shower" by Mejb Haban. Below these are two more articles: "This Solar Probe Is Built to Survive a Brush With the Sun" by Megan Molteni and "The Workplace of the Future" by Cisco. On the right side, there is a "MOST POPULAR" section with three articles: "The Ultra-Pure, Super-Secret Sand That Makes Your Phone Possible" by Vince Beiser, "The 20-Year Journey of 'The Meg'—the Movie the Internet Wouldn't Let Die" by Brian Raftery, and "Samsung Galaxy Note 9: Price, Specs, Release Date" by Lauren Godde. At the bottom of the page, the word "ECOLOGY" is visible.



Appendix G – Campaign Media Coverage (Entertainment)



MOVIES
Back to the Future stars reunite at fan convention: 'This was special'

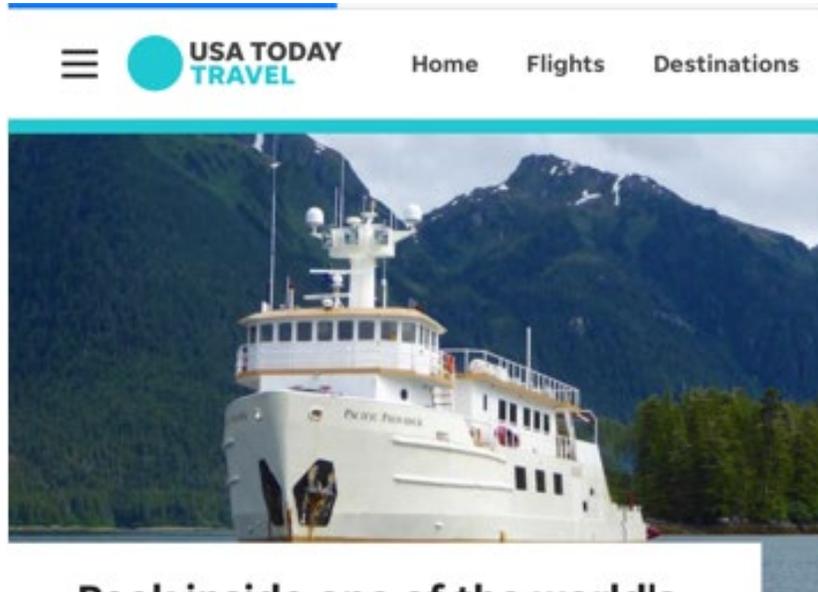


MARIA PASQUINI

Back to the Future



Appendix G – Campaign Media Coverage (USA Today)



**Peek inside one of the world's
smallest cruise vessels**

Cruises | 1 hour ago

Advertisement

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



www.fdotmiamidade.com/puttdown

2018 DISTRACTED DRIVING AWARENESS CAMPAIGN
SUMMARY REPORT



Appendix H – Other Campaign Coverage (AA Auto Driving School & Class “E” Driver Testing Center Facebook)

A screenshot of a Facebook page for 'AA AUTO Driving School & Class "E" Driver Testing Center'. The page header shows the profile picture (a yellow circle with a road graphic), the name, and the handle '@AAAutotrafficschool'. The main content is a large graphic with the text: 'NO text. NO call. NOTHING is worth losing a life over.' Below the text is the 'PUT IT DOWN IT CAN WAIT' logo. The right side of the screenshot shows a 'Visitor Posts' section with three posts by 'Nieves Colmenero Jidy' from November 2018 and October 2018. The bottom of the page includes language options (English, Spanish, Portuguese, French, German) and footer information (Privacy, Terms, Advertising, Ad Choices, Cookies, More, Facebook © 2019).



Appendix H – Other Campaign Coverage (City of Coral Gables Facebook)

Like Share Create Page ...

Halloween and watch out for trick-or-treaters. #PUTITDOWN

PUT IT DOWN
IT CAN WAIT

DRIVING DOWN FATALITIES
Put It Down - Distracted Driving Campaign ebook volume 18.4

Don't text and fly.
Be safe this Halloween and watch for trick-or-treaters while you drive.

MOTORISTS

- Slow down in residential neighborhoods
- Obey all traffic signs and signals
- Drive at least 5 mph below the posted speed limit to give yourself extra time to react to children who may dart into the street
- Watch for children walking on roadways, medians and curbs
- Children may not be paying attention to traffic and cross the street mid-block or between parked cars
- Carefully enter and exit driveways and alleys
- Turn on your headlights to make yourself more visible – even in the daylight
- Be sure to keep an eye out for children by looking left and right into yards and front porches

TRICK-OR-TREATERS

- Trick-or-treat in a group
- Be bright at night – wear retro-reflective tape on costumes and treat buckets to improve visibility to motorists and others
- Wear disguises that don't obstruct vision, and avoid facemasks (use face paint instead)
- Carry a flashlight containing fresh batteries, and place it facedown in the treat bucket to free up one hand - never shove it into the eyes of oncoming drivers
- Stay on sidewalks and avoid walking in streets if possible
- If there are no sidewalks, walk on the left side of the road facing traffic
- Look both ways and listen for traffic before crossing the street
- Cross streets only at the corner, and never cross between parked vehicles or mid-block

FUN FACTS

- Jack-o'-lanterns are the symbol of Halloween. People in Ireland and Scotland originally used beets or turnips as lanterns on Halloween.
- More than 175 million Americans will celebrate Halloween this year, with seven out of ten consumers planning to hand out candy.

Like Comment

Bertha Medina likes this.

2 Shares



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

Carlos Sarmiento @palmtreepics · Oct 26
Replying to @CityOfMiami @MyFDOT_Miami @SafeMobilityFL
Excellent recap! Thank you again City of Miami for hosting Carfit and for your continued support & partnership.

2018 DISTRACTED DRIVING AWARENESS CAMPAIGN
SUMMARY REPORT



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



(City of Miami Gardens Twitter)



2018 DISTRACTED DRIVING AWARENESS CAMPAIGN
SUMMARY REPORT



Appendix H – Other Campaign Coverage (North Miami Police Department Facebook)



(Miami-Dade Police Twitter)

Miami-Dade Police
@MiamiDadePD
Following

Remember, NO text is worth losing a life over. Please don't text and drive. #PutItDown #JustDrive



4:01 AM - 4 Oct 2017

Miami-Dade Police
@MiamiDadePD
Following

NO text is worth losing a life over. #PutItDown #JustDrive

Information from distraction.gov
For more information visit,
www.fdotmiamidade.com/putitdown



Appendix H – Other Campaign Coverage (FIU Twitter)



(Florida's Turnpike Twitter)



2018 DISTRACTED DRIVING AWARENESS CAMPAIGN
SUMMARY REPORT



Appendix H – Other Campaign Coverage (Jackson Health System Facebook, Twitter and Instagram)

Jackson Health System
October 4, 2018

In 2016, distracted driving claimed over 3,000 lives in the U.S. In 2015, almost 400,000 people were injured in motor vehicle crashes involving distracted drivers.

Distractions, however, are more than just texting and driving. #PutItDown

THREE TYPES OF DISTRACTION AND HOW TO AVOID THEM

 Visual Keep your eyes on the road Pull over to read directions Put your phone in "Do not Disturb Mode"	 Manual Keep your phone out of reach Make all adjustments before driving Don't reach for items while driving	 Cognitive Avoid phone calls (even hands-free) Stay focused on the road
--------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------

www.fdotmiamidade.com/putitdown

7 Likes 2 Comments 4 Shares

Jackson Health System
November 6, 2018

Distracted driving accounts for approximately 25% of all motor vehicle crash fatalities.

Enjoying your extra hour of sleep from Daylight Saving Time?

DID YOU KNOW?
At any given moment during daylight hours 800,000+ drivers are using hand-held cell phones

Information from the National Conference of State Legislatures (NCSL)
www.fdotmiamidade.com/putitdown

Jackson Health System
@JacksonHealth

In 2016, distracted driving claimed over 3,000 lives in the U.S. In 2015, almost 400,000 people were injured in motor vehicle crashes involving distracted drivers.

Distractions, however, are more than just texting and driving. #PutItDown

THREE TYPES OF DISTRACTION AND HOW TO AVOID THEM

 Visual Keep your eyes on the road Pull over to read directions Put your phone in "Do not Disturb Mode"	 Manual Keep your phone out of reach Make all adjustments before driving Don't reach for items while driving	 Cognitive Avoid phone calls (even hands-free) Stay focused on the road
--------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------

www.fdotmiamidade.com/putitdown

12:05 PM - 4 Oct 2018

2 Retweets

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

www.fdotmiamidade.com/putitdown

jacksonhealth • Follow

jacksonhealth NO text. NO Call. NOTHING is worth losing a life over. <http://bit.ly/2urvjlt> #PutItDown #DontTextAndDrive #DistractedDriving

beth_sherrord Amen, I'm a transplant survivor?, THANKS TO A GREAT SURGEON, AT YOUR HOSPITAL, DR. BADUSHI, HE DID GREAT AND I THANK GOD, EVERYDAY, FOR HIM, DR. BADUSHI, I PRAY FOR YOU EVERYNITE, MAY GOD BLESS YOU AND YOUR FAMILY AND HAVE A BLESSED NITE AND LIFE ☺

jacksonhealth @beth_sherrord thank you for sharing your story! We are proud to have served you. ♥

itsssmistyyyy is @denvers_journey life worth something

66 likes
SEPTEMBER 26, 2018

Log in to like or comment.

2018 DISTRACTED DRIVING AWARENESS CAMPAIGN
SUMMARY REPORT



Appendix H – Other Campaign Coverage (Miami-Dade County Facebook, Twitter and Instagram)





Appendix H – Other Campaign Coverage (Kendall Regional Medical Center Facebook and Twitter)

Kendall Regional Medical Center
Like This Page - October 1, 2018

Pledge to not drive distracted this fall! #putitdown

Telly Boarts, Lorena Zeledon Rodriguez and 2 others like this.

5 Shares

SUMMER is over.
Turn over a new leaf for FALL
by pledging not to drive distracted.

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

#PutitDown

PUT IT DOWN
DNT TXT N DRV

www.fdotmiamidade.com/putitdown

Kendall Regional
@KendallRMC

Follow

Pledge to not drive distracted this fall!
#putitdown

SUMMER is over.
Turn over a new leaf for FALL
by pledging not to drive distracted.

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

#PutitDown

PUT IT DOWN
DNT TXT N DRV

www.fdotmiamidade.com/putitdown

7:26 AM - 1 Oct 2018

2018 DISTRACTED DRIVING AWARENESS CAMPAIGN
SUMMARY REPORT



Appendix H – Other Campaign Coverage (Lexus of West Kendall/West Kendall Toyota Facebook and Twitter)

West Kendall Toyota
November 21, 2018 · 🌐

Maneja con seguridad durante las vacaciones Miami. Cuidate.
#PutitDown #Miami
See Translation

NO SE PASE DE LISTO
Ayude a todos a llegar a sus destinos de forma segura durante las vacaciones. No envíe mensajes de texto mientras conduce.



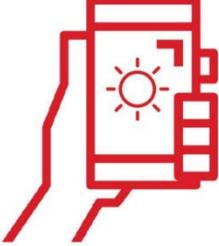
www.fdotmiamidade.com/putitdown



Lexus of West Kendall
Like This Page · November 6, 2018 · 🌐

Maneja con seguridad Miami. #PutitDown #Miami

¿Disfruta de su hora extra de sueño del Horario de Verano?



¿SABÍA?
Que, en un momento dado durante el día, más de 800,000 conductores usan teléfonos móviles de mano.

Para más información visite: National Conference of State Legislatures (NCSL) y www.fdotmiamidade.com/putitdown



Lexus of West Kendall
@LexusWestKendall

Follow

Drive safe this Halloween Miami. #PutitDown

Don't text and fly.
Be safe this Halloween and watch for trick-or-treaters while you drive.



www.fdotmiamidade.com/putitdown



10:02 AM - 30 Oct 2018

Lexus of West Kendall
@LexusWestKendall

Follow

Out of those 800,000+ drivers, there will be an accident due to distracted driving. Don't be a part of the statistic, do something to change it. #PutitDown

Enjoying your extra hour of sleep from Daylight Saving Time?



DID YOU KNOW?
At any given moment during daylight hours 800,000+ drivers are using hand-held cell phones

Information from the National Conference of State Legislatures (NCSL)
www.fdotmiamidade.com/putitdown



10:02 AM - 9 Nov 2018

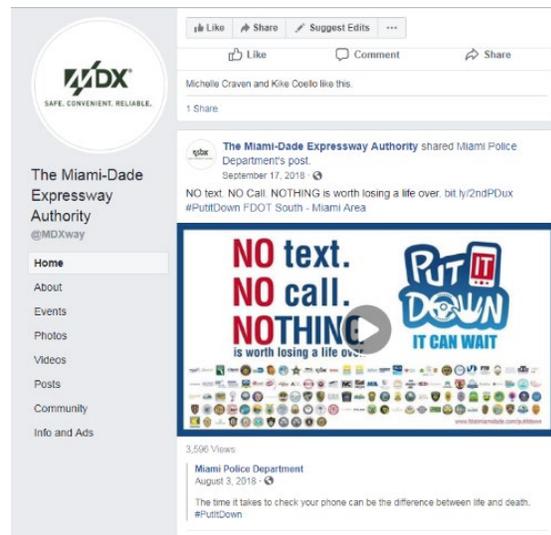
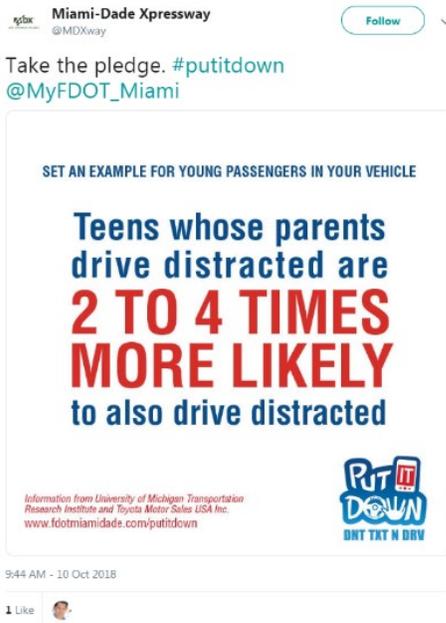
2018 DISTRACTED DRIVING AWARENESS CAMPAIGN
SUMMARY REPORT



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



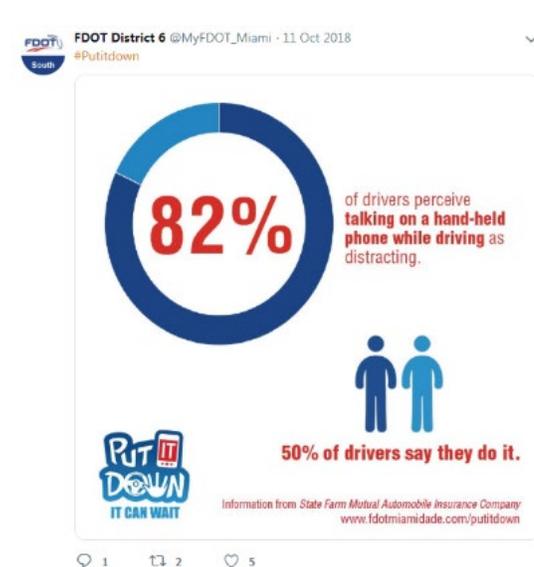
(Miami-Dade Expressway Facebook and Twitter)



2018 DISTRACTED DRIVING AWARENESS CAMPAIGN
SUMMARY REPORT

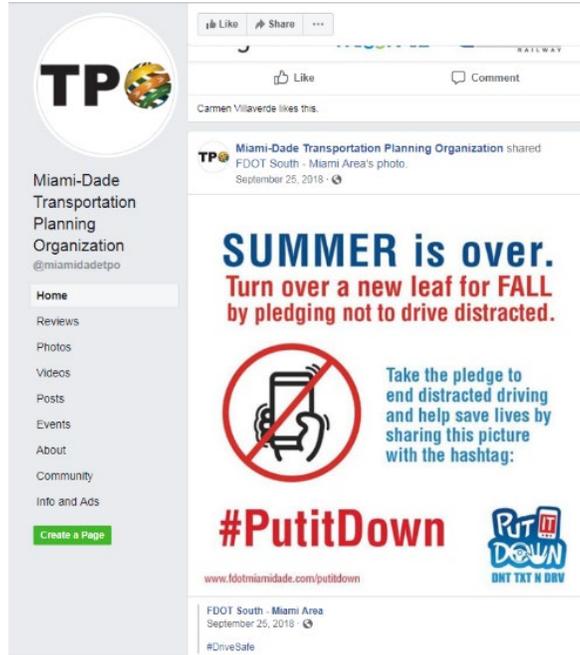


Appendix H – Other Campaign Coverage (FDOT District Six Facebook and Twitter)





Appendix H – Other Campaign Coverage (Miami-Dade TPO Facebook)



(NOYS Facebook and Twitter)





Appendix H – Other Campaign Coverage (Town of Medley Police Department Twitter)

Medley Police
@MedleyPolice

DRIVING DOWN FATALITIES
Put It Down - Distracted Driving Campaign eBook volume 18.1

Have You Driven While Distracted?
Eight unsafe behaviors to avoid

- TEXTING**
According to the National Highway Traffic Safety Administration, texting while driving is one of the most dangerous driver distractions because it involves visual, manual and cognitive disattention. You should pull over to read messages and put your phone in "Do Not Disturb Mode" while driving.
- GROOMING**
Pressed for time, some people conduct grooming activities in the car, such as putting on makeup or using an electric shaver. Do yourself and other drivers a favor by completing your morning routine at home or when you arrive at your destination.
- EATING AND DRINKING**
Your assuring cup of coffee, apple or granola bars slip out of your sandwich—any number of distractions can arise when you drive and drink. Stay safer by waiting the refreshments until you're parked.
- MONITORING PASSENGERS**
In a recent State-funded Distracted Driving survey, 40% of drivers indicated that attending to children in the backseat was very distracting, while 52% of drivers said the same thing about having a pet in their car while driving. To your seat to avoid these distractions and stay focused on the road.
- RUBBERNECKING**
Slowing down to look at a traffic accident could cause a crash of your own. The same thing goes for lengthy looks at billboards, a street address or a great restaurant view.
- MUSIC**
Playing your radio at a high volume or wearing headphones can take your focus away from the road. These distractions also reduce the likelihood you'll hear car horns, emergency vehicles or other key noises.
- DAYDREAMING**
If you've ever realized you just missed an exit because you weren't paying attention, you're not alone! A common distraction: daydreaming. Plead first-aid to drift off while driving and keep your attention on the road. Vary your typical driving routes. A change in scenery and weather responsibilities can help keep you alert.
- DROWSINESS**
According to a poll by the National Sleep Foundation, an estimated 50% of Americans have admitted to driving while drowsy, and 37% have received an accident or citation for drowsy, pull-over. Walk around to wake up, switch drivers or find a safe place to nap before you resume driving.

11:23 AM - 20 Sep 2018 from Florida, USA

1 Retweet 6 Likes

Medley Police
@MedleyPolice

As you begin your week, remember it can wait. Arrive Alive #putitdown

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

9:04 AM - 24 Sep 2018 from Medley, FL

3 Retweets 9 Likes

(Town of Miami Lakes Twitter)

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



www.fdotmiamidade.com/putitdown

Town of Miami Lakes- Municipal Government
Like This Page November 27, 2018

#PutItDown: NO text. NO call. Nothing is worth losing a life. #PutItDown #DrivingWithoutDistraction #PutItDown #icanwait

Casper Amigo Fantasma, Mariana Alvarez, Jose Aznar and 10 others like this.

11 Shares 1 Comment

Edson Romero Brigitte Romero
7w
1 Reply

Town of Miami Lakes- Municipal Government
@townofmiamilakes

Home About Videos Posts Events Photos Community Info and Ads eNewsletter Signup

Like Share Send Message

MIAMI LAKES

Cyndi Alejo, Luis Collozo and 2 others like this.

Town of Miami Lakes- Municipal Government updated their cover photo. November 26, 2018

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

Put It Down IT CAN WAIT

Ceci Gavi, Faustino Miro, Marie Sultara and 7 others like this. Most Relevant

2 Shares

Mody De Lucca
7w

2018 DISTRACTED DRIVING AWARENESS CAMPAIGN
SUMMARY REPORT



Appendix H – Other Campaign Coverage (UM Police Department Twitter)

UMPOLICE @UMPOLICE

Distracted driving and walking are the cause of preventable accidents/death. Stay mindful, alert, pay attention and #putitdown. Contact UMPD for more information at 305-284-1105.

THREE TYPES OF DISTRACTION AND HOW TO AVOID THEM

 Visual Keep your eyes on the road Pull over to read directions Put your phone in "Do not Disturb Mode"	 Manual Keep your phone out of reach Make all adjustments before driving Don't reach for items while driving	 Cognitive Avoid phone calls (even hands-free) Stay focused on the road
----------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------

IT CAN WAIT

www.fdotmiamidade.com/putitdown

12:55 PM • 12 Sep 2018

3 Retweets 5 Likes

Carlos Sarmiento @palmtreeeps

@MyFDOT_Miami and @UMPOLICE bring safety annual @univmiami Safety Mobility Fair. Thank you to all contributing partners @MiamiDadePD @MiamiPD @CoralGablesPD @PinecrestPolice @FloridaLEL @FHPPIOJSanchez @miamidadetpo @iWalkSafe @iBikeSafe @dorisaveslives @pinecrestbakery and more!

11:40 AM • 16 Oct 2018

4 Retweets 7 Likes

(Village of Key Biscayne Facebook and Twitter)

Village of Key Biscayne Government added 2 new photos. September 20, 2018

Key Biscayne Police Urge Everyone to Put It Down and Fight Distracted Driving
<http://keybiscayne.fl.gov/index.php?src=news&refno=1030&category=%24&prid=1030>

DRIVING DOWN FATALITIES

Parents whose parents drive distracted are 2 times as likely to also drive distracted

TEENS whose parents drive distracted are 2 to 4 times as likely to also drive distracted

TAKE THE NO-TEXTING PLEDGE

Thank you to our dedicated campaign partners

Like Comment

Katiana Jimenez, Jeanna Lilly Regen, Astrid Gotthold and 5 others like this

1 Share

VillageofKeyBiscayne @VillKeyBiscayne

Key Biscayne Police Urge Everyone to Put It Down and Fight Distracted Driving
keybiscayne.fl.gov/index.php?src=...

DRIVING DOWN FATALITIES

Parents whose parents drive distracted are 2 to 4 times as likely to also drive distracted

TEENS whose parents drive distracted are 2 to 4 times as likely to also drive distracted

TAKE THE NO-TEXTING PLEDGE

Thank you to our dedicated campaign partners

Follow