

Target Zero Partner Meeting

April 5, 2022



April Meeting Agenda

- March Meeting Recap
- Statewide Campaign Development
 - Funding by Phase
 - New Promotional Items
- Behavior Change Campaign Development
 - Campaign Pretesting
- Program Evaluation
- Internal and Partner Coordination
- Ambassador Program Update





Welcome!

**Please share your
name and agency**

Influencing Behavior | Saving Lives



94%

of crashes nationally
involve driver behavior
as a contributing factor

On Florida's Roads...



Daily
Fatalities



Daily Serious Injuries

...but even one life lost is too many

Florida Strategic Highway Safety Plan



LANE DEPARTURES



PEDESTRIANS
AND BICYCLISTS



INTERSECTIONS

9 OUT OF **10** **FATAL** CRASHES
3 OUT OF **4** **INJURY** CRASHES
involves a VITAL FEW emphasis area.

Influencing Safe Behavior

The 2021 Strategic Highway Safety Plan (SHSP) acknowledges ***crashes rarely have a single contributing factor***. The plan outlines strategies to address high-priority issues facing the transportation system, including:

ROADWAYS:

- Lane departures
- Intersections

ROAD USERS:

- Pedestrians and bicyclists
- Aging road users
- Motorcyclists and motor scooter riders
- Commercial motor vehicle operators
- Teen drivers

USER BEHAVIOR:

- Impaired driving
- Occupant protection
- Speeding and aggressive driving
- Distracted driving

Influencing Behavior | Saving Lives

Identify behaviors contributing to serious and fatal crashes, and the **reasons for those behaviors.**

Influence safe behavior.

Behavior Change, Human Factors and Social Marketing

- **Influencing behavior change** requires a better understanding of **human factors** and why people behave the way they do, how people change, and how to help people in their efforts to change.
- **Social marketing** is the application of commercial marketing principles to influence desired behavior, increase use of a product or services. *All of this is done for the good of the individual and society.*

Improving Our Approach to Campaigns

HOW:

- At its heart, the Target Zero campaign focuses on influencing behavior rather than direct education of laws and safety tips
 - Influencing behavior change requires a better understanding of human factors and why people behave the way they do, how people change, and how to help people in their efforts to change.
- Addressing the precursors/root cause of the behaviors that lead to serious injuries and fatalities
 - Social norms and other societal/cultural challenges such as time and stress management, thrill and adrenaline rush, lack of empathy or consequences, the need to always stay connected
- Getting to know our audience, their values and influencers to develop a profile and understand how to relate to them
- Establishing Target Zero as the main brand forming an umbrella for existing safety campaigns

WHERE:

- Placing messaging where the target audience goes for information, including unconventional platforms

WHEN:

- Rather than focus messaging during times when a challenge is at its peak, instead releasing the messaging in the months in advance of that peak period to prevent the issue

EVALUATING EFFICACY:

- In addition to traditional media evaluation methods that focus on measuring output such as reach or impressions, incorporating outcome-based methods to evaluate behavior change, such as attitudes and social norms
- Using the results to update and refresh campaigns periodically

Campaign Approach





**March Meeting
Recap**

March Meeting Recap

- Campaign Development
- Foundation/Let's Get Everyone Home Implementation
- Behavioral Campaigns Development
- Program Evaluation
- Ambassador Program Update





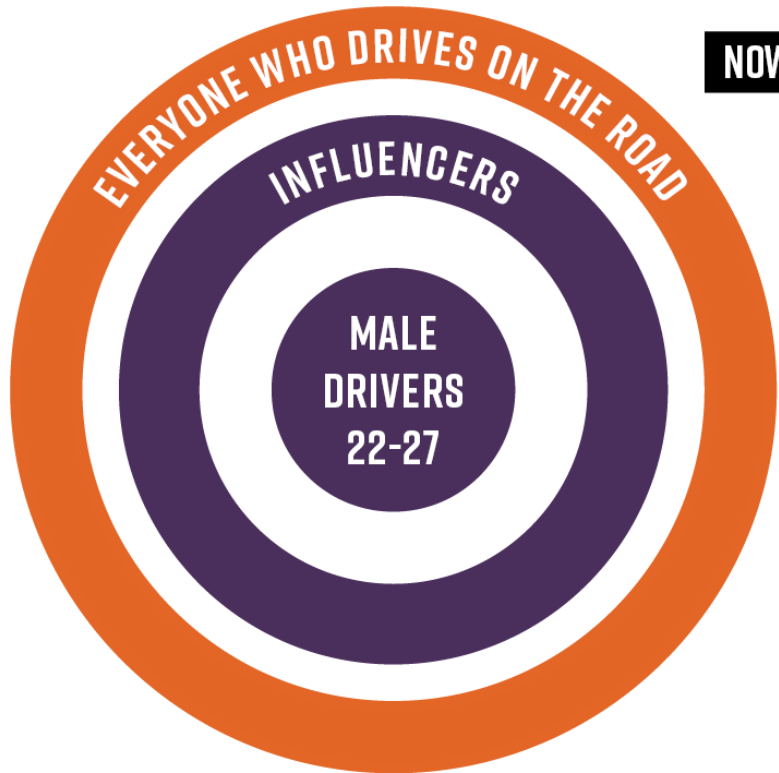
Campaign Phases

Target Zero Phased Approach

Phased approach of implementing foundational Target Zero campaign:



Target Audiences



NOW

EVERYONE WHO DRIVES ON THE ROAD

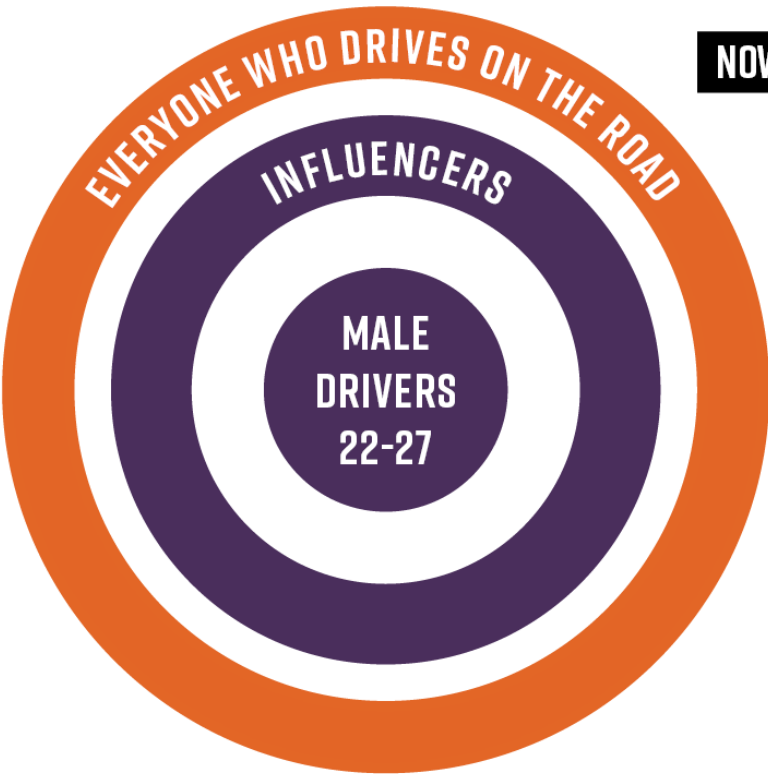
PHASE 1: STATEWIDE BRAND AWARENESS CAMPAIGN

PHASE 2: BEHAVIOR CHANGE CAMPAIGN

AND INFLUENCERS OF TARGETED DRIVERS

PRIMARY AUDIENCE
MALES 22-27

Paid* Media Funding by Phase



NOW →

PHASE 1: STATEWIDE BRAND AWARENESS CAMPAIGN

EVERYONE WHO DRIVES ON THE ROAD

Funded by NHTSA
 May 2022 – August 2022
 September 2022 and beyond**

PHASE 2: BEHAVIOR CHANGE CAMPAIGN

AND INFLUENCERS OF TARGETED DRIVERS

Funded by FHWA
 July 2022 – June 2023
 July 2023 and beyond**

SECONDARY AUDIENCE
 PARTNERS
 FRIENDS
 FAMILY
 EMPLOYERS
 CELEBRITIES

PRIMARY AUDIENCE
 MALES 22-27

**To be accompanied by Shared, Earned, and Owned Media*

*** With continual evaluation to adjust messaging, audience, and regions of focus*



**Statewide Brand
Awareness Campaign**

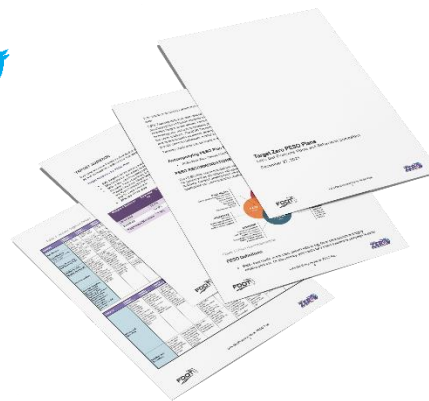
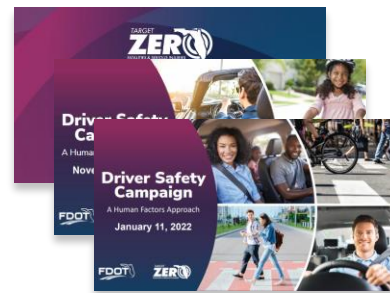
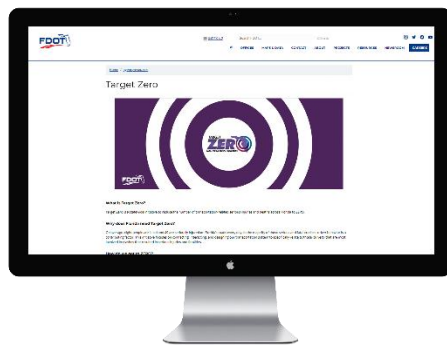
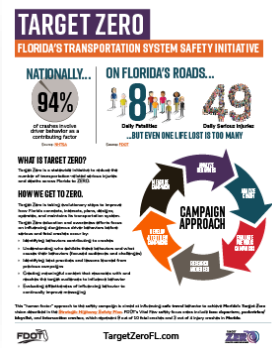
***Let's Get Everyone Home
Implementation***



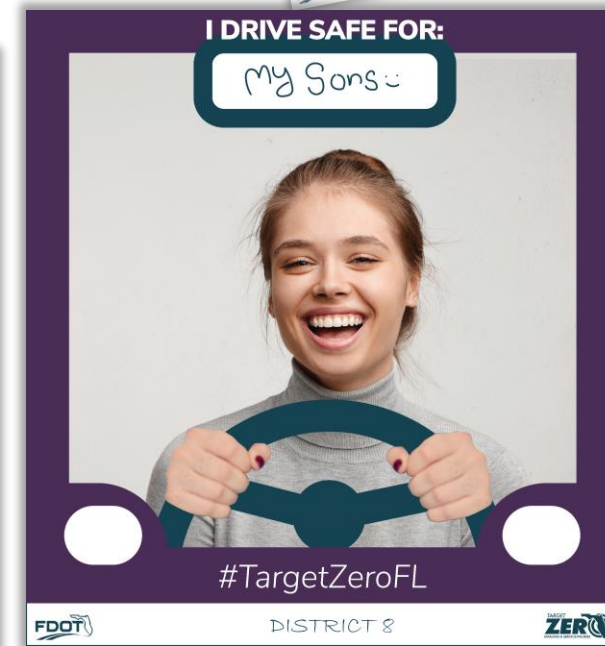
Statewide Launch Components

TargetZeroFL.com

- Target Zero Statewide Brand Awareness Campaign
- Fact Sheet
- FDOT Ambassador Program
- Website Resource Page
- Partner Meetings and Toolkit
- Social Content
- PESO Plan
- Community Presentations



New Engagement Items

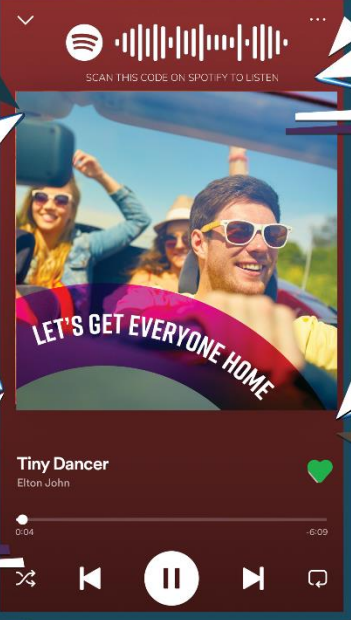


Posters

APRIL IS DISTRACTED DRIVING AWARENESS MONTH

SCIENCE SAYS LISTENING TO ELTON JOHN CAN MAKE YOU A SAFER DRIVER

WHAT IS YOUR FAVORITE DRIVING SONG?



LET'S GET EVERYONE HOME

Tiny Dancer
Elton John

0:04 0:09

OURS IS **TINY DANCER**

JUST BE SURE TO SET THAT PLAYLIST **BEFORE** YOU HIT THE ROAD

TARGET ZERO
FATALITIES & SERIOUS INJURIES

TARGETZEROFL.COM

APRIL IS DISTRACTED DRIVING AWARENESS MONTH



LET'S GET EVERYONE HOME

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TARGET ZERO
FATALITIES & SERIOUS INJURIES

TARGETZEROFL.COM

Shared / Paid Media Elements & Schedule

Campaign	First Edits	FDOT Review	Second Edits	Final Deliverable
Work Zone			March 27	April 3
Distracted Driving	March 20	March 27	April 17	April 24
Stop Speeding	April 10	April 17	May 8	May 15
Railroad Crossing	May 8	May 15	June 5	June 12

Work Zone





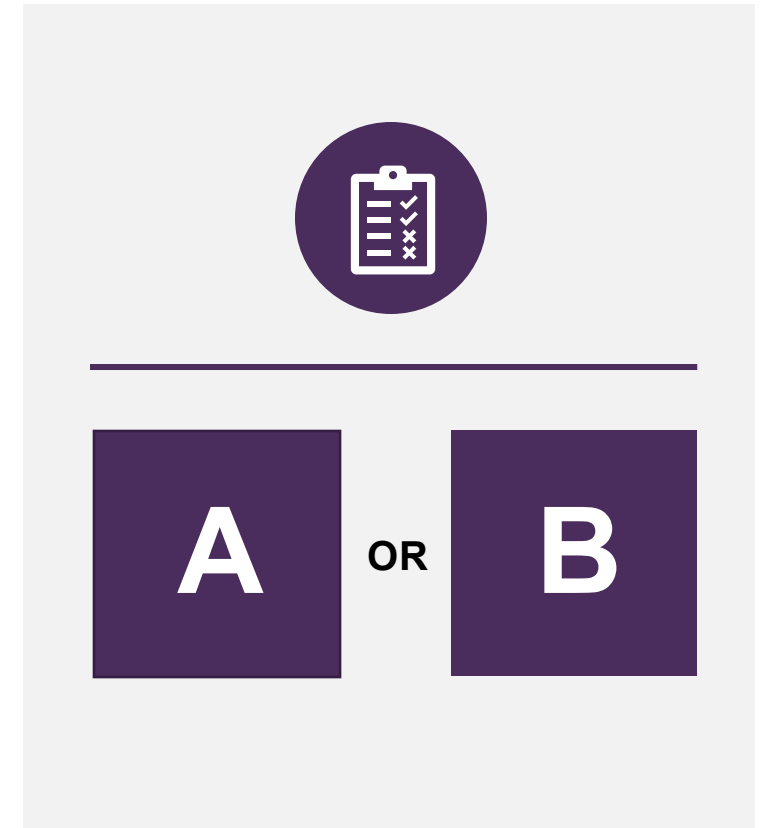
**Behavior
Campaign
Development**

AB Pre-Testing of Draft Creative

How did we do?

A/B pre-testing was performed on draft audio advertisements and paired billboards/social media samples targeting three separate driver behaviors: **speeding, aggressive driving, and distracted driving.**

- Informed, data-driven A/B content options were created by leveraging insights gleaned from initial focus groups conducted in 2021
- Pretesting confirms that our campaign content resonates with our target audience (proof of concept)
- Maximizes our ability to be influential and present the most effective, favored options to encourage receptivity and behavior change



AB Pre-Testing Participant Stats



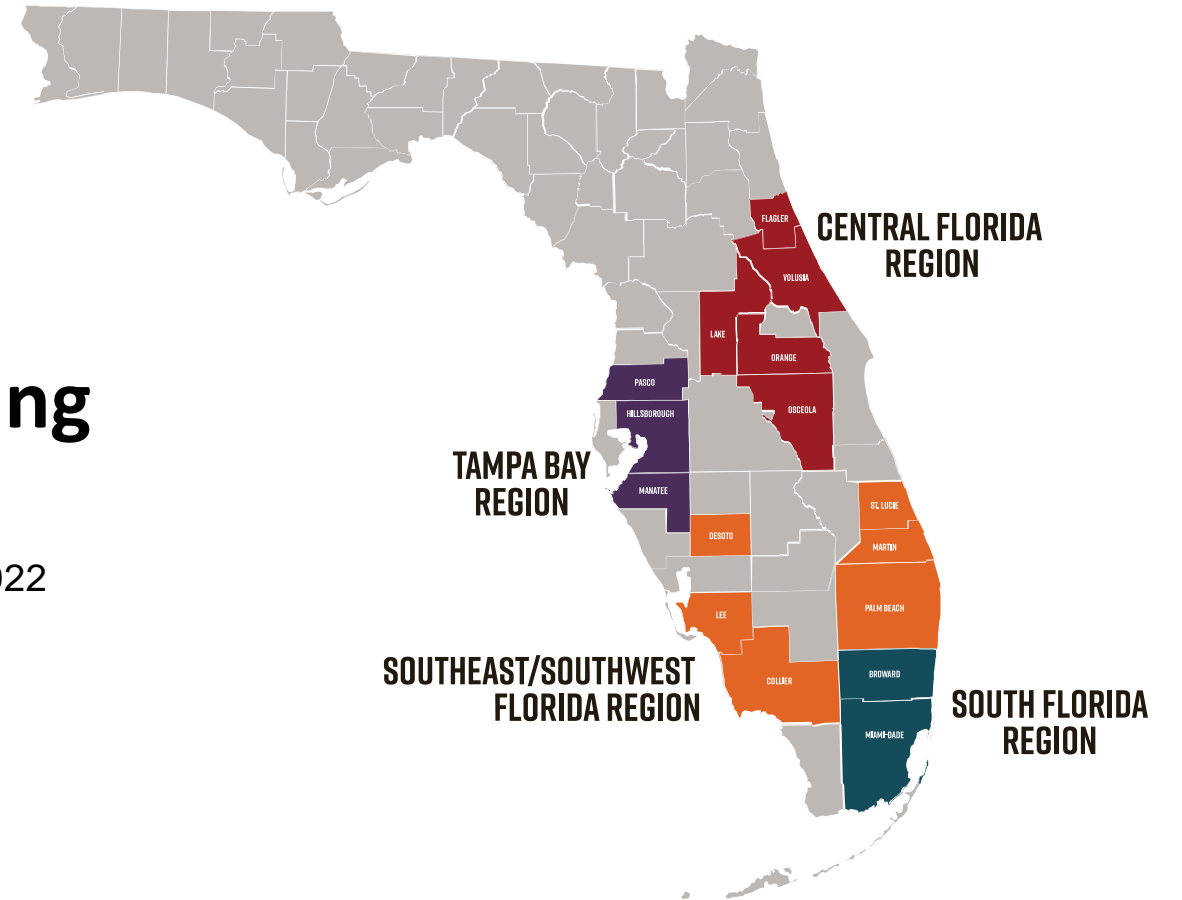
Pretesting participants:
Our Primary Audience

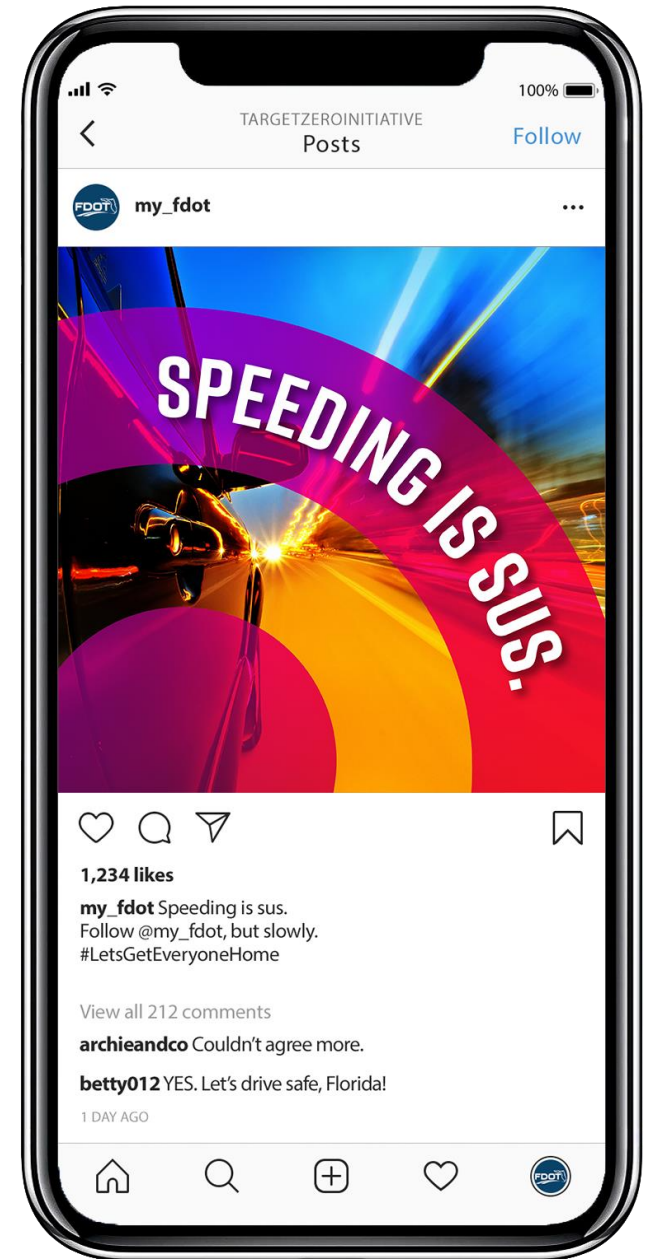
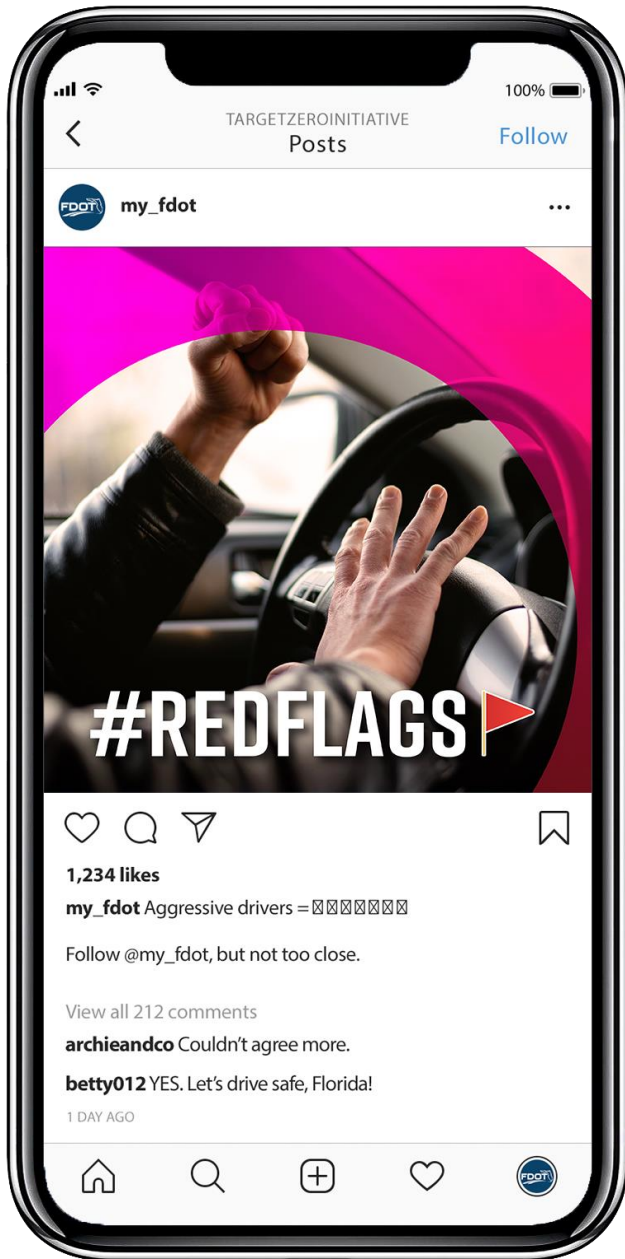
22-27 year-old
male drivers

4

AB Pre-Testing Sessions

Between March 8-9, 2022





Participant Reactions and Feedback



NET POSTITIVE

Response to
the campaign
messaging and
creative

Samples of Feedback:

“The language is clear, direct messaging is effective.”

“The word ‘vibe’ is used by our generation. But it’s also a neutral word that appeals to a larger audience.”

“Clear messaging, beautiful images, pretty, not busy, and straightforward.”

“I liked how the radio ad described what safe practices were. Oftentimes people don’t value safe practices and the ad made it feel important.”

Revisions

- **The Takeaways:**

- Remove the word 'sexy' and 'sus' from all messaging – these words didn't resonate
- Use words that don't just appeal to the male 22-27 demographic, but to a broader audience
- No *major* preference on either male or female voice in radio ads; possibly a slight preference toward the female
 - The female sounded comforting, and the male could sound like a friend/'wingman'
- The concept of self-care resonated with the participants
- The most favorable value-adds in order of preference would be:
 1. Funny Do Not Disturb Messages
 2. Music Playlist Download

Currently revising campaign content per feedback to test again

Sample Revisions Based on Pretesting Results



Sample - Revision: To address feedback on word choice, removed phrase 'Speeding is sus' and replaced with 'Speeding is not a vibe'



Sample - Retaining:
Image and text resonated with target audience; therefore, revisions to creative or messaging not necessary



Program Evaluation

Research – Evaluation Recommendations

Focus on behaviors, segments and geography: Narrow the focus of the campaign to address specific market segments, geographic locations where crashes more frequently occur, and the problematic behaviors that precede crashes.

Pretest of campaign strategies: Pre-test the campaign messaging and/or interventions with the target audience to make sure that it has the intended effect.

Stepped-wedge design for campaign activities: To help control for the effect of other prevention activities, time the roll-out of the campaign such that the levels of other prevention activities are held constant, during the campaign as before.

Include observed behavioral monitoring: Try to include behavioral observation as an element of the evaluation and design the behavior observation strategy to enable collection of a sufficient number of observations in a short period of time, such as at busy intersections, during work shift changes, or just prior to the beginning of the school day.

Collect baseline observed behavior: Measure observed behavior prior to the roll-out of the campaign at the trouble locations and at carefully selected similar locations that have not been exposed to the campaign to provide comparison.

Short and long-term outcomes included in evaluation: Measure observed behavior immediately after campaign and again 6 months later or at some other time interval to determine if the positive behavior change has been sustained.

Baseline Evaluation

Recommendations

- Pre-test phone survey or online survey, formatted for laptop or mobile phone
- English and Spanish
- Timing is prior to the first behavior campaign launch
- Cluster sample of an equal number of respondents across four selected regions, with emphasis on selected codes
- Inclusion Criteria
 - Male aged 22 to 27
 - Has driver's license
 - 5th-grade reading level
 - Reside in selected zip codes and four regions
- Exclusion Criteria
 - Not meeting all inclusion criteria, an employee of FDOT, FHP or Ambassador

Output metrics using Likert scale



- the facts
- self-recognition of responsibility
- power to act



- change attitudes
- injunctive norms
- perceived susceptibility to driving behaviors relating to abstraction
- aggressive driving and speeding



- self-reported driving behaviors relating to distraction
- aggressive driving and speeding and behavioral intention

Survey sample size determined, applying 95% confidence interval and power of feeding, as used in public Health Sciences to measure expected effort



Schedule

SCHEDULE

	2022							
	JAN	FEB	MAR	APR	MAY	JUN	JULY	→
Analyze Existing Safety Campaigns and Scan Successful Behavior Campaigns	✓							
Analyze Existing Crash Records and Conduct Root Cause Analysis	✓							
Identify Effective Audience Segmentation Techniques	✓							
Methods of Behavior Change Evaluation of Effectiveness	✓							
Identify Audiences for Campaigns	✓							
Conduct Research with Focus Groups and Audiences	✓							
Conduct Target Zero Statewide Awareness Campaign Testing	✓							
Implement Target Zero Statewide Awareness Campaigns	✓	→						
Conduct Target Zero Behavioral Campaign Testing	●	→						
Conduct Target Zero Behavioral Campaign Baseline Evaluation	●			→				
Implement Target Zero Behavioral Campaigns	●					→		
Evaluate Effectiveness of Campaigns	●						→	

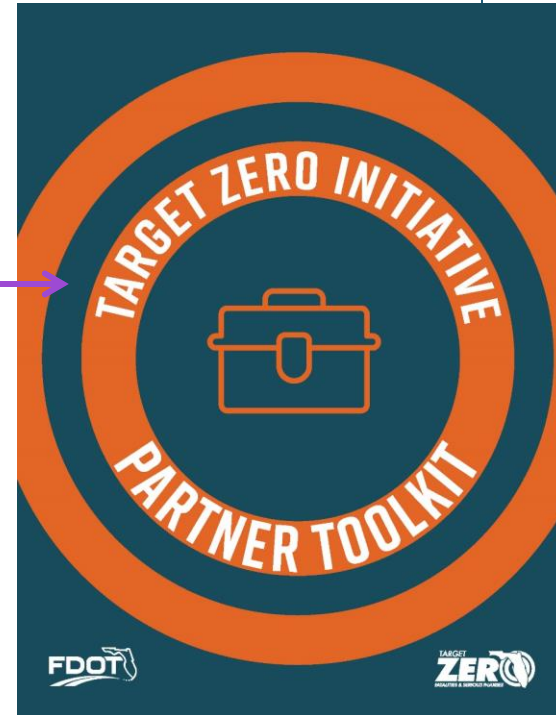
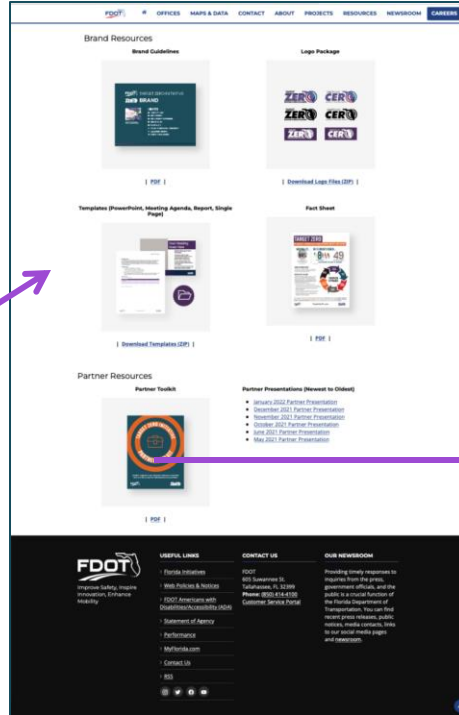
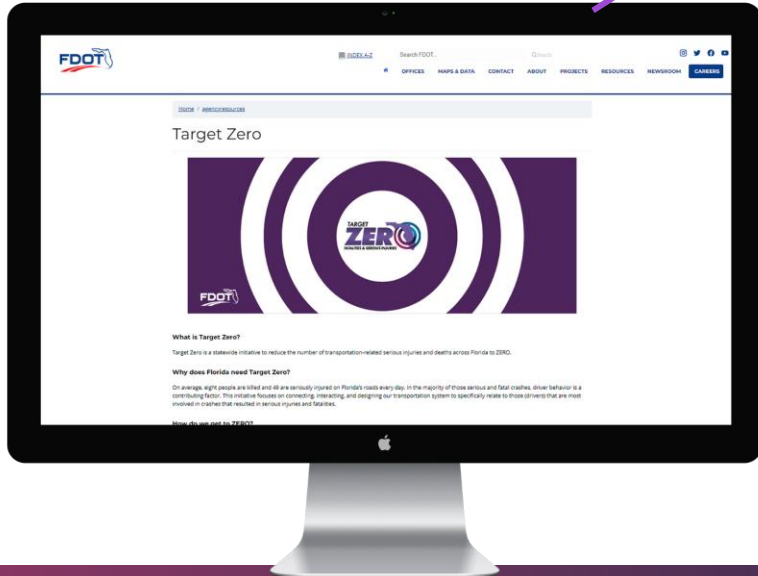
✓ Completed
 ● In Progress
 ● Not Started

Revised April 2022



**Partner
Engagement**

FAQ and Partner Resource Page/Toolkit



CONTENTS	
01	Toolkit Overview
02	Communications and Branding <ul style="list-style-type: none">• Messaging• Fact Sheet• Brand Guidelines• Logo• Templates
11	Partner Meetings <ul style="list-style-type: none">• 2022 Partner Meeting Calendar• Past Partner Meetings

Partner Engagement Speaking Opportunities

Developed Partner Agencies Speaking Opportunities Database



Teen Coalition on March 30th

Safe Mobility for Life Coalition on April 5th

Maryland Highway Safety Office - Annual Highway Safety Summit, April 18th

Impaired Coalition on April 27th

Motorcycle Coalition May 3rd

District 1 Vision Zero Workshop May 4th-5th

Occupant Protection Coalition May 19th

Transportation Symposium on June 9th

AASHTO National TransComm Webinar June 16th

ITE Chapter in Jacksonville August 9th

Gulf Coast Complete Streets Summit November (Mobility Week)



**Internal
Coordination**

Internal Coordination Efforts

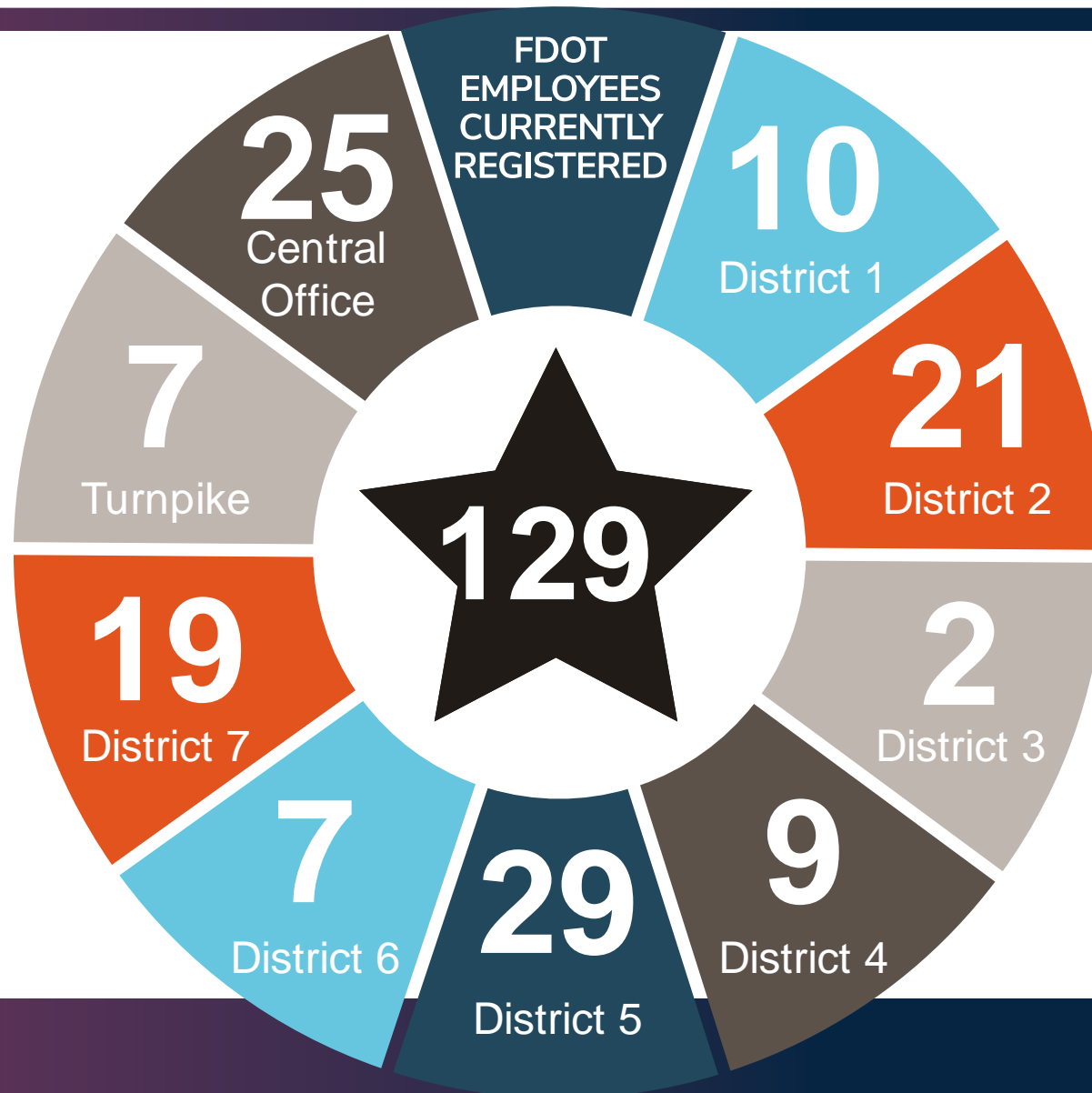
- Continued one-on-one District meetings for Safety and Public Information Offices (PIOs):
 - Co-branding of current safety messaging
 - Prepare for community outreach opportunities starting July with new behavior messaging, resource coordination
- PIO weekly statewide calls to discuss challenges and opportunities regularly
- Monthly Target Zero internal update meetings
- Executive updates (May 2021, October 2021, next April 2022)



**Ambassador
Program**

Current Registrations

as of 4.1.2022





Next Steps

Continued Co-Branding & Brand Awareness Phase 1

(1) Target Zero Brand



(2) Targeted Behaviors

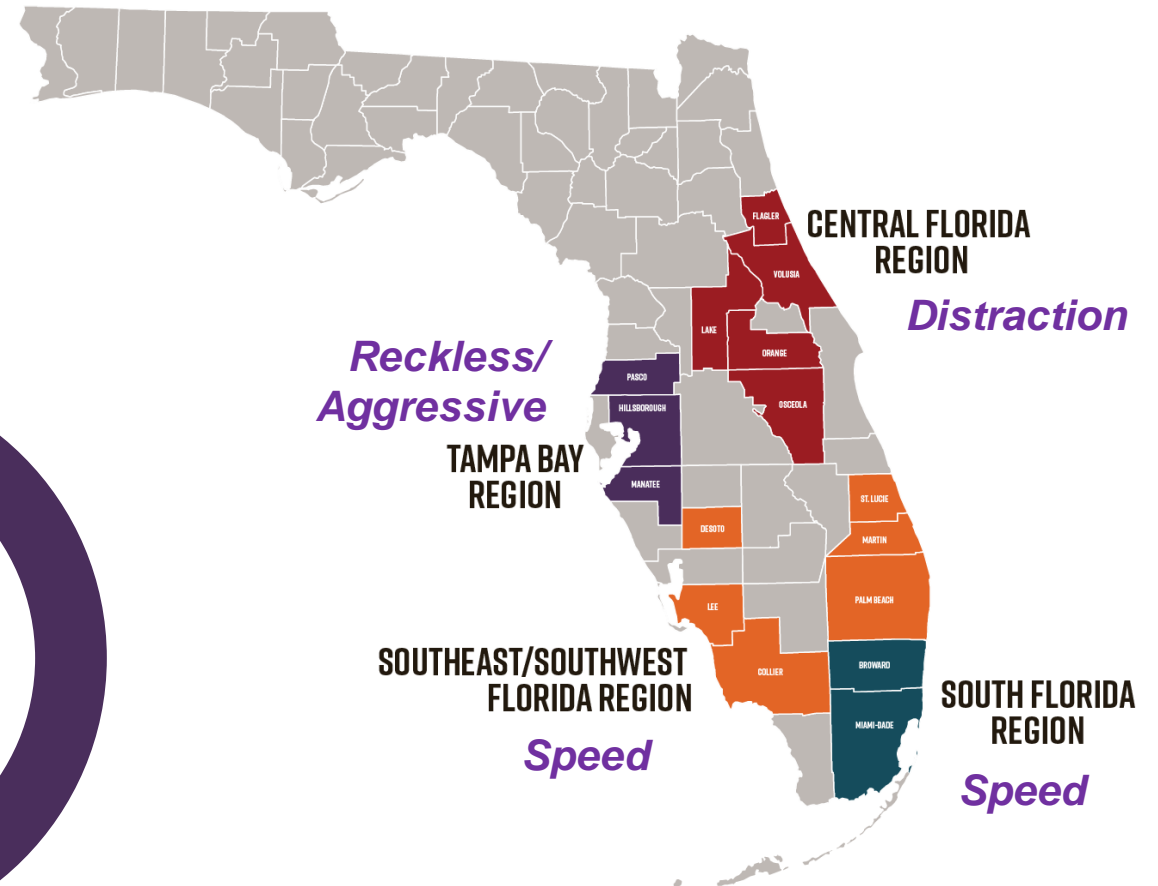


Next Steps

- Additional Resources in the Works
 - Watch for a Fact Sheet 2.0
 - Will help tell the high-level story of Target Zero
 - PESO Plan – Support for behavior media pitches, social content, branded items for community events
 - Microsite Development
 - Cultural messaging
- Target Zero Brand Awareness Continues
 - Earned, Shared, Owned
 - Paid - associated with NHTSA Work Zone, Distraction, Speeding, and Rail Safety
- Behavior Campaigns A/B Pre-Testing

Phase 2 Behavioral Campaigns Starting July

- Regional Focus Areas
- PESO Media
 - Paid, Earned, Shared, Owned





**Safety
Moment**

Safety Moment – Distracted Driving Awareness

APRIL 1, 2022

STATEWIDE NEWS RELEASE



*Driving distracted
puts everyone on
the road in danger.*

*The text can wait,
put it down
and focus on driving.*

[FLHSMV.GOV/DISTRACTED](https://www.flhsmv.gov/distracted)

FLHSMV





Thank You!

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