

# **DISTRACTED DRIVING AWARENESS CAMPAIGN**

## 2019 Campaign Summary Report



**FLORIDA DEPARTMENT OF TRANSPORTATION**  
District Six  
1000 NW 111 Avenue  
Miami, Florida 33172

MARCH 2020

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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 October 2019 to March 2020. 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. As of January 1, 2020, law enforcement agencies within the State of Florida are enforcing the primary law which prohibits drivers from texting and driving. The long-term priority of the campaign is to eliminate crashes that are attributable to distracted driving and educate the public on the law. 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 number 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

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 2019 campaign was Media Relations Group, LLC. Additionally, consulting firms The Corradino Group,



Infinite Source Communications Group and Graph Code, were used as resources for event staffing and the partner resources website.

The first meeting of the 2019 team was held in August 2019. 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
- Educated drivers regarding new texting and driving laws
- 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 CARD

**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 – 2011-2019**

	2011	2012	2013	2014	2015	2016	2017	2018	2019
<b>PARTNERS</b>	7	13	40	98	108	112	120	135	160
<b>OUTREACH EVENTS</b>	14	22	40	73	72	64	53	78	157
<b>CAMPAIGN IMPRESSIONS</b>	3.1 million	6.0 million	40.3 million	38.6 million	61.5 million	114.5 million	76.2 million	153.8 million	109.3 million*

Using data from partner surveys, an estimated 109,309,786 impressions were made during the 2019 campaign.

*\*Number of impressions reported by partners as of March 12, 2020; 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 Meeting was held on October 1, 2019, in Miami-Dade County at the Florida Highway Patrol, Troop E Headquarters. Below is a list of the official partners that joined the 2019 Distracted Driving Awareness Campaign.

- 511/Sonshine Communications
- AA Auto Traffic School & Class "E" Testing Center
- AAA/Auto Club Group Traffic Safety
- Anthony Phoenix Branca Foundation
- AT&T
- Aventura Hospital and Medical Center
- Bean Automotive Group
- Bike 305
- Broward Sheriff's Office Department of Fire Rescue & Emergency Services
- City of Aventura
- City of Aventura Police Department
- City of Coral Gables
- City of Coral Gables Fire Department
- City of Coral Gables Police Department
- City of Doral
- City of Doral Police Department
- City of Hialeah Gardens
- 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, Village of Islands Fire Rescue
- City of Key West
- City of Key West Fire Department
- City of Key West Police Department
- City of Layton
- City of Marathon
- City of Miami
- City of Miami Beach
- City of Miami Beach Fire Rescue
- 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 Beach Police Department
- City of North Miami Police Department
- City of Opa-locka
- City of Opa-locka Police Department
- City of South Miami
- City of South Miami Police
- City of Sunny Isles Beach
- 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
- Dori Saves Lives/The Dori Slosberg Foundation
- FDOT Central Office
- FDOT District 6 Law Enforcement Liaison
- FDOT District Four (CTST)
- FDOT District One
- FDOT District Six
- 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)

**2019 DISTRACTED DRIVING AWARENESS CAMPAIGN**  
**SUMMARY REPORT**



- Florida International University
- Florida International University Healthy Living Program
- Florida International University Police Department
- Florida Keys Scenic Corridor Alliance
- Florida Memorial University
- Florida Police Chiefs Association (FPCA)
- Florida Teen Safe Driving Coalition/SADD
- Florida's Turnpike Enterprise
- Ford Motor Company Fund & Community Services
- Governors Highway Safety Association (GHSA)
- Hope for Miami
- IVC/Ole Communications
- Jackson Health System
- Jackson Health System
- Just An Accident Stop Hit and Runs
- Kendall Christian School
- Kendall Regional Medical Center
- Kendall Toyota
- Kiddos Magazine
- KIDZ Neuroscience Center at the Miami Project to Cure Paralysis (Walk Safe/Bike Safe)
- Lexus of West Kendall
- Mack Cycle & Fitness
- MADD - Mother's Against Drunk Driving
- Mercy Hospital
- Miami Dade College
- Miami Dade College Hialeah Campus
- Miami Dade College Hialeah Campus
- Miami Dade College Homestead Campus
- Miami Dade College InterAmerican Campus
- Miami Dade College Medical Campus
- Miami Dade College West Campus
- Miami Dade College Wolfson Campus
- Miami International Airport / Miami-Dade Aviation Department
- Miami Kids Magazine
- Miami Shores Village
- Miami Shores Village Police Department
- Miami-Dade College North Campus
- Miami-Dade County
- Miami-Dade County Public Schools
- Miami-Dade County Public Schools (CTST)
- Miami-Dade Expressway Authority
- Miami-Dade Fire & Rescue
- Miami-Dade Police Department
- Miami-Dade Transportation Planning Organization (TPO)
- Monroe County Information Technology
- 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
- Snap2Live
- South Florida Commuter Services
- St. Thomas University
- State Farm
- SunGuide TMC - District Six
- Team SLR
- 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 Miami Lakes Police Department
- Town of Surfside
- Town of Surfside Police Department
- Uber
- Uber/JUMP Scooters Florida
- University of Miami
- University of Miami Police Department
- Urban Health Partnerships Inc.



- Village of Bal Harbour
- Village of Bal Harbour Police Department
- Village of Biscayne Park
- Village of Biscayne Park Police Department
- Village of El Portal
- Village of El Portal Police Department
- Village of Key Biscayne
- Village of Key Biscayne Fire Department
- Village of Key Biscayne Police Department
- Village of Palmetto Bay
- Village of Palmetto Bay Police
- Village of Pinecrest
- Village of Pinecrest Police
- West Kendall Baptist Hospital
- West Kendall Toyota

### 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 326 followers.
  - Fifty tip cards were distributed.
- **Bean Automotive Group**
  - Posters were displayed at four locations, with an approximate reach of 40,000 people over the course of the campaign.
- **Bike 305**
  - Fifty tip cards were distributed.
- **City of Coral Gables / City of Coral Gables Fire Department**
  - Campaign information was distributed twice in the Coral Gables E-News to approximately 7,000 contacts.
  - Social media messaging was distributed to the City's 15,000 Facebook and 3,400 Twitter followers on four occasions.
- **City of Coral Gables Police Department**
  - The Chief's "No Texting and Driving" Message was displayed on the City's website from October 2019 through December 2019.
  - Social media messaging was utilized to reach the Department's 2,768 Facebook, 2,483 Twitter and 855 Instagram followers.
  - More than 300 tip cards were distributed throughout the campaign.
  - Message boards with campaign messaging were used during the campaign at US 1, Riviera Drive, Bird Road and San Amaro Drive.
- **City of Doral**
  - Campaign eblasts were distributed on two occasions reaching over 12,000 recipients.
  - The Campaign PSA was played on Doral TV throughout the campaign.
  - Social media messaging was used to reach 49,000 Twitter and Facebook followers.
- **City of Doral Police Department**
  - Social media messaging was utilized on ten occasions to reach 4,737 Twitter and 3,904 Instagram followers.
- **City of Hialeah Gardens Police Department**
  - The campaign eblasts were distributed to 200 recipients.
  - More than 150 tip cards were distributed.



- Campaign messaging was posted on the Department's website and received approximately 100-page views.
- **City of Islamorada - Village of Islands and Fire Rescue**
  - Campaign eblasts were distributed to 1,146 recipients.
  - Campaign messaging was posted on the City's website receiving approximately 1,504-page views.
  - One campaign poster was displayed at the community center reaching approximately 400 people.
  - Social media messaging was utilized to reach 772 Facebook followers.
- **City of Marathon**
  - Campaign eblasts and materials were posted on the City's website.
  - Posters were displayed in the main lobby at City Hall.
  - Social media messaging was used to reach the City's 3,600 Facebook followers.
- **City of Miami Beach**
  - Campaign messaging was distributed via social media reaching 40,000 Facebook, 100,000 Twitter and 60,000 Instagram followers.
- **City of Miami Beach Police Department**
  - The Department distributed 45 campaign posts to its 39,000 Twitter, 34,000 Facebook and 27,000 Instagram followers.
  - Approximately 150 tip cards were distributed.
- **City of North Miami Police Department**
  - Campaign eblasts were distributed to 225 individuals.
  - Two campaign posters were displayed, and 300 tip cards were distributed.
  - Campaign messaging was also distributed via social media, and various outreach events.
- **City of Sweetwater**
  - Campaign eblasts were distributed six times to the City's distribution list.
  - One campaign poster was displayed at the lobby reaching an estimated 3,000 views.
  - Campaign messaging was displayed on the City's lobby TV monitor.
  - Approximately 50 tip cards were distributed at a conference.
  - Social media messaging was utilized to reach the City's 1,353 Facebook and 812 Twitter followers.
- **FDOT District Four (CTST)**
  - Social media messaging was utilized to reach the Department's 19,371 Facebook, 74,855 Twitter and 62 Instagram followers.
  - Over 9,000 tip cards were distributed at various events.
  - The 15-second "Put It Down" PSA was played throughout 42 Broward County gas stations.
- **Florida Department of Health (Miami-Dade County)**
  - Campaign email blasts were distributed to 721 individuals.
- **Florida Department of Health (Monroe County)**
  - Campaign email blasts were distributed reaching over 400 individuals.
  - Three posters were displayed (Gato Building in Key West, Ruth Ivins Center in Marathon and Roth Building in Tavernier) reaching approximately 3,000 residents and tourists.
  - Approximately 50 tip cards were distributed at community events.
- **Florida Highway Patrol (FHP)**
  - A campaign eblast was distributed to 100 individuals.



- The campaign poster was displayed at the FHP Troop E Head Quarter, reaching approximately 600 views.
- Approximately 300 tip cards were distributed.
- Social media messaging was used to reach 2,500 Twitter followers.
- FHP hosted the “Put It Down” campaign kickoff meeting and press conference.
- **Florida International University (FIU)**
  - Campaign messaging was featured on FIU's electronic messaging boards reaching approximately 60,000-70,000 people daily.
- **Florida Memorial University (FMU)**
  - Communication 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.
  - Students created a pre-event 10-question survey to determine the familiarity with texting and driving and its consequences. The students collected 200 surveys.
  - The campus-wide event that took place on November 7, 2019, ended with more than 373 FMU students signing the Don't Text and Drive Pledge.
  - Campaign messages and materials were posted to Twitter and Instagram accounts specifically designed for the Don't Text and Drive event.
- **Florida Police Chiefs Association (FPCA)**
  - Campaign eblasts were distributed five times to 1,700 people.
  - Social media messaging was used as well to reach FPCA's 7,669 Facebook and 1,166 Twitter followers.
- **Florida's Turnpike Enterprise (FTE)**
  - Campaign eblasts were distributed to more than 300 employees.
  - More than 100 campaign posters and 100 tip cards were distributed at various events.
  - Social media messaging was utilized to reach 468 Facebook followers.
  - Campaign images were displayed at gas station pump cameras reaching 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 17,000 Facebook, 1,500 Instagram and 6,000 Twitter followers.
- **IVC/Ole Communications**
  - The campaign PSA was shown reaching approximately 1.5 million subscribers in the US and 17 million in Venezuela.
- **KIDZ Neuroscience Center at the Miami Project to Cure Paralysis (Walk Safe/Bike Safe) – University of Miami**
  - Campaign eblasts were distributed to 500 individuals.
  - Two WalkSafe and BikeSafe tweets were posted with the #PutitDown hashtag reaching a total of 2,892 followers.
- **Miami Dade College (MDC) - All Campuses**
  - Campaign eblasts were distributed to MDC's 64,000 active students.
  - Approximately 30 posters were displayed on all eight campuses, with an estimated 1.5 million views throughout the course of the campaign.
  - Approximately 4,800 tip cards were distributed.
  - Social media messaging was used to reach MDC's 45,577 followers.
  - Campaign images were displayed on the campus TV monitors, reaching over 500,000 views.



- A total of 32 events were hosted on all campuses during the campaign with an attendance of over 32,000 students.
- **Miami Kids Magazine**
  - Campaign eblasts were distributed to more than 14,000 subscribers on six occasions.
  - Campaign materials were published on the website reaching more than 500 views per month.
- **Miami-Dade County**
  - Campaign messaging was distributed internally in the county employee newsletter for County and Jackson Health employees reaching approximately 23,130 individuals.
  - Campaign messaging was also distributed externally via miamidade.gov to approximately 42,660 subscribers.
  - Social media messaging was utilized to reach 79,104 Facebook, 88,027 Twitter and 63,100 Instagram followers.
- **Miami-Dade County Public Schools (MDCPS)**
  - Social media messaging was distributed on the MSCPS Facebook and Twitter accounts reaching 91,055 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.
  - Social media messaging was distributed to the TPO's 1,003 Facebook and 2,061 Twitter followers.
  - One campaign poster was displayed.
- **Monroe County Sheriff's Office**
  - Campaign eblasts were distributed to 75 recipients three times during the campaign.
  - Six campaign posters were displayed reaching approximately 3,000 views.
  - Approximately 500 tip cards were distributed.
  - Social media messaging was also utilized to reach 50,000 Facebook and 15,000 Twitter followers.
- **North Bay Village / North Bay Village Police Department**
  - Campaign eblasts were distributed to 20 people.
  - Posters were displayed reaching approximately 2,000 individuals.
  - Campaign messaging was posted on the Village website reaching approximately 500-page views.
  - Social media messaging was utilized to reach the Village's 2,400 Instagram followers.
- **PortMiami**
  - Fifty campaign posters were displayed reaching approximately 250,00 individuals.
  - Approximately 150 tip cards were distributed throughout the campaign.
  - Campaign messages were published on the website with an estimated 8,500 views.
  - Social media messages we utilized reaching 4,400 Instagram followers.
- **Snap2Live**
  - Approximately 400 tip cards were distributed at various events.
  - Campaign messages were shared on Instagram (@snap2live and @ashleytaylorarguello) reaching 15,896 followers.
  - An interview was conducted on Radio Caracol 1260 reaching approximately 500 listeners.
- **South Florida Commuter Services**



- Campaign messaging was distributed to approximately 1,910 recipients in the monthly E-newsletter.
- Social media messaging was used to reach 1,200 Instagram followers.
- **SunGuide TMC - District Six**
  - Dynamic Messaging System (DMS) signs displayed campaign messaging reaching millions of drivers throughout Miami-Dade and Monroe Counties.
- **Town of Cutler Bay**
  - One campaign poster was displayed at Town Hall reaching approximately 1,200 people.
  - Campaign messaging was utilized to reach approximately 67,496 Facebook views.
- **Town of Surfside Police Department**
  - Campaign messaging was displayed on the Department's website.
- **University of Miami (UM)**
  - Campaign eblasts were distributed to approximately 32,000 students, staff and faculty.
  - UM hosted its annual "Put It Down" Campaign and Safety Fair.
- **University of Miami (UM) Police Department**
  - The campaign eblasts were distributed to 4,000 individuals.
  - Approximately 600 tip cards were distributed at various events.
  - Social media messaging was used to reach 3,016 Facebook, 1,519 Instagram and 4,974 Twitter followers on multiple occasions.
- **Urban Health Partnerships, Inc.**
  - Two eblasts were distributed to 360 individuals.
  - Campaign posters were displayed at a series of Safe Routes to School events, reaching an estimated 500 viewers.
  - A total of 200 tip cards were distributed at various events.
- **Village of Bal Harbour Police Department**
  - Approximately 200 tip cards were distributed.
  - An electronic message board was displayed on A1A (Collins Avenue) during the campaign reaching millions of drivers.
  - Social media messaging was utilized to reach 3,000 Facebook followers.
- **Village of Key Biscayne Police Department**
  - Campaign eblasts were distributed to 1,500 individuals during the campaign.
  - Approximately 500 tip cards were distributed.
  - A scroll screen message was displayed at the entrance to the Village reaching approximately 10,000 vehicles.



## 4.0 CAMPAIGN SCHEDULE

WEEK	OFFICIAL CAMPAIGN SCHEDULE
SEPTEMBER 29 – OCTOBER 5, 2019	<ul style="list-style-type: none"> <li>• Miami-Dade Partner Kick-off Meeting (October 1 at Florida Highway Patrol Troop E Headquarters)</li> </ul>
OCTOBER 6 - 12, 2019	<ul style="list-style-type: none"> <li>• Campaign Launch</li> <li>• Social Media Post #1</li> </ul>
OCTOBER 13 - 19, 2019	<ul style="list-style-type: none"> <li>• Social Media Post #2</li> <li>• Email Blast #1</li> </ul>
OCTOBER 20 - 26, 2019	<ul style="list-style-type: none"> <li>• Social Media Post #3</li> </ul>
OCTOBER 27 – NOVEMBER 2, 2019	<ul style="list-style-type: none"> <li>• Social Media Post #4</li> </ul>
NOVEMBER 3 - 9, 2019	<ul style="list-style-type: none"> <li>• Social Media Post #5</li> <li>• Email Blast #2</li> </ul>
NOVEMBER 10 – 16, 2019	<ul style="list-style-type: none"> <li>• Social Media Post #6</li> </ul>
NOVEMBER 17 - 23, 2019	<ul style="list-style-type: none"> <li>• Social Media Post #7</li> </ul>
NOVEMBER 24 - 30, 2019	<ul style="list-style-type: none"> <li>• Social Media Post #8</li> </ul>
DECEMBER 1 - 7, 2019	<ul style="list-style-type: none"> <li>• Social Media Post #9</li> <li>• Email Blast #3</li> </ul>
DECEMBER 8 - 14, 2019	<ul style="list-style-type: none"> <li>• Social Media Post #10</li> </ul>
DECEMBER 15 - 21, 2019	<ul style="list-style-type: none"> <li>• Social Media Post #11</li> </ul>
DECEMBER 29, 2019 – JANUARY 4, 2020	<ul style="list-style-type: none"> <li>• Social Media Post #12</li> </ul>
JANUARY 5 - 11, 2020	<ul style="list-style-type: none"> <li>• Social Media Post #13</li> <li>• Email Blast #4</li> </ul>
JANUARY 12 – 18, 2020	<ul style="list-style-type: none"> <li>• Social Media Post #14</li> </ul>

## 4.1 OUTREACH EVENTS

Prior to the official start of the campaign, we reached out to our partners to determine what events were relevant to attend and distribute campaign materials. A total of 157 events were coordinated, 118 in Miami-Dade County and 39 in Monroe County, during the 2019 campaign. The majority of these outreach events were held at local colleges and universities.



**4.2 MULTI-AGENCY ENFORCEMENT OPERATIONS**

Several multi-agency enforcement operations took place during the campaign and Distracted Driving campaign materials were distributed at each one. The purpose of the operations was for the citation of drivers and for public education and awareness of the dangers of distracted driving, aggressive driving, speeding, red-light running, move-over law violation, seat belt compliance, and general traffic safety. These educational/enforcement details were a success. Through the mutual-aid agreement and the Community Traffic Safety Team (CTST) program, participating agencies were effectively able to educate the general public on traffic safety and those that violated traffic safety laws were cited accordingly.

<b>Date</b>	<b>Location</b>
<b>AUGUST 16, 2019</b>	Alton Road
<b>OCTOBER 3, 2019</b>	SW 6500 BLK/SW 72 Street
<b>OCTOBER 16, 2019</b>	SW 6100 BLK/SW 67 Avenue
<b>NOVEMBER 6, 2019</b>	Coral Reef Senior High, 10101 SW 152 Street, Miami, Florida 33157
<b>NOVEMBER 8, 2019</b>	US1 – LeJeune Road to SW 184 Street
<b>NOVEMBER 8, 2019</b>	Pinecrest PD - Various Locations
<b>NOVEMBER 14, 2019</b>	Miami Beach – Various Locations
<b>JANUARY 8, 2020</b>	Along SW 107 Avenue and SW 2 Street
<b>JANUARY 9, 2020</b>	Along SW 107 Avenue and SW 2 Street
<b>JANUARY 24, 2020</b>	Palmetto Bay PD - Various Locations
<b>JANUARY 30, 2020</b>	Pinecrest Palmetto High
<b>JANUARY 30, 2020</b>	Pinecrest Palmetto Elementary
<b>FEBRUARY 5, 2020</b>	SW 57 Avenue and SW 104 Street
<b>FEBRUARY 26, 2020</b>	SW 6500 BLK/SW 72 Street
<b>OCTOBER 2019 - JANUARY 2020</b>	Miami Beach - Various Locations
<b>OCTOBER 2019 – JANUARY 2020</b>	Coral Gables Police Department – Various Schools
<b>OCTOBER 2019 – JANUARY 2020</b>	Monroe County Sheriff's Office, School Zone Hands Free Enforcement Detail - Various Schools
<b>OCTOBER 2019 – FEBRUARY 2020</b>	Miami Dade Police Department Kendall District - Various Locations



## 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](http://www.fdotmiamidade.com)) as a communications resource to promote the 2019 "Put it Down" campaign. The campaign website was posted at [www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown).



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

**#PutItDown #FocusOnDrivingFL**

[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)



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.

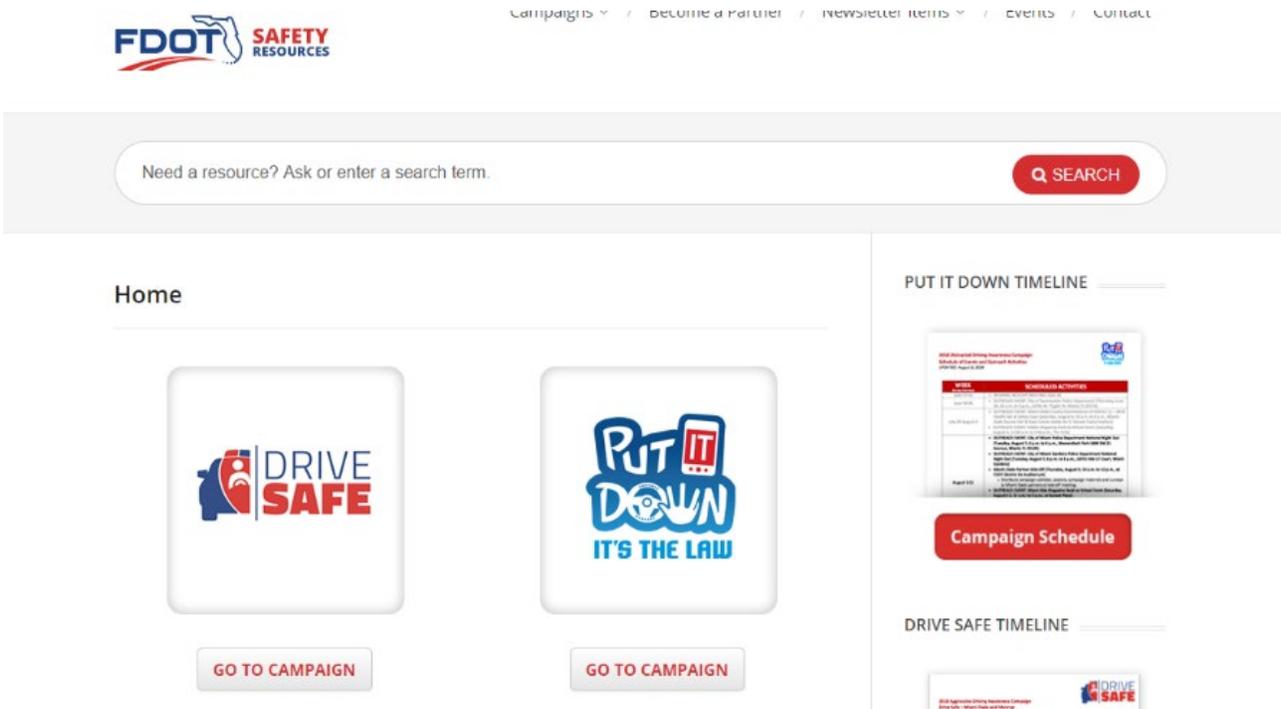
**FOR MORE INFORMATION AND MATERIALS YOU CAN USE TO HELP SPREAD THE WORD, SEE THE LINKS BELOW:**

The Florida Statutes

Campaign Poster (English, Version 2 | Spanish | Creole)



Partners were also provided an internal website where they could access campaign materials and updates throughout the campaign ([fdotsafetyresources.com](http://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 posted social media images and videos on Facebook, Twitter, Instagram 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 IVC TV, 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:

- **TV Coverage**
  - WPLG–MIA (ABC) - Channel 10 Local News
  - WFOR-MIA (CBS) - Channel 4 News
  - WSVN-MIA (FOX) - Channel 7 News
  - WTVJ-MIA (NBC) - Channel 6
  - WSCV (Telemundo) - Channel 23
  - WSBS (MegaTV) – Channel 22
  - WLTV (Univision) - Channel 51
- **Radio**
  - Radio Caracol 1260
  - WLRN Radio
  - WRHC 1550AM

## 6.0 FUTURE CAMPAIGN GOALS

The 2019-2020 “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.
- **Additional Enforcement Details** – Our Team will continue to work closely and regularly with our local law enforcement partners to conduct special educational/enforcement details that give us the opportunity to educate drivers and pedestrians on new Florida laws regarding Distracted Driving.

## 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

"We worked an aggressive campaign. It was very educational to the public in increasing awareness."

-**City of Coral Gables Police Department**

"We believe this campaign and partnership was a success in raising awareness towards not texting while driving because the campaign was so widespread. Faculty and staff mentioned seeing it on the highway to Fort Lauderdale and other counties where they live as well as on social media."

- **Miami Dade College**

"The campaign graphics are great and easy to use for social media."

- **University of Miami Police Department**

"We believe that an exceptional job was done by your department, you were very informative. We would say that next time have the agencies at least in one event in our city."

- **City of Sweetwater**

"Thank you for your efforts to inform individuals about the dangers of driving while texting!"

- **Florida Police Chiefs Association (FPCA)**

"Keep up the good work reaching out and coordinating between agencies to maximize contact."

- **North Bay Village**

"I think this is a great campaign, and I hope it reaches as many people as possible. I hope it saves lives."

- **City of Marathon**

"We are so happy and proud to be working with such a necessary and wonderful campaign!"

- **Miami Kids Magazine**



Appendix A – Campaign Poster: English



# NEW FLORIDA TEXTING AND DRIVING LAW

Effective July 1, 2019

## Texting while driving is a primary offense

If an officer sees you doing this, they can pull you  
over and issue a traffic citation

1<sup>st</sup> Offense

\$30

2<sup>nd</sup> Offense

\$60  
within 5 years

Points on  
your license

3 OR 6  
by second  
offenses if it results  
in a crash



Mobile device use is **NOT** allowed  
while operating a motor vehicle in  
school zones or construction zones,  
*unless they are handsfree or bluetooth*

#PutItDown #FocusOnDrivingFL



[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

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



Appendix A – Campaign Poster: English (Version 2)





Appendix A – Campaign Poster: Spanish



**NUEVA LEY EN LA FLORIDA PROHIBE  
TEXTEAR MIENTRAS SE CONDUCE**

A partir del 1 de julio, del 2019

**conducir mientras se envían mensajes  
de texto es una ofensa primaria**

**Si un oficial lo encuentra violando esta nueva ley, lo  
pueden detener y recibirá infracciones y multas**

Primera  
Ofensa

**\$30**

Segunda  
Ofensa

**\$60**  
dentro de 6 años

Puntos en  
su licencia

**3 o 6**  
por segundas  
ofensas si resulta en un  
accidente



**El uso de dispositivos móviles NO está  
permitido mientras se opera un vehículo de  
motor en zonas escolares o de construcción,  
a menos que estén usando algún dispositivo  
de manos libres o bluetooth**

**NO** envíe mensajes de texto  
mientras conduzca.

**NO** llame mientras  
conduzca.

**NO** vale la pena  
perder la vida

**#PutItDown #FocusOnDrivingFL**



[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

Appendix A – Campaign Poster: Creole



# NOUVO LWA NAN ETA FLORID KONSÈNAN EKRI TÈKS PANDAN MOUN AP KONDI MACHIN

*Apati premye jiyè 2019*

**yon moun ki ekri tèks sou telefòn li pandan l ap kondi machin, yo konsidere sa kòm yon enfraksyon.**

**Si lapolis wè w ap fè sa, yo kapab rete machin ou epi ba w kontravansyon pou sa**

Premye enfraksyon  
**\$30**

Dezyèm enfraksyon  
**\$60**

Y ap wete pwen sou lisans ou  
**3** OUBYEN **6**

PANAN 30 JÈ

OU YON 227 JÈ

ENFRASYON

PANAN 30 JÈ

OU SI SA 180 JÈ

YON 227 JÈ



**Yo pa pèmèt moun sèvi ak okenn telefòn pòtab pandan y ap kondi machin nan zòn kote gen yon lekòl oubyen kote y ap travay sou yon wout, esepite si w ka pale sou telefòn nan san w pa kenbe li oubyen si w gen bloutout.**

**PA** voye tèks bay moun padan w ap kondi machin.

**PA** telefone moun padan w ap kondi machin.

**PA** gen anyen ki merite ou pèdi lavi w pou granmesi.

**#PutItDown #FocusOnDrivingFL**



[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)



Appendix B – Campaign Email Blasts (Partner Email)



# DRIVING DOWN FATALITIES

## 2019 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 2019.**

**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.



In 2018, we were able to reach more than 153.8 million impressions through outreach events, campaign posters, email blasts, web banners, social media messaging and other campaign resources. This year, we hope to **educate drivers about the new laws**, 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 2018 materials for reference: [www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown). We will also be hosting kick-off events in October 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 Friday, August 23.** Please let us know who will be the main point-of-contact for your company/organization. Also, if we do not have one on file, 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  
Media Relations Group, LLC  
Cell: 786-239-8862  
[jgorgas@mrgmiami.com](mailto: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](mailto:carlos.sarmiento@dot.state.fl.us)

YES, I WILL PARTICIPATE IN THE 2019 CAMPAIGN

---

**SAVE THE DATE**

**Miami-Dade County Press Conference/Educational Enforcement Detail**  
Tuesday, October 1, 10 a.m., FHP

**Miami-Dade Partner Kick-Off**  
Tuesday, October 1, 1 to 3 p.m., at FDOT District Six Auditorium

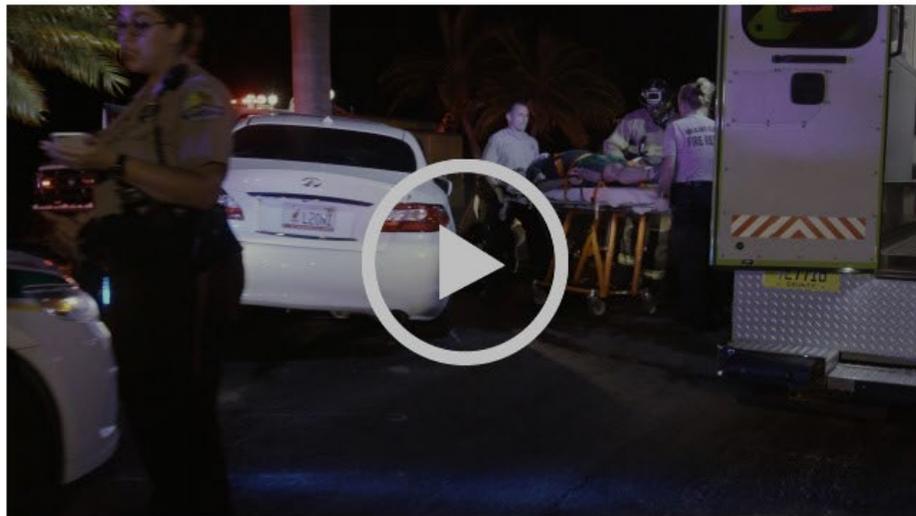
**Monroe Partner Kick-Off**  
Thursday, October 3, 9 to 10 a.m., at FDOT Marathon Operations Center

**Monroe County Educational Enforcement Detail**  
Thursday, October 3, 10 to 11:30 a.m.

Please plan to attend! We will be hosting enforcement details along with the kick-offs this year to help educate drivers about the new laws. At the kick-off meetings, we will be introducing the 2019/2020 safety calendar and providing grant information for those who are interested.

**RSVP FOR THE ENFORCEMENTS  
AND KICK-OFF MEETINGS HERE**

**VIEW THE 2018 REPORT**



**Put it Down PSA**



Appendix B – Campaign Email Blasts (#1)



**NEW FLORIDA TEXTING AND DRIVING LAW**

Effective July 1, 2019

**Texting while driving is a primary offense**

If an officer sees you doing this, they can pull you over and issue a traffic citation

1<sup>st</sup> Offense  
**\$30**

2<sup>nd</sup> Offense  
**\$60**

Points on your license  
**3 OR 6**

12 points within 12 months = 30-day driver's license suspension  
18 points within 18 months = 3-month driver's license suspension  
24 points within 36 months = 1-year driver's license suspension

**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.



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

**Upcoming Events**

- **University of Miami Annual Safety Event** - Wednesday, October 30, 10 a.m. to 1 p.m., at Coral Gables Campus, the Rock Plaza)
- **FMU Annual Put it Down Event** - Thursday, November 7, from 10 a.m. to 2 p.m.

**TAKE THE NO-TEXTING PLEDGE**



Miami Beach Police Department Safety Fair



Miami-Dade College Kendall Campus Presentation

**#PutItDown #FocusOnDrivingFL**

**Thank you to our dedicated campaign partners**



For more information about the Put it Down Campaign, please visit [fdotmiamidade.com/putitdown](http://fdotmiamidade.com/putitdown)



Appendix B – Campaign Email Blasts (#2)



# DRIVING DOWN FATALITIES

Put it Down - Distracted Driving Campaign eblast volume 19.2



Mobile device use is **NOT** allowed while operating a motor vehicle in school zones or construction zones, *unless they are handsfree or bluetooth*



These WIRELESS COMMUNICATIONS DEVICES are not permitted while driving



Any handheld device capable of being used in a handheld manner, that is designed or intended to receive or transmit text or character-based messages, access or store data, or connect to the Internet or any communication service and that allows text communications.

**DID YOU KNOW?** Many drivers admit to blatantly hazardous behavior while driving, such as changing clothes, steering with a foot, painting nails, or even shaving. Plan ahead so that you are not rushing to your destination.

### Upcoming Events

- **Miami Dade College, Doral Campus Tabling Event** - Wednesday, November 6, 9 a.m. to 12 p.m., at 3800 NW 115 Avenue, Miami, Florida
- **Miami Dade College, Homestead Campus Veterans Fair** - Wednesday, November 6, 11:30 a.m. to 1 p.m., at 500 College Terrace, Homestead, FL, F Building Brezeway
- **FMU Annual Put it Down Event** - Thursday, November 7, 10 a.m. to 2 p.m., at 15800 NW 42nd Ave, Miami Gardens, FL 33054
- **Pinecrest Police DUI Event** - Friday, November 8 (Law enforcement agencies interested in attending please contact Carlos Sarmiento for details)
- **West Kendall Toyota/Lexus Service Center** - Saturday, November 9, 9 a.m. to 12 p.m., at 10775 S. Dixie Hwy, Miami, FL
- **Miami Dade College, Kendall Campus Tabling Event** - Tuesday, November 19, 9 a.m. to 12 p.m., at 11011 SW 104 Street, Miami, 33176

**TAKE THE NO-TEXTING PLEDGE**



Miami-Dade College Medical Campus Safety Day

Miami-Dade TPO Ride Smart Transportation Fair



Miami-Dade College Health and Wellness Harvest Festival

Put it Down Freebee car (Pinecrest)

#PutItDown #FocusOnDrivingFL

### Thank you to our dedicated campaign partners



For more information about the Put it Down Campaign, please visit [fdotmiamidade.com/putitdown](http://fdotmiamidade.com/putitdown)



Appendix B – Campaign Email Blasts (#3)



THREE TYPES OF DISTRACTIONS  
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 handsfree)  
Stay focused on the road



PARENTS, SET AN EXAMPLE WHILE DRIVING

Teens whose parents drive distracted are

**2 TO 4 TIMES MORE LIKELY**

to also drive distracted

Source: University of Michigan Transportation Research Institute and Toyota Motor Sales USA Inc.

**95%** of drivers believe sending a text while driving is distracting.

**35%** of drivers say they do it.

Source: State Farm Insurance Co.

**DID YOU KNOW?** The CDC reports that teens who reported frequent texting while driving also proved to be more likely to ride with a driver who has been drinking, more likely to drink and drive, and less likely to wear a seatbelt.

Upcoming Events

- **Miami Dade College, Padron Campus Tabling Event** - Tuesday, December 10, 9 a.m. to 12 p.m., at 627 SW 27 Avenue
- **Miami Dade College, North Campus Tabling Event** - Wednesday, December 11, 9 a.m. to 12 p.m., at 11380 NW 27 Avenue, Miami, FL 33167
- **Service Center West Kendall Toyota/Lexus of West Kendall** - Saturday, December 14, 9 a.m. to 12 p.m., at 13750 SW 136 Street, Miami



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

**TAKE THE NO-TEXTING PLEDGE**



CarFit outreach event - November 6, 2019

Lexus Service Center Outreach

#PutItDown #FocusOnDrivingFL

Thank you to our dedicated campaign partners



For more information about the Put it Down Campaign, please visit [fdotmiamidade.com/putitdown](http://fdotmiamidade.com/putitdown)



Appendix C – Campaign Web Banner

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



[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

Campaign TV Banners

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

[www.fdotmiamidade.com/putitdown](http://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](http://www.fdotmiamidade.com/putitdown)

The logo is identical to the one in the top right, but the tagline below it reads "DEPOSEZ LE TÉLÉPHONE NAN" in blue, sans-serif 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](http://www.fdotmiamidade.com/putitdown)

The logo is identical to the one in the top right, but the tagline below it reads "SUELTE EL CELULAR" in blue, sans-serif font.



Appendix D – Social Media Campaign Messaging

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

#PutItDown #FocusOnDrivingFL

www.fdotmiamidade.com/putitdown

**Mobile device use is NOT allowed while operating a motor vehicle in school zones or construction zones, unless they are handsfree or bluetooth**

www.fdotmiamidade.com/putitdown

**Distraction is present during 52% of normal driving**

**COMMON DISTRACTIONS:**

- Interacting with an adult or teen passenger (15%)
- Using a cell phone (6%)
- Using systems such as climate control and radio (4%)

Source: Centers for Disease Control and Prevention (CDC)  
www.fdotmiamidade.com/putitdown

**WARNING**

**DON'T TEXT AND DRIVE FLY**

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

www.fdotmiamidade.com/putitdown

**95% of drivers believe sending a text while driving is distracting.**

**35% of drivers say they do it.**

#PutItDown #FocusOnDrivingFL

Source: State Farm Insurance Co.  
www.fdotmiamidade.com/putitdown

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

www.fdotmiamidade.com/putitdown

**THREE TYPES OF DISTRACTIONS AND HOW TO AVOID THEM**

<p><b>Visual</b></p> <p>Keep your eyes on the road</p> <p>Pull over to read directions</p> <p>Put your phone in "Do not Disturb Mode"</p>	<p><b>Manual</b></p> <p>Keep your phone out of reach</p> <p>Make all adjustments before driving</p> <p>Don't reach for items while driving</p>	<p><b>Cognitive</b></p> <p>Avoid phone calls (even handsfree)</p> <p>Stay focused on the road</p>
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www.fdotmiamidade.com/putitdown

**DON'T DRIVE DISTRACTED**

www.fdotmiamidade.com/putitdown

**PARENTS, SET AN EXAMPLE WHILE DRIVING**

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

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



Appendix D – Social Media Campaign Messaging

**NEW FLORIDA TEXTING AND DRIVING LAW**

These WIRELESS COMMUNICATIONS DEVICES are not permitted while driving

[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)



**NEW FLORIDA TEXTING AND DRIVING LAW**

Effective July 1, 2019  
**Texting while driving is a primary offense**

If an officer sees you doing this, they can pull you over and issue a traffic citation.

[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

**NEW FLORIDA TEXTING AND DRIVING LAW**

Effective July 1, 2019 Texting while driving is a primary offense

<b>1<sup>st</sup> Offense</b> <b>\$30</b>	<b>2<sup>nd</sup> Offense</b> <b>\$60</b> <small>within 5 years</small>	<b>Points on your license</b> <b>3 OR 6</b> <small>for 1st offense for 2nd offense</small>
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12 points within 12 months = 30-day driver's license suspension  
18 points within 18 months = 3-month driver's license suspension  
24 points within 36 months = 1-year driver's license suspension

[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

Appendix E – Campaign Outreach Event Photos



*Miami Beach CTST – October 16, 2019*



*Miami Dade College (Kendall) Presentation – September 24, 2019*

Appendix E – Campaign Outreach Event Photos



Miami Dade College (Medical) Campus Safety Day – September 25, 2019

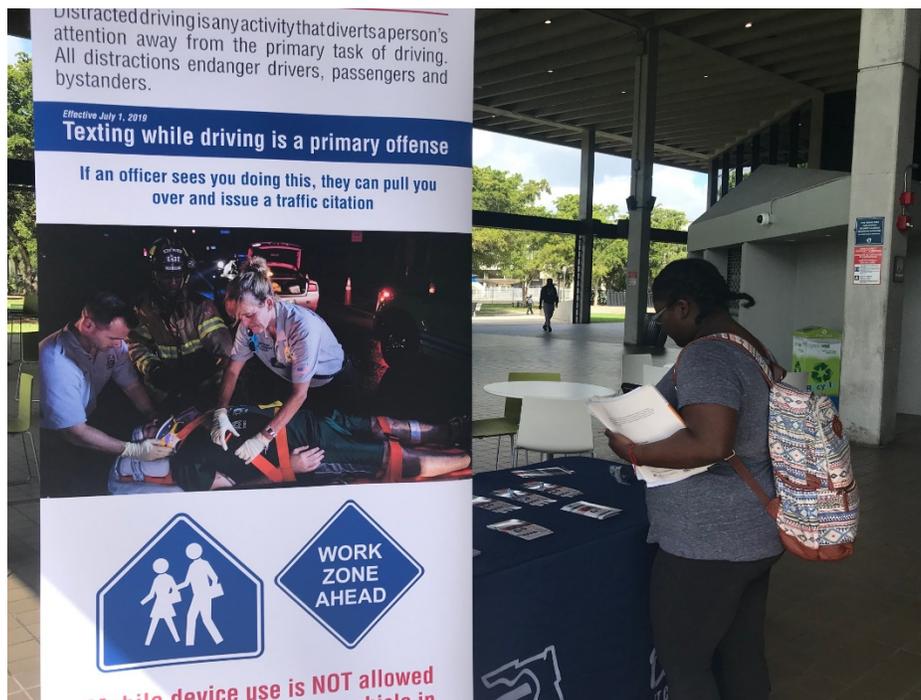


Put it Down – Kick-off Event Miami-Dade County – October 1, 2019

Appendix E – Campaign Outreach Event Photos



Miami Dade College (Doral) Tabling Event – October 10, 2019



Miami Dade College (North) Tabling Event – October 14, 2019

Appendix E – Campaign Outreach Event Photos



Miami Dade College (Padron) Tabling Event – October 15, 2019



Freebee Launch Ceremony – October 18, 2019

Appendix E – Campaign Outreach Event Photos



*Kendall Regional Medical Center Fall Festival – October 19, 2019*



*University of Miami Annual Safety Event – October 20, 2019*

Appendix E – Campaign Outreach Event Photos



*Miami Dade College (Doral) Tabling Event – November 6, 2019*

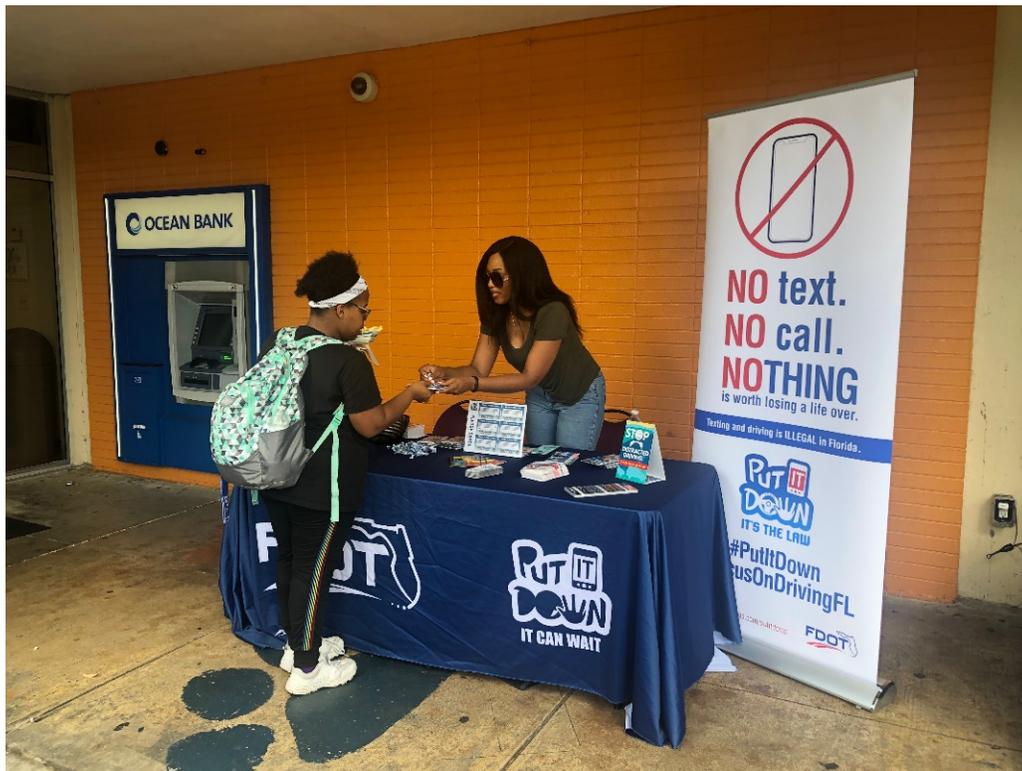


*Miami Dade College (Homestead) Tabling Event – November 6, 2020*

Appendix E – Campaign Outreach Event Photos



CarFit Event – November 6, 2019



Florida Memorial University (FMU) Annual Put it Down Event – November 7, 2019

Appendix E – Campaign Outreach Event Photos



*Pinecrest Police DUI Event – November 8, 2019*



*Lexus of Kendall Service Center Tabling Event – November 9, 2019*

Appendix E – Campaign Outreach Event Photos



City of Miami Beach Multi-Agency Education/Enforcement Operation – November 14, 2019



Miami Dade College (Kendall) Tabling Event – November 19, 2019



Appendix E – Campaign Outreach Event Photos



South Dade Maintenance Yard Presentation – November 20, 2019



Miami Dade College (Hialeah) Wellness Fair – December 4, 2019

Appendix E – Campaign Outreach Event Photos



*Snap2Live Event – December 6, 2019*



*Miami Dade College (Padron) Tabling Event – December 10, 2019*

Appendix E – Campaign Outreach Event Photos



*Miami Dade College (North) Tabling Event – December 11, 2019*



*Service Center West Kendall Toyota/Lexus of West Kendall Tabling Event – December 14, 2019*

Appendix E – Campaign Outreach Event Photos



Sweetwater Multi-Agency Enforcement Event – January 8 and 9, 2020



Miami Dade College (Homestead) Spring Club Rush – January 16, 2020

Appendix E – Campaign Outreach Event Photos



*BHIPD Bike Rodeo – January 18, 2020*



*Pinecrest Police Department Enforcement Operation – January 30, 2020*

Appendix E – Campaign Outreach Event Photos



Town of Miami Lakes Health & Fitness Fair – February 8, 2020



FIU Resume Fest – February 10, 2020

Appendix E – Campaign Outreach Event Photos



*Lexus of West Kendall Service Center Tabling Event – February 29, 2020*



*Hialeah Sr. High School Event – March 2, 2020*

Appendix F – Campaign Media Coverage

**WFOR-MIA (CBS) - Miami, FL**  
**CBS 4 News at Noon**

+ Local Market Viewership: 35,836  
Local Publicity Value:  
\$4,208.39 per 30s

**WFOR 10/1/2019 12:10:53 PM:** ...if approved by individual school boards. neither broward or miami-dade will allow armed teachers. >>> police and state troopers can pull you over for using a hand held phone anywhere near a school or a construction zone, including talking as well as texting. and the end of the year, a formal warning. come january, you will get a ticket. >>> terrifying moments in taiwan, when a massive bridge comes crashes down. the latest on the search for survivors. >>> president trump demanding details about ...



**WPLG-MIA (ABC) - Miami, FL**  
**Local 10 News at Noon**

+ Local Market Viewership: 44,164  
Local Publicity Value:  
\$5,256.36 per 30s

**WPLG 10/1/2019 12:33:44 PM:** ...>>> new at noon. state officials kick off an important campaign on safety. >>> it is about the texting while driving law and the message is put it down. ian margol has more details on what you need to know. stay out of that shoulder and the tickets in canned. , it went into effect july 9. today is about hands free. , and the one we are standing in front of you cannotten holding on to your phone. not playing it and social media. none of that. until the 31st. and agencies will educate drivers about the change. and giving out heft tickets that put points on the license and warnings and educational material. they say this is a real issue they see every day. this is all about. >> and from happening. >> and don't reach for it. do not put it on your ear. and construction for obvious reasons. we want to make sure the workers are struck. >> it is dangerous and this is in numbers, we didn't make this up. >> we're trying to educate them on that. >> and this is some of the material they have been handing out this morning. they will hand this out over the next several months. they will give the warnings until december 31 come the new year. january 1 the warnings will turn into tickets. texting and driving not allowed, as of today you cannot be holding your phone going through a zone or a school zone; we're live in sweet water. >> thank you, ian. >>> the mother of two girls who died in a fire in pompano beach appeared before a judge. this is jenny ramirez. she was offered a deal of three years in prison. she is facing aggravated manslaughter. she is expected in court in two weeks. she had left her daughters with her teen sister while she and her husband were working. she said she told her sister to leave them to buy food at ...



Appendix F – Campaign Media Coverage

WPLG-MIA (ABC) - Miami, FL  
Local 10 News @ 3.30PM

+ Local Market Viewership: 32,965  
Local Publicity Value:  
\$3,395.91 per 30s

**WPLG 10/1/2019 3:35:49 PM:** ...a pair of credit card thieves who they say the suspect's use a stolen card at a publix and dave last month for these are surveillance images of the thieves in action. if you recognize them, you are urged to call police . >>> state officials are kicking off a very boring campaign on safety all about the new texting while driving law and the message is put it down. unit margo joins us live from sweetwater with more details on this. ian? >> reporter: i am driving right now so i will continue staring straight ahead here. we can tell you this all begins back in july when the texting and driving law took effect . today october 1 . the part of the law that talks about hands-free in school zones and in construction zones started today. cops across to florida and beginning to enforce a new part of the texting and driving law , making sure everyone is being safe . >> today october 1 the hands-free portion of the law comes into effect. meeting construction zones and school zones have been designated him free zones . >> that means if your car is in motion in either a school zone or construction zone, you cannot be holding it at all. mcclung effacement the agencies will be going out making traffic stops of the violations, but instead of giving out hefty tickets and will be giving out warnings and handing out educational material until the end of the year. they say this is a very real issue they see every single day . this is all about preventing major accidents from happening. >> we want to make sure none of these workers or children are getting struck. >> reporter: this is just statistics. we didn't make this up out of nowhere. that's what we want them to know and we are trying to educate them on that. >>> would put the car in part because we did want to show you this. police are recommending you something like this. this is a magnet and there are other mounts you can use or you can put your phone up there in case you need to use it for directions on the music player. it's hands-free that way. again, these warnings will end in the new year. starting january 1 those warnings will turn into tickets. live in hollywood, ian margo, local to news. >> louis: that's a good to. thank you. >>> huge renovation project in portland of the hollywood international airport is now finally complete. >> jenise: for the first seven months both runways are back open and sarah joins us know what they look at the finished product. >> reporter: the very first flight took off of the brand-new north one night this ...



Appendix F – Campaign Media Coverage

**WSVN-MIA (FOX) - Miami, FL**  
**Channel 7 News at 5:30PM**

+ Local Market Viewership: 25,204  
Local Publicity Value:  
\$2,854.26 per 30s

**WSVN 10/1/2019 5:36:10 PM:** ...passed a measure in July luge officers to pull over and ticket drivers caught texting and driving. as of tuesday, police are now able to pull over and ticket drivers for simply holding a cell phone, not going hands free in a designated school crossing, school zone or active work zone. distracted driving is anything that takes your hands off the wheel and eyes off the road. texting is the most dangerous distractions because it requires both. the same abilities needed. and violators will receive a warning until december 3 1. of that a nonmoving violation with no points first offense and a moving via a o lation with three points for any subsequent offense. officials warn drivers to think twice before picking 50u6789 on average every week there were more than 1000 distracted drive having crashes throughout our state this. a number that is way too high and these numbers are one 100% spre vint able. >>> whatever it s it can wait. put it down and focus cuss on drive oog. >> craig: and variation fers the law will vary county by county. craig stevens. 7 news snie. >> lynn: craig, thank you. and expected to see more passengers at a south florida busy airport. a runway that has been closed for months is now reopened. gina benitez with the story. >>> three, two, one,. >> reporter: a runway reopening at fort lauderdale hollywood international after it will had been closed for months. the north runway the airports oldest back in business. conveniently undergoing work as part of a 95 million-dollar reconstruction project, it has been in existence in some form or fashion since 1943. the construction on the stretch starting in late march. the runway then closing for more significant renovations in june. crews replacing the 75-foot center portion with concrete and repaving the asphalt on it's sides. this was a full depth excavation and reconstruction of the rain way. >> reporter: during this closure they had one operating which caused delays but officials say the work was necessary. over the course of the last 70 plus years and numerous rehabilitation efforts, it rm really started to show the stress. another new part. not only new parts a logistics. not only an amazing piece of art but functionally it serves a purpose. and it's the jess blast defector ...



[Play Clip in Windows Media Player](#)  
Click thumbnail to play

**WTVJ-MIA (NBC) - Miami, FL**  
**NBC 6 South Florida News at 6pm**

+ Local Market Viewership: 51,688  
Local Publicity Value:  
\$11,504.57 per 30s

**WTVJ 10/1/2019 6:07:41 PM:** ...for now we're live in downtown home, arlene borenstein, nbc6 news. >>> another law that goes into effect today is florida's hands free act, requiring drivers not use their cell phones in any manner in school and work zones and makes texting and driving a primary offense which means if police officers see you texting, they will stop you. authorities are launching a campaign to keep drivers off their phones. the florida department of transportation says distracted driving is killing people on our roads. >> highway fatalities are increasing. highway crashes are increasing. and we all know why. it's distracted driving. particularly particularly texting while >> officers will only give you driving. warnings for using your cell phone in school and work zones until 2020 and then hand out tickets. >>> a new law could be changing the game on how college football players are compensated. here is arei odzer with a look. >> reporter: should the athletes be able to cash in on fame while still in college? california says yes and a florida lawmaker wants to pass a similar law in the sunshine state. >> reporter: there's plenty of >> touchdown gators. money to go around in college sports to everyone involved except for the actual players. how do you explain not at least giving them an opportunity to participate in the free market and the capitalist system that we teach them in the classrooms. >> reporter: florida state representative keyon mcgee filed a bill modeled after california's which would allow college athletes to make money from endorsements. it represents a radical change to the system. >> the students are not allowed to get a bag of groceries, let alone money. >> reporter: the ncaa rakes in more than \$1 billion a year. a leytes are amateurs paid with free tuition, room and board and tim tebow says that's how it should stay. >> it's not about us, not about we. it's just about me and i know we live in a selfish culture, but we're adding and piling it onto that, where it changes what's special about college football. >> reporter: seeing a slippery slope, the ncaa says it will fight the california bill in court. meanwhile veterans sportswriter manny navarro predicts the ncaa will have to adjust its stance to make sure the playing field is level when it comes to enticing recruits from one state to another. >> that's why i think we're headed towards one sort of uniform policv. the ncaa is not going to let ...



Media player controls: play, pause, stop



Appendix F – Campaign Media Coverage

**WFOR-MIA (CBS) - Miami, FL**  
**CBS 4 News at 6PM**

+ Local Market Viewership: 32,388  
Local Publicity Value:  
\$5,231.25 per 30s

**WFOR 10/1/2019 6:09:04 PM:** ...but he remains in jail. it may be up to a jury to decide who to belize. i'm joan murray, cbs4 news . >>> two middle school students arrested in connection to a threat. the threat was posted on social media against mcmillan school in southwest miami dade. there were additional officers at the school as a precaution. the ts aested have not been identified but the district is investigating whether more students are involved. >>> knew it 6:00, new motivation to put the phone down when you drive anywhere in florida. police and state troopers can pull your over for using a handheld device near a school or construction zone and that includes talk sting as well as texting. the florida department of transportation secretary james wolfe said avoiding a tragedy could be as easy as putting down your phone. >> highway fatalities and crashes are increasing and will know why, distracted driving. we can make a difference here. be safe and be smart and put it down. >> reporter: if you are stopped between now and the end of the year, you will get a former warning to tick formal warning -- you will get a formal warning , after the first of the year, you will get a ticket. >>> a prominent figure, sister jean, champion of women's rights and fighting for refugees in south florida. she was president of the university from 1981 until 2004 . she passed away june 18 at the age of 90. >>> both runways are open at hollywood international airport and there was a celebration to mark the occasion and we will show it to you after the break. >>> ...



**WPLG-MIA (ABC) - Miami, FL**  
**Local 10 News @ 6PM**

+ Local Market Viewership: 53,815  
Local Publicity Value:  
\$11,726.37 per 30s

**WPLG 10/1/2019 6:17:39 PM:** ...>>> louis: attention, drivers. you better put down your cell phone while driving. >> jenise: new texting laws just went into effect and local 10 news reporter ian margol is live with these rules of the road, ian? >>> back on july 1st, that is when the texting and driving laws went into effect. today, october 1st, a new law took effect. >>> they can't be using their cell phone as they're manipulating a vehicle. >> reporter: on tuesday, cops across florida began enforcing a new part of the texting and driving law. >>> today, october 1st, the hands free portion of the law comes into effect, meaning construction zones and school zones have been designated hands free zones. >> reporter: that means you cannot be holding a phone while going through a school zone or a construction zone. but from october 1st through the end of the year, drivers who get pulled over like shelly will be getting warnings instead of hefty tickets. >>> my ticket says safe precaution, at least. a lot of people are not knowledgeable about it and they don't know about it right now. i think it is good that they're giving out the warnings before they do enforce it. >>> it is extremely dangerous. this is just statistics. >>> don't reach for the phone for obvious reasons. we want to make sure no workers or children are getting struck. >> reporter: another thing they're recommending is using something like this that allows you to use your maps application or maybe something for music hands free. they don't want you having anything in your hands while you're driving. from now until the end of the year, that is going to be just warnings from law enforcement. come january 1st, those warnings will turn into ticket that is have some hefty fines. live in hollywood, i'm ian margol, local 10 news. >> jenise: good to see ian driving, keeping his eyes on the road. the phone is down, that's the way it needs to be. >> louis: i like that magnet idea for the phone. sometimes you need your gps and what have you. >> jenise: yeah, i use my gps a lot. ...





Appendix F – Campaign Media Coverage

WPLG-MIA (ABC) - Miami, FL  
Local 10 News @ 6PM

+ Local Market Viewership: 53,815  
Local Publicity Value:  
\$11,726.37 per 30s

WPLG 10/1/2019 6:17:39 PM: ...>>

louis: attention, drivers. you better put down your cell phone while driving. >> jenise: new texting laws just went into effect and local 10 news reporter ian margol is live with these rules of the road, ian? >>> back on july 1st, that is when the texting and driving laws went into effect. today, october 1st, a new law took effect. >>> they can't be using their cell phone as they're manipulating a vehicle. >> reporter: on tuesday, cops across florida began enforcing a new part of the texting and driving law. >>> today, october 1st, the hands free portion of the law comes into effect, meaning construction zones and school zones have been designated hands free zones. >> reporter: that means you cannot be holding a phone while going through a school zone or a construction zone. but from october 1st through the end of the year, drivers who get pulled over like shelly will be getting warnings instead of hefty tickets. >>> my ticket says safe precaution, at least. a lot of people are not knowledgeable about it and they don't know about it right now. i think it is good that they're giving out the warnings before they do enforce it. >>> it is extremely dangerous. this is just statistics. >>> don't reach for the phone for obvious reasons. we want to make sure no workers or children are getting struck. >> reporter: another thing they're recommending is using something like this that allows you to use your maps application or maybe something for music hands free. they don't want you having anything in your hands while you're driving. from now until the end of the year, that is going to be just warnings from law enforcement. come january 1st, those warnings will turn into ticket that is have some hefty fines. live in hollywood, i'm ian margol, local 10 news. >> jenise: good to see ian driving, keeping his eyes on the road. the phone is down, that's the way it needs to be. >> louis: i like that magnet idea for the phone. sometimes you need your gps and what have you. >> jenise: yeah, i use my gps a lot. ...



WPLG-MIA (ABC) - Miami, FL  
Local 10 News @ 11PM

+ Local Market Viewership: 37,140  
Local Publicity Value:  
\$11,861.37 per 30s

WPLG 10/1/2019 11:16:07 PM:

...approached armed with a gun. you can see him pulling the door open. grabbing the mother, pout of the car. john takes off with the baby, and the child's grandmother is still inside. >> nicole: s florida authorities now requiring drivers to putter their cell phones down while driving through a school or work zone. starting today, officers will be pulling over those who are caught in the act. for now, they will only be given warning, but starting next year, offenders will receive a fine. >> louie: that's a good idea, too many people texting and driving. so a woman jumped into a lion's den at the bronx zoo. but the story does not stop there. >> nicole: no, this is not a bad jock. what she was filmed doing when she got inside. it will shock you, the detail as ever the break. >> louie: new details about the teen being hailed as a hero for risking his own life to share a child from drowning. >> nicole: s but first, not your afternoon bathroom. at at&t we believe in access. the opportunity for everyone to explore a digital world full of possibilities. connecting with family, friends and the things that matter most. and because nothing keeps us more connected than the internet. we've created access from at&t if a member of your household is a snap participant. you may qualify for home internet at a discounted rate of \$10 a month. no commitment, deposit, or installation fee. visit att.com/accessnow, to learn more. ...



Appendix F – Campaign Media Coverage

WPLG-MIA (ABC) - Miami, FL  
Local 10 News @ 1:00AM

+ Local Market Viewership: 16,816  
Local Publicity Value:  
\$1,322.69 per 30s

WPLG 10/2/2019 1:21:05 AM: ...you can see him pulling the door open. grabbing the mother, pout of the car. john takes off with the baby, and the child's grandmother is still inside. >> nicole: s florida authorities now requiring drivers to putter their cell phones down while driving through a school or work zone. starting today, officers will be pulling over those who are caught in the act. for now, they will only be given warning, but starting next year, offenders will receive a fine. >> louie: that's a good idea, too many people texting and driving. so a woman jumped into a lion's den at the bronx zoo. but the story does not stop there. >> nicole: no, this is not a bad jock. what she was filmed doing when she got inside. it will shock you, the detail as ever the break. >> louie: new details about the teen being hailed as a hero for risking his own life to share a child from drowning. >> nicole: s but first, not your afternoon bathroom. ...



**2019 DISTRACTED DRIVING AWARENESS CAMPAIGN  
SUMMARY REPORT**



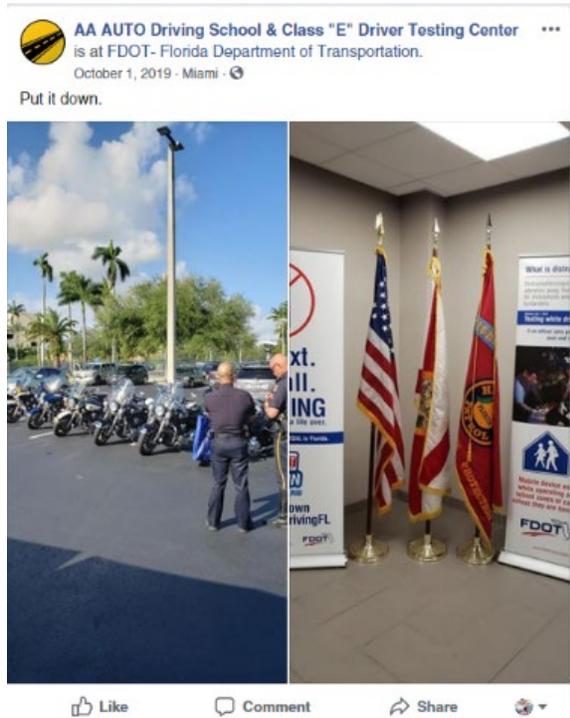
Appendix F – Campaign Media Coverage

	<p>WPLG-MIA (ABC) 1/8/2020 3:37:25 PM [Media Center]</p> <p>Local Viewership: 20,901</p> <p>Note: FDOT Sweetwater Put It DOWN give them a call. &gt;&gt; police officers now giving up tickets for driving while texting. we were in sweetwater as they conducted a sting operation today. if you are caught the first violation will be \$30 after that violations will cost \$60 plus court cost +3 points could...</p>	<p>Local Publicity Value: \$2,066.64</p>
	<p>WFOR-MIA (CBS) 1/8/2020 5:28:38 PM [Media Center]</p> <p>Local Viewership: 71,647</p> <p>Note: FHP Sweetwater FDOT put it down tire welcome back. it's a brand new year and that means brand new laws takingeffect. &gt;&gt; cbs 4 news marybel rodriguez has more on that. &gt;&gt; sweetwater police out in full force on southwest 107th avenue on a serious mission. no longer are they warning drivers....</p>	<p>Local Publicity Value: \$5,577.60</p>
	<p>WTVJ-MIA (NBC) 1/8/2020 5:34:18 PM [Media Center]</p> <p>Local Viewership: 20,755</p> <p>Note: FHP Sweetwater FDOT put it down taking them to the hospital. &gt;&gt;&gt; the florida highway patrol and the city of sweetwater are sending an important message to drivers: put down your cellphone. the "put it down" campaign is to raise awareness about the dangers of distracted driving and enforce the ban on texting...</p>	<p>Local Publicity Value: \$1,580.88</p>
	<p>WPLG-MIA (ABC) 1/8/2020 5:40:39 PM [Media Center]</p> <p>Local Viewership: 55,953</p> <p>Note: FHP Sweetwater FDOT put it down drivers who don't put down those phones. &gt;&gt; louis: local 10's trent kelly rode along on an enforcement operation near an elementary school today, check it out. &gt;&gt;&gt; when this law first passed last year, most law enforcement agencies were issuing drivers a warning,...</p>	<p>Local Publicity Value: \$3,474.24</p>

Items in this report: 4

Total Local Viewership: 169,256  
Total Local Market Publicity Value: \$12,699.36

Appendix G – Campaign Social Media Coverage





Appendix G – Campaign Social Media Coverage



2019 DISTRACTED DRIVING AWARENESS CAMPAIGN  
SUMMARY REPORT



Appendix G – Campaign Social Media Coverage

**Doral Police Dept.** @DoralPolice · Jan 13  
Doral Police and @myfdot\_miami remind you that it is against the law to hold a mobile phone in your hands while driving through a school zone or work zone when workers are present. #putitdown ^RV

**Doral Police Dept.** @DoralPolice · Jan 5  
Doral Police and @myfdot\_miami remind you that texting while driving is not only unsafe but also illegal. It can result in fines and points to your license. #putitdown #doralproud ^RV

**Downtown Doral Charter Elementary School** is at City of Doral Police Department.  
September 15, 2019 · Doral · 📍

Our drive through area is a No Cell Phone Zone #safetyfirst

65 likes · 3 Comments · 3 Shares

**Doral Police Dept.** @DoralPolice · Nov 25, 2019  
#doralpolice and @MyFDOT\_Miami wish you and your loved ones a safe and Happy Thanksgiving. Please remember to avoid distractions when driving. #doralproud ^RV

**Doral Police Dept.** @DoralPolice · Nov 19, 2019  
#doralpolice and @MyFDOT\_Miami remind you that driving requires visual, manual, and cognitive skills. As we head into the holidays the volume of traffic in our roads increases. Please avoid texting and any other distractions when driving. #Putitdown #itcanwait ^RV



Appendix G – Campaign Social Media Coverage

**Doral Police Dept.** @DoralPolice · Oct 13, 2019  
Es más fácil de lo que parece.... Suelta el teléfono móvil mientras conduces a través de una zona escolar o zona de trabajo cuando hay obreros presente.  
@MyFDOT\_Miami #doralproud ^RV



2 replies 4 likes

**Doral Police Dept.** @DoralPolice · Oct 13, 2019  
It's easier than you think... Simply put your cellphone down when driving through a school zone or work area when workers are present.  
@MyFDOT\_Miami #doralproud ^RV



2 replies 4 likes

**City of Marathon, Florida**  
January 9 · 🌐

New Florida Texting and Driving Law: As of January 1, 2020, All Law Enforcement Agencies are issuing citations. Texting while driving is a primary offense. If an officer sees you doing this, they can pull you over and issue a traffic citation. Spread the word about the dangers of distracted driving.



**NEW FLORIDA TEXTING AND DRIVING LAW**  
AS OF JANUARY 1, 2020, ALL LAW ENFORCEMENT AGENCIES ARE ISSUING CITATIONS

**Texting while driving is a primary offense**

If an officer sees you doing this, they can pull you over and issue a traffic citation

1 <sup>st</sup> Offense <b>\$30*</b>	2 <sup>nd</sup> Offense <b>\$60*</b>	Points on your license <b>3 OR 6</b>
---	---	---

\*Mandatory fine which doesn't include court and administrative fees (varies by county). For example, Miami-Dade County first offense is a \$120 fine and a second violation of the law within five years is a second violation and has a fine of \$175 in Miami-Dade County.

12 points within 12 months = 30-day driver's license suspension  
18 points within 18 months = 3-month driver's license suspension  
24 points within 36 months = 1-year driver's license suspension

**SAFETY TIP** SPREAD THE WORD ABOUT THE DANGERS OF DISTRACTED DRIVING.  
Educators: ask your students to pledge to Put It Down.  
Employers: set a company policy about distracted driving.

**Doral Police Dept.** @DoralPolice · Nov 10, 2019  
#doralpolice and @myfdot\_miami remind you the Texting while Driving can have tragic consequences. No matter the message, it's not worth it.  
#putitdown #doralproud ^RV



2 likes

**Islamorada, Village of Islands**  
October 29, 2019 · 🌐

**DON'T TEXT AND DRIVE.**  
The new Texting and Driving Law in effect since July 1, 2019 makes texting while driving a primary offense, which means you can be pulled over by law enforcement and fined for texting and driving.  
Also, as of October 1, 2019, cell phones can only be used in hands free mode if you are driving in School Zones, School Crossings, or active construction zones. You cannot hold a phone in your hand for anything - talking, texting, etc. while in a school zone or construction zone.



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



[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

13 likes 5 Shares

Like Comment Share

2019 DISTRACTED DRIVING AWARENESS CAMPAIGN  
SUMMARY REPORT



**Miami Beach PD**  
October 22, 2019 · 🌐

#PUTITDOWN: Distraction is present during 52% of normal driving. Focus on the road.  
Florida Department of Transportation  
City of Miami Beach

**Distraction is present during 52% of normal driving**

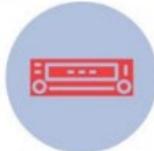
**COMMON DISTRACTIONS:**



Interacting with an adult or teen passenger (15%)



Using a cell phone (6%)



Using systems such as climate control and radio (4%)

Source: Centers for Disease Control and Prevention (CDC)  
[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)




👍❤️ 14      1 Comment 2 Shares

**Miami Beach PD**  
October 14, 2019 · 🌐

#PUTITDOWN: 📵 Handsfree only while in 🚦 school zones or 🚧 construction zones. IT'S THE LAW! Florida Department of Transportation




Mobile device use is **NOT** allowed while operating a motor vehicle in school zones or construction zones, unless they are handsfree or bluetooth




[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

👍❤️ 19      3 Comments 9 Shares

👍 Like    💬 Comment    ➦ Share    🌐

Most Relevant ▾

**Miami Beach Police** @MiamiBeachPD · Dec 31, 2019

📱 PUT IT DOWN: As of January 1, 2020, motorists can be stopped AND cited for texting and driving, and/or not using a device hands-free in work and school zones. Do your part - #PutItDown and #FocusOnDriving!

**January 1, 2020**

FLHSMV





Focus on driving.

**POLICE**

City of Miami Beach and 9 others

🗨️ 6    ❤️ 11    📌

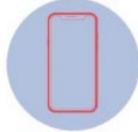
**Miami Beach Police** @MiamiBeachPD · Oct 22, 2019

#PUTITDOWN: Distraction is present during 52% of normal driving. Focus on the road. @MyFDOT

**Distraction is present during 52% of normal driving**

**COMMON DISTRACTIONS:**







NHTSA and 8 others

🗨️ 6    ❤️ 6    📌

2019 DISTRACTED DRIVING AWARENESS CAMPAIGN  
SUMMARY REPORT



Appendix G – Campaign Social Media Coverage

**City of Sweetwater** @CitySweetwater · Jan 13

Mayor Orlando Lopez and Chief of Police Placido Diaz want to remind all of our residents to not text and drive.

Please watch this video to learn more about Florida's driving while texting law.

Remember to Put It Down!  
@MyFDOT\_Miami #donttextanddrive #putitdown #DriveSafe

0:55 124 views

1 1 4

**City of Sweetwater** @CitySweetwater · Oct 21, 2019

Happy Monday everyone! We hope you have a fantastic week.

We wanted to take a moment to remind you to not text and drive.  
#donttextanddrive @MyFDOT\_Miami

www.floridadot.com/putitdown

1 4

**City of Sweetwater** @CitySweetwater · Oct 8, 2019

-Tuesday Post-

On this rainy day, we want to remind you to not text and drive. A text message can wait!

-Martes de Concienciación-

En este día lluvioso queremos recordarle a los conductores de no textear mientras manejan.  
¡Un mensaje de texto puede esperar!

@MyFDOT\_Miami

putitdown #FocusOnDrivingFL

www.floridadot.com/putitdown

3

**City of Sweetwater Government**

January 6

**IMPORTANT!**  
Effective January 1, 2020, motorists will be stopped and cited for texting while driving. All drivers must be hands-free while driving in school zones and construction zones.  
#PutItDown

**¡IMPORTANTE!**  
Estimados residentes, por favor les pedimos que no envíen mensajes de textos mientras manejan. Desde el primero de enero, conductores pueden ser multados por enviar mensajes de textos mientras manejan.  
#NoAlManejarEnviandoMensajes

See Translation

<p><b>NUEVA LEY EN LA FLORIDA PROHIBE TEXTEAR MIENTRAS SE CONDUCE</b></p> <p>A partir del 1 de julio del 2019 conducir mientras se envían mensajes de texto es una ofensa primaria</p> <p>Si un oficial lo encuentra violando esta nueva ley, lo pueden detener y recibirá infracciones y multas</p> <p>www.floridadot.com/putitdown</p>	<p><b>NEW FLORIDA TEXTING AND DRIVING LAW</b></p> <p>Effective July 1, 2019 Texting while driving is a primary offense</p> <p>If an officer sees you doing this, they can pull you over and issue a traffic citation.</p> <p>www.floridadot.com/putitdown</p>
--	---

3 2 Shares

Like Comment Share



Appendix G – Campaign Social Media Coverage



FDOT District 6 Retweeted

**FHP Miami** @FHPMiami · Oct 1, 2019  
#CYM: #FHP, @MyFDOT\_Miami and several South Florida law enforcement agencies host a Distracted Driving Awareness press conference reminding everyone that school zones and active construction zones are now designated HANDS-FREE areas. No Text, No Call, No Excuse. PUT IT DOWN!!



Miami Beach Police and 4 others

5 replies 13 retweets 24 likes

**FDOT District 6** @MyFDOT\_Miami · Sep 6, 2019  
@MyFDOT\_Miami #putitdown Distracted Driving Awareness Campaign @MDCCollege #iammdc event at MDC Homestead Campus. Thanks to MDC Homestead Campus President Dr. Jacobs for showing her support!



2 replies 7 likes

**FDOT District 6** @MyFDOT\_Miami · Oct 1, 2019  
Happening now: @MyFDOT\_Miami #putitdown safety campaign partner kick off.



**FDOT District 6** @MyFDOT\_Miami · Oct 1, 2019  
Happening now: @MyFDOT\_Miami #putitdown safety campaign partner kick off.





Appendix G – Campaign Social Media Coverage

**FHP Miami** @FHPMiami · Jan 2

#ICYMI: Motorists can now be stopped and cited for texting & driving.

#FHP has been educating drivers on the Wireless Communications While Driving Law, and will now begin issuing citations for texting & driving!

#putitdown #focusondriving

1 5 5

**FHP Miami** @FHPMiami · Oct 7, 2019

Trooper Carlos Rosario taking the time to educate high school students on the importance of not driving distracted! #PutItDown #focusondrivingfl #ArriveAlive

5 38

**FHP Miami** @FHPMiami · Oct 1, 2019

#Putitdown #FHP #ArriveAlive

**Miami Beach Police** @MiamiBeachPD · Oct 1, 2019

HAPPENING NOW: MBPD joins @FHPMiami and several South Florida law enforcement agencies to remind everyone beginning today, 10/1, school zones and active construction zones are HANDS-FREE. That means no texting, no GPS, no excuses - PUT IT DOWN.

5 13 24

**FHP Miami** @FHPMiami · Oct 30, 2019

Talking traffic safety today with students @univmiami. Come out & join us!

2 3 22

**FHP Miami** @FHPMiami · Oct 1, 2019

#ICYMI: #FHP, @MyFDOT\_Miami and several South Florida law enforcement agencies host a Distracted Driving Awareness press conference reminding everyone that school zones and active construction zones are now designated HANDS-FREE areas. No Text, No Call, No Excuse. PUT IT DOWN!!

Miami Beach Police and 4 others

5 13 24

2019 DISTRACTED DRIVING AWARENESS CAMPAIGN  
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Appendix G – Campaign Social Media Coverage

**Florida Police Chiefs Association** @FloridaChiefs · Dec 31, 2019

WARNING PERIOD ENDS FOR WIRELESS COMMUNICATIONS WHILE DRIVING LAW IN FLORIDA  
~ Starting January 1, 2020, motorists in Florida can be stopped and cited for texting and driving and holding a wireless device in a designated school crossing, school zone, or active work zone. ~

1    6    11

**Florida Police Chiefs Association** @FloridaChiefs · Dec 2, 2019

Put It Down - Distracted Driving Campaign

3    1

**Florida's Turnpike** @FloridaTurnpike · Mar 11

Remember, it's now the law to #PutItDown in school or construction zones, so go hands-free in designated school crossing, school zones or active work areas.

3

**Florida's Turnpike** @FloridaTurnpike · Feb 1

6

**Florida's Turnpike** @FloridaTurnpike · Jan 15

It's 2020, and you can now be cited for texting & driving. #PutItDown and #FocusOnDrivingFL or be prepared to pay the fine.

2    8

**Florida's Turnpike** @FloridaTurnpike · Jan 8

Remember, the new Texting and Driving law is now fully in effect. If an officer sees you breaking the law, you can get a ticket. #PutItDown #FocusOnDrivingFL

1    4

Florida's Turnpike Retweeted



Appendix G – Campaign Social Media Coverage

**Ford Driving Skills for Life**  
December 18, 2019 · 🌐

Parents, please think about this as you spend time with your teens this holiday season...

**PARENTS, SET AN EXAMPLE WHILE DRIVING**



Teens whose parents drive distracted are

**2 TO 4 TIMES MORE LIKELY**

to also drive distracted

Source: University of Michigan Transportation Research Institute and Toyota Motor Sales USA Inc.  
[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)




8 Likes · 26 Shares

Like Comment Share

**Ford Driving Skills for Life**  
November 21, 2019 · 🌐

95% of drivers know texting while driving is dangerous, but many people still do it! 🤖

As you travel this upcoming holiday week, please do your part to ensure everyone makes it home safely. Set the Do Not Disturb feature on your phone and then put it out of reach while you're driving. #ArrivedSafe

**95% of drivers believe sending a text while driving is distracting.**

**35% of drivers say they do it.**

#PutItDown  
#FocusOnDrivingFL



Source: State Farm Insurance Co.  
[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)




7 Likes · 6 Shares

Like Comment Share

**Ford Driving Skills @FordDSFL** · Oct 31, 2019

Happy Halloween! Do your part to make sure everyone gets home safely tonight. Drive slowly, watch for pedestrians, use signals and stay off the phone. #PutItDown @MyFDOT\_Miami

**AND DRIVE FLY**

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

[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)




🗨️ 🔄 ❤️ 📤

**Ford Driving Skills @FordDSFL** · Oct 9, 2019

Reading or sending a text takes your eyes off the road for an average of 4.6 seconds. At 55 mph, that's like driving the length of an entire football field, blindfolded. @MyFDOT\_Miami #PutItDown #FocusOnDrivingFL



**NO call. NOTHING**

is worth losing a life over.

#PutItDown #FocusOnDrivingFL



Appendix G – Campaign Social Media Coverage

**Kendall Toyota**  
January 9 · 🌐

As proud partners of FDOT South - Miami Area we want to share with our customers that texting is a primary offense now! This tip card shows you what can happen if you get stopped. #PutItDown #FocusOnDrivingFL

[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

**Kendall Toyota**  
December 16, 2019 · 🌐

Is distracted driving worth breaking the law? #PutItDown today and you can prevent an accident!

👍 3

**West Kendall Toyota**  
December 11, 2019 · 🌐

We care about you and don't want you to get a ticket. The new Florida is banning the use of these electronic while driving! Make sure to share it with all your friends and let them know it's the law! FDOT South - Miami Area

[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

2 Shares

👍 Like    💬 Comment    ➦ Share

**West Kendall Toyota**  
December 5, 2019 · 🌐

The holidays are here and it's easy to get distracted while driving with so many things happening. If you're a parent driving with kids you might want to avoid distracted driving, here's why:

[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

Source: University of Michigan Transportation Research Institute and Toyota Motor Sales USA Inc.

👍 1    1 Share

👍 Like    💬 Comment    ➦ Share



Appendix G – Campaign Social Media Coverage

**WalkSafe**  
@iWalkSafe

Texting and driving a becomes a primary offense in Florida, as of tomorrow. #PutItDown

2:46 PM · Jun 28, 2019 · TweetDeck

**BikeSafe**  
@iBikeSafe

Hello-a hello-a!  
Get off the phone-a!  
#putitdown @MyFDOT\_Miami

**Lexus of West Kendall**  
January 9 · 🌐

Texting while driving is a primary offense! Share this tip card with your friends so they know how much it can cost them to text and drive.  
#FocusOnDrivingFL #PutItDown FDOT South - Miami Area

2 Shares

Like Comment Share

**Lexus of West Kendall**  
January 3 · 🌐

Save yourself a ticket this year and put your phone down! Starting this month, the police will stop you if they see you texting and driving. FDOT South - Miami Area

Like Comment Share

2019 DISTRACTED DRIVING AWARENESS CAMPAIGN  
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Appendix G – Campaign Social Media Coverage

Miami-Dade Schools @MDCPS · Dec 11, 2019  
Are you aware of the new Florida texting and driving law? #PutItDown #FocusOnDrivingFL @MyFDOT\_Miami

1 3

Miami-Dade Schools @MDCPS · Dec 3, 2019  
Did you know that teens whose parents drive distracted are two to four times more likely to also drive distracted? Be a role model driver by choosing to #PutItDown. #FocusOnDrivingFL @MyFDOT\_Miami

4 4

Miami-Dade Schools @MDCPS · Nov 27, 2019  
This #Thanksgiving, arrive safely to your destination by keeping your eyes on the road. #PutItDown #FocusOnDrivingFL @MyFDOT\_Miami

3 9

Miami-Dade TPO Retweeted  
FDOT District 6 @MyFDOT\_Miami · Nov 18, 2019  
Arrive safely to your destination. #putitdown

4 4

Miami-Dade TPO Retweeted  
Miami-Dade Xpressway @MDXway · Nov 12, 2019  
Stay focused while driving through construction zones, it could save your life. #focusondrivingFL #putitdown #MDXsafety

1 2

North Bay Village Government Retweeted  
FLORIDA DOT @MyFDOT · Oct 1, 2019  
Effective today, wireless communications devices can only be used in a hands-free manner when driving in a designated school crossing, school zone, or active work zone area in Florida. #PutItDown and #FocusOnDrivingFL @MyFDOT @FLHSMV

FLHSMV @FLHSMV · Sep 30, 2019  
Effective tomorrow, October 1, wireless communications devices must be used HANDS-FREE when driving through an designated school crossing, school zone or active work zone. #PutItDown and #FocusOnDrivingFL @MyFDOT flhsmv.gov/2019/09/30/flo...

1 10 21



Appendix G – Campaign Social Media Coverage

**PARENTS, SET AN EXAMPLE WHILE DRIVING**

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

Source: University of Michigan Transportation Research Institute and Toyota Motor Sales USA Inc.

SNAP LIVE FDOT PUT IT DOWN IT'S THE LAW

Post from @snap2live: snap2live Set the example. #snap2live #puttdown

17 likes

**WORK ZONE AHEAD**

Mobile device use is **NOT** allowed while operating a motor vehicle in school zones or construction zones, **unless they are handsfree or bluetooth**

SNAP LIVE FDOT PUT IT DOWN IT'S THE LAW

Post from @snap2live: snap2live #puttdown #snap2live #welves #jointhefight

13 likes

**Distraction is present during 52% of normal driving**

**COMMON DISTRACTIONS:**

- Interacting with an adult or teen passenger (15%)
- Using a cell phone (6%)
- Using systems such as climate control and radio (4%)

Source: Centers for Disease Control and Prevention (CDC)

SNAP LIVE FDOT PUT IT DOWN IT'S THE LAW

Post from @snap2live: snap2live #puttdown #snap2live

carlosarmiento Thank you for your amazing support and partnership 🙏

16 likes

**THREE TYPES OF DISTRACTIONS 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 handsfree). Stay focused on the road.

SNAP LIVE FDOT PUT IT DOWN IT'S THE LAW

Post from @snap2live: snap2live Eyes, hands, and mind on the road please #snap2live #puttdown #stayfocused #jointhefight #s21

ashleytaylorarguello

12 likes

**PUT IT DOWN**

Focus on driving.

**JULY 1, 2019**

Motorists may be stopped and cited for texting and driving in Florida.

Post from @communitiyfl: communitiyfl We all knew it was coming eventually. It's here. #AboutTime #Miami

teenadambrosio Finally.

autocey @jmad34

edwin232

21 likes

**PUT IT DOWN**

Focus on driving.

**JULY 1, 2019**

Motorists may be stopped and cited for texting and driving in Florida.

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teenadambrosio Finally.

autocey @jmad34

edwin232

21 likes



Appendix G – Campaign Social Media Coverage

**UHP** Urban Health Partnerships  
January 7 · 🌐

Start the new year off safe! Texting while driving is a primary offense. Don't let your guard down.  
¡Comienza el año nuevo de forma segura! Los mensajes de texto mientras se conduce es un delito principal. No bajas la guardia.  
#PutItDown #FocusOnDrivingFL @MyFDOT\_Miami  
See Translation



👍 1  
Like Comment Share

**UHP** Urban Health Partnerships  
December 6, 2019 · 🌐

A text message that reads "ok" isn't worth the offense. Be informed on the law and stay focused on the road.  
Un mensaje de texto que dice "ok" no vale la pena. Infórmese sobre la ley y manténgase enfocado en el camino.  
#PutItDown #FocusOnDrivingFL @MyFDOT\_Miami  
See Translation



👍 Like Comment Share

**UHP** Urban Health Partnerships  
December 11, 2019 · 🌐

Don't ignore the consequences of distracted driving. Stay focused on the road for yourself, and for others.  
No ignore las consecuencias de conducir distraído. Manténgase enfocado mientras conduce, para usted y para los demás.  
#PutItDown @FocusOnDrivingFL @MyFDOT\_Miami  
See Translation



👍 Like Comment Share

**UHP** Urban Health Partnerships  
November 22, 2019 · 🌐

Did you know that there are 3 types of distractions while on the road? Visual, Manual, & Cognitive! Check out this infographic to learn how to avoid them!  
¿Sabías que hay 3 tipos de distracciones mientras viajas? ¡Visual, manual y cognitivo! ¡Mira esta infografía para aprender cómo evitarlos!  
#PutItDown #FocusOnDrivingFL @MyFDOT\_Miami  
See Translation



👍 Like Comment Share



Appendix G – Campaign Social Media Coverage

**Bal Harbour Police Department**  
October 8, 2019 · 🌐

Do you know the penalties for #TextingandDriving? #DontGetPulledOver #ItCanWait #SaveALife

Florida Department of Transportation  
Bal Harbour Village Government  
Gabriel Groisman, Mayor of Bal Harbour... See More

[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

**Bal Harbour Police Department**  
October 5, 2019 · 🌐

The Florida Department of Transportation and your #BHPD would like to remind you that #Textingwhiledriving is now a primary offense! Avoid getting stopped, avoid getting a ticket and avoid getting into an accident! #DontTextandDrive #ItCanWait

Bal Harbour Village Government  
Gabriel Groisman, Mayor of Bal Harbour  
Raleigh Flowers

[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

**Bal Harbour Police Department**  
October 1, 2019 · 🌐

Happening now: Your BHPD is at the FDOT South - Miami Area 2019 multi-agency #PutItDown - Distractive Driving Awareness Campaign Kickoff Event!

Bal Harbour Village Government  
Gabriel Groisman, Mayor of Bal Harbour  
Raleigh Flowers

**PUT IT DOWN IT CAN WAIT** DRIVING DOWN FATALITIES

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

👍❤️ 24

7 Shares