

Target ZERO

Florida's Human Factors Approach to Safety Campaigns



August 16, 2022: Monthly Partner Update



This Month's Updates

- Brand Awareness Campaign
 - Owned Media Assets
 - Paid NHTSA Rail Messaging
 - Shared Media Calendar
- Behavior Campaigns
 - Revised Creative – AB Testing
 - Paid Media Schedule
 - Earned/Owned Media for Launch
- Evaluation of Effectiveness
 - Baseline
 - Social Media Performance
- What's Next





**Brand
Awareness
Campaign**

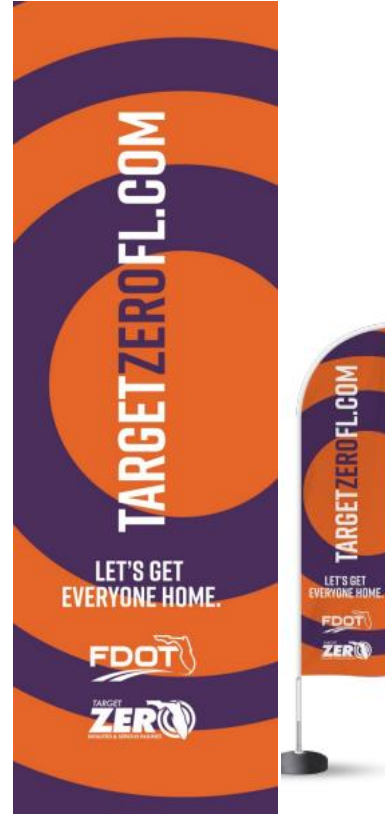
Branded Event Items

Statewide Order Soon –
Watch for District Survey



Branded Event Items

Statewide Order Soon –
Watch for District Survey



Feather Banners



Tent Back Details

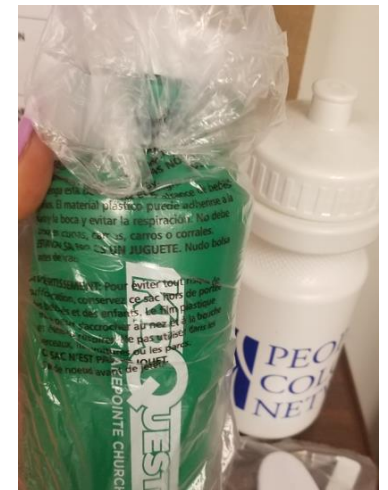
Branded Event Items

Pledge Board and Selfie Frame



Branded Items - We can now order statewide!!!

- Floating Boat Keychain
- Cooling Towel
- Water Bottle



Branded Event Items

Branded Items



... and more

Tire Gauge Flashlight

Reusable Bags

Next: A New Take on 'Tip Cards'

Life Focus (paper people will want to keep)

Stickers

Decals





Thank You Cards

Blank AND Post Card Versions



Owned Media

August Poster and Safety Moment Slide – Back to School Focus!

AUGUST IS BACK TO SCHOOL MONTH!



Please remember to use
your  +  for  

LET'S GET EVERYONE
 **TO WHAT WE** 

 [TargetZeroFL.com](https://www.TargetZeroFL.com) 

AND... Co-branding of ALL Safety Moment Slides for a master repository

'Owned/Shared' August Social Media

We don't play games on the road, and we hope you don't either.

But you know what makes you a real winner? Your commitment to safe driving. You're never a wildcard 🃏.

(P.S. No playing UNO behind the wheel. Thanks!)



Today is National #HappinessHappens Day!

Remember to create your happiness and pay it forward both on the road and off. A happy driver is a safe driver, and a safe driver means everyone gets home at the end of the day. Who wouldn't want that?



Tag someone who brings happiness to your life.



We all know what Saturdays are for – hangin' with the boys. It's a beautiful thing. And they want to see you, too. So, get there when you get there, just get there. #TargetZeroFL



‘Owned/Shared’ August Social Media

“Poetry is in the eye of the safe driver” – someone, probably 🤖

Maybe we’re not the best poets, but you know who is? You.

You’re well-versed in EVERYTHING it takes to be a safe driver. Let’s get everyone home safely, Florida.

#BadPoetryDay

ROSES ARE RED,
VIOLETS ARE BLUE,
PINEAPPLE BELONGS ON PIZZA,

**FOCUS AND ENJOY
THE DRIVE.**



Feeling stressed? Take some “you time” on your next drive.

Self-care isn’t always Netflix and fried food. It can be switching on Do Not Disturb & setting that chill playlist to shuffle before you go, getting you to your destination distraction-free & in the zone.



People who speed when they drive?
Major L.

When you drive responsibly and keep it to the speed limit – that’s a big W for everyone. #LetsGetEveryoneHome



Calling All Music Fans - We Need YOU!

Help us equip Florida drivers with practical tools to drive safe

- To help drivers set the tone before they hit the road
- Address life challenges that lead to our focus behaviors behind the wheel (speeding, aggression, and distraction)
- Music that is calming and/or helps promote a happy outlook
 - Pop
 - Soft rock
 - Classic rock
 - Beach reggae rock
 - Smooth jazz
 - Modern or classic country
 - R&B
 - Lo-fi groove

Please send titles and artists to
TargetZeroAmbassadors@dot.state.fl.us



WE NEED YOU!

A promotional graphic for a Spotify playlist. At the top, it reads "SCIENCE SAYS LISTENING TO ELTON JOHN CAN MAKE YOU A SAFER DRIVER" and "WHAT IS YOUR FAVORITE DRIVING SONG?". Below this is a Spotify QR code with the text "SCAN THIS CODE ON SPOTIFY TO LISTEN". The central image shows a group of people in a car with a banner that says "LET'S GET EVERYONE HOME". Below the image, the song "Tiny Dancer" by Elton John is displayed with a green heart icon. At the bottom, it says "OURS IS TINY DANCER" and "JUST BE SURE TO SET THAT PLAYLIST BEFORE YOU HIT THE ROAD". The Target Zero logo is at the bottom center, and the website "TARGETZEROFL.COM" is at the bottom right.

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

WHAT IS YOUR FAVORITE DRIVING SONG?

SCAN THIS CODE ON SPOTIFY TO LISTEN

LET'S GET EVERYONE HOME

Tiny Dancer
Elton John

OURS IS TINY DANCER

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

TARGET ZERO
FATALITIES & SERIOUS INJURIES

TARGETZEROFL.COM

Northwest Community Traffic Safety Team

Multi-agency educational/enforcement operation:

- Medley Police (11)
- Pinecrest Police (2)
- Surfside Police (1)
- Golden Beach Police (1)
- Miami Springs Police (4)
- Doral Police (2)

Results:

- 191 citations
- 72 warnings
- 522 traffic safety educational materials distributed



Medley, FL



National Stop On Red Week

 Florida Department of Transportation
3d · 🌐

 National Coalition for Safer Roads
Aug 8 · 🌐

More than 4.2 million drivers ran red lights in 2021. It's time to put a 🛑 to red-light running. Join National Stop on Red Week at [#StopOnRed2022](#) [#HopeInAction](#)
<https://ncsrsafety.org/stop-on-red-week-2022>



HOPE IN ACTION.

[#StopOnRed2022](#)

 National Coalition
NCSR for **Safer Roads**

[#StopOnRed2022](#)

More than **4.2 million drivers** ran red lights in 2021.



Statewide Brand Awareness Paid Media Elements

Brand Awareness Campaign*	Paid Media (NHTSA Funded)
Work Zone*	May
Distracted Driving*	June
Stop Speeding*	July
Railroad Crossing*	August

Examples of Paid* Media:

- Targeted social media
- Billboards
- Audio / Radio
- Streaming Platforms
- Gas pump ads/videos

*While this is statewide brand awareness, there are behavior reference requirements for our NHTSA paid media funding source. The timing may not necessarily align with safety calendar of events

Rail Paid Media Examples (Statewide Brand)

Funded by NHTSA*

Billboards

Targeted Social

Streaming Spotify, Pandora

Web Banners

Gas Station Video





**Behavioral
Campaign
Development**

Targeted Behaviors Paid Media Schedule

	July	August	September	October	November	December	January	February	March	April	May
Speeding - South Florida	Speeding Production/Approvals			Media Runs		Evaluation					
Distraction - Central Florida		Distraction Production/Approvals					Media Runs	Evaluation			
Aggressive - West Florida			Aggressive Production/Approvals					Media Runs	Evaluation		
NHTSA Media	Speeding	Impaired							RAIL + Impaired	Distracted + Work Zone	Click it or Ticket

First Behavior Paid Media Buyer Task Work Order Issued!

Audience: Males 22 – 27

Message: Speeding

Location: Ft. Myers, W. Palm Beach, and Miami media markets

(Increased focus in Broward, Miami-Dade, Collier, Lee, Palm Beach, and St. Lucie Counties)

Additional Interviews - Aggressive

Common Takeaways:

- Types of car mentioned, faster cars seen more often acting aggressively
- Defined safe driving as defensive driving
- In response to aggressive drivers most would want to move away but noted that in some instances they would respond aggressively
- Never the agitators
- Videos more eye catching the still images
- More likely to review something on social media when shared by a friend

Aggressive Creative Revised...

- For brand messaging consistency... it has influenced approaches to Speed and Distraction!
- Shared with FLHSMV and FHP Partners last week
- Currently in AB testing with target audience in target regions
- To be shared in September update, in advance of Speed messaging scheduled for October
- Sneak preview...



Revised Creative – We Need YOU!

Help us review the revisions - from the 'young male' perspective



WE NEED YOU!

We are looking for colleagues that are males between the ages of 22-27 to help review

This will be the most fun you'll ever have reviewing official transportation business, and it helps us save lives too!

Please contact TargetZeroAmbassadors@dot.state.fl.us

What Does Launch Look Like?

- Earned, Shared, and Owned media opportunities to compliment Paid
- FDOT C.O. Safety and Communications Offices in coordination with District Safety and Public Information Offices to strategize in advance for each region
- Statewide resources as well



Program Evaluation

Social Media Performance - June

Facebook



Top Posts by Engagements

Kermit Meme - June 16, 2022



Engagements: **406**
Engagement Rate: **4.08%**

National Safety Month - June 7, 2022



Engagements: **72**
Engagement Rate: **2.49%**

Father's Day - June 19, 2022



Engagements: **54**
Engagement Rate: **1.78%**

Over 3%
is Good!

Social Media Performance - June

Twitter

Top Tweets by Engagements



Kermit Meme - June 16, 2022



Here's the tea, y'all: getting there faster does not make you a better driver. In fact, every additional 10 mph can triple the chance of fatalities in a crash.

Join us in slowing down and observing posted speed limits. With your help, we can get everyone home safely.



9:30 AM · Jun 16, 2022 · Sprout Social

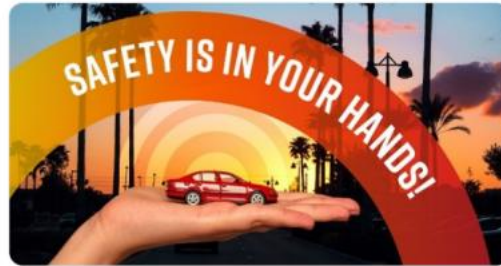
Engagements: **226**
Engagement Rate: **1.62%**

National Safety Month - June 7, 2022



#DYK that June is #NationalSafetyMonth?

This month & every month, we need your help in keeping roadway users safe. Over 3k lives were lost to preventable crashes in 2020. We can bring this number down to 0 together by avoiding distractions and sharing the road with others.



10:13 AM · Jun 7, 2022 · Sprout Social

Engagements: **26**
Engagement Rate: **1.88%**

Fourth of July Weekend - June 30, 2022



The Fourth of July is almost here! Have any big plans?

Whatever you're up to this weekend, don't forget to designate a sober driver or plan ahead for a safe ride home. When we say "let's get everyone home," that includes you. 🇺🇸



11:30 AM · Jun 30, 2022 · Sprout Social

Engagements: **24**
Engagement Rate: **2.2%**

Over 1.5%
is Good!

Social Media Performance - June

Instagram

Top Posts by Engagements



National Safety Month - June 7 2022



Engagements: **19**
Engagement Rate: **9.89%**

Men's Mental Health Month - June 27, 2022



Engagements: **12**
Engagement Rate: **5.26%**

Father's Day- June 19, 2022



Engagements: **10**
Engagement Rate: **4.85%**

Over 3-4%
is Good!

Baseline Behavior Evaluation

Recommendations

- Pre-test phone survey or online survey, formatted for laptop or mobile phone
- 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

Key Performance Indicators



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



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

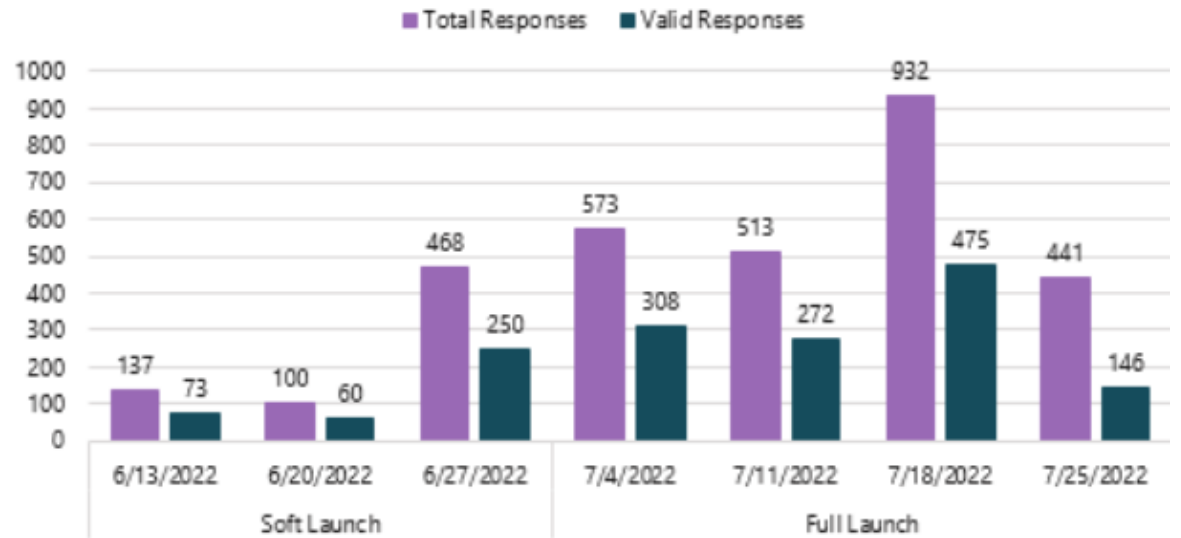


- self-reported driving behaviors relating to distraction
- aggressive driving and speeding and behavioral intention

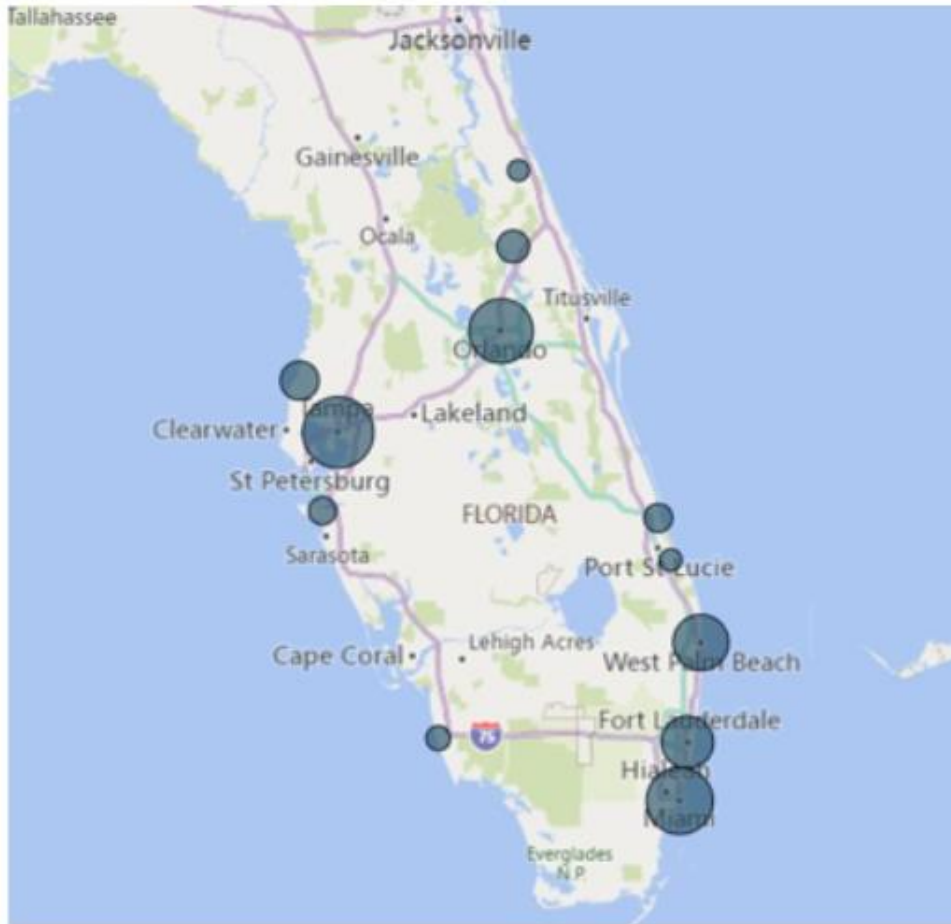
Survey sample size of 1600 responses determined, applying 95% confidence interval and power of feeding, as used in Public Health Sciences to measure expected effort

Baseline Behavior Evaluation

- **Vendor** – CloudResearch
- **Survey Tool** – SurveyMonkey
- **Dates** – June 13, 2022, to July 31, 2022
 - Soft Launch – June 13, 2022, to June 29, 2022
 - Full Launch – June 30, 2022, to July 31, 2022
 - Total of 48 days
- **Responses** – 3,164 total responses with 1,584 being valid
- **132** responses collected before the adding the additional demographic questions.



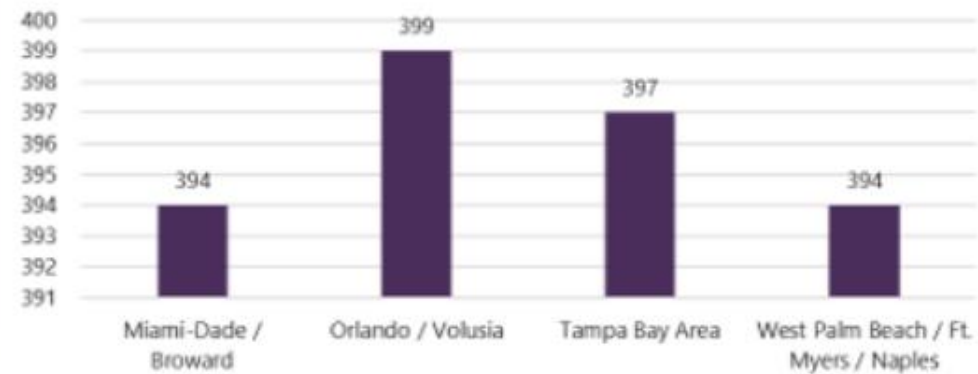
Baseline Behavior Evaluation



- Time Spent on the Survey

- Average – 7:25
- Minimum – 1:49
- Maximum – 56:04

Responses by Region





Next Steps

Next Steps

- **Statewide Brand Awareness**
 - Continued co-branding of existing safety messaging
 - Tent, table cover, and banner statewide order
 - Branded tangible items, and 'tip card' orders
- **Behavior Campaigns**
 - Cultural Campaign Development
 - PIO support for behavior campaign earned, shared, and owned media
 - Continued website development
- **Continued Internal and Partner Collaboration**
 - Tips Tuesday
 - Partnerships coordination
 - Nationally observed safety holidays – [Campaign Calendar \(fdot.gov\)](https://www.fdot.gov/campaign-calendar)

AUGUST IS BACK TO SCHOOL MONTH!



Please remember to use
your  +  for  

LET'S GET EVERYONE



TO WHAT WE





Thank You!

Brenda Young, P.E.

State Safety Engineer

brenda.young@dot.state.fl.us

For more information, visit:

www.TargetZeroFL.com