

THANK YOU

CAMPAIGN PARTNERS



For more information about District Six safety campaigns, please contact:

Carlos Sarmiento
 Community Traffic Safety Programs Coordinator
 & Safety Campaigns Manager
 Traffic Operations Department
 1000 N.W. 111 Avenue, Miami, FL 33172
 Phone: 305-470-5335



2019 DISTRACTED DRIVING AWARENESS CAMPAIGN

EXECUTIVE SUMMARY



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

1st Offense
\$30

2nd Offense
\$60

Points on your license
3 OR 6



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

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

#PutItDown #FocusOnDrivingFL

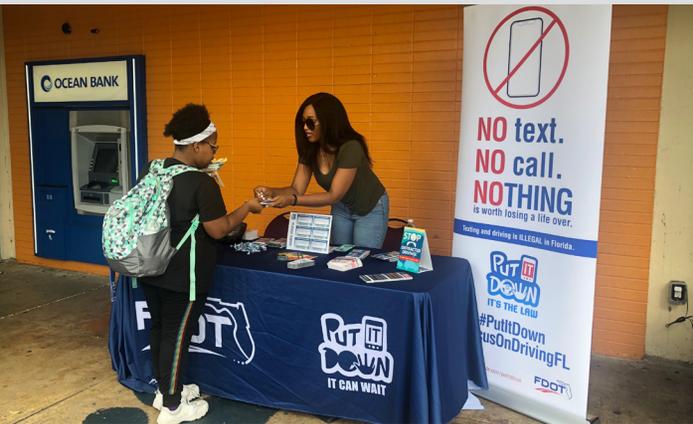
FDOT www.fdotmiamidade.com/putitdown

CAMPAIGN OVERVIEW/ ACCOMPLISHMENTS

The campaign focused on helping drivers understand the risks associated with distracted driving, notifying and educating the public about the ban on texting and driving in Florida, and ultimately helping to keep our roadways safer.

The “Put it Down” Distracted Driving Awareness Campaign was implemented for the Florida Department of Transportation (FDOT) District Six during the months of October 2019 to February 2020.

The principal strategy of the campaign was to build key partnerships within the community that would maximize their communication resources and help spread the safety message, participate in or sponsor outreach events and provide materials and resources that would assist in these endeavors.



Representatives from each partner agency/organization were invited to participate in Partner Kick-off Meetings in Miami-Dade and Monroe counties, where the campaign was officially launched and the collateral materials were unveiled.

CAMPAIGN MATERIALS

A variety of campaign materials were available to partners throughout the campaign to share the safety messages. The campaign materials had “Put it Down” branding, which is easy to read and understand. Trilingual (English/Spanish/Creole) campaign messaging available to partners included:

			
Social Media Messaging: 13 posts	Four Interactive e-blasts	Pledge cards	Campaign Posters
			
TV monitor images	PSA in :15, :30 and :60-second versions	Web banners	Advertising

ANNUAL CAMPAIGN ACHIEVEMENTS

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

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



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IT'S THE LAW