

The background features a purple-tinted photograph of a diverse group of young people smiling and laughing. On the right side, there is a large white target graphic with concentric circles.

Target ZERO

A Human Factors Approach to Safety Campaigns

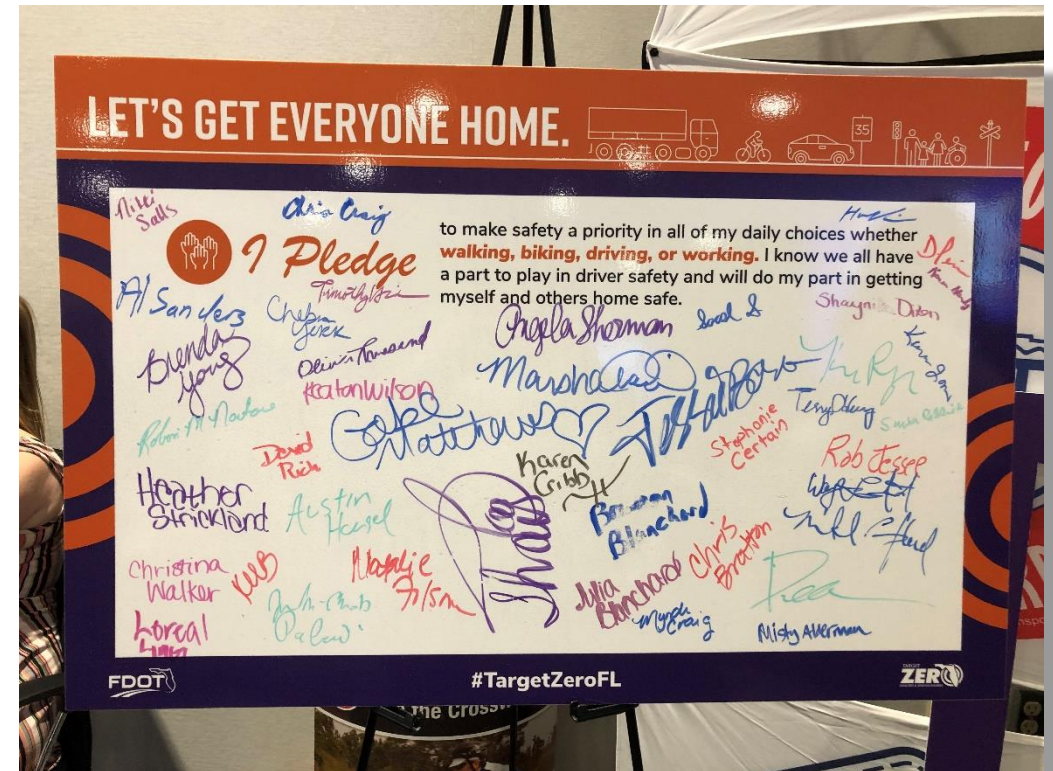


July 9, 2022: Monthly Partner Update



This Month's Updates

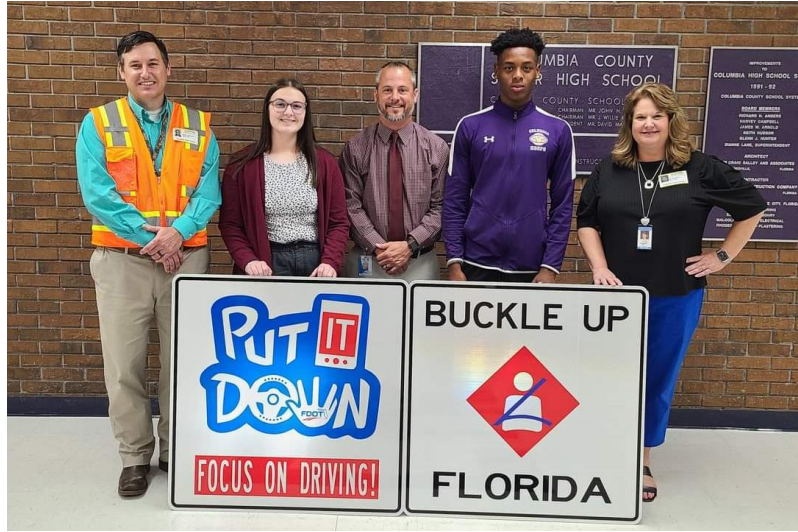
- District Target Zero Activities and Ambassador Program Update
- Brand Awareness Campaign
 - Outdoor and Event Assets
 - NHTSA Speed Co-branded Messaging
 - July Social Media Calendar
- Behavior Campaigns
 - Additional Interview Results
 - Paid Media Schedule
- Evaluation of Effectiveness
 - Baseline
 - Social Media Performance
- Coordination, Partnerships, and Next Steps



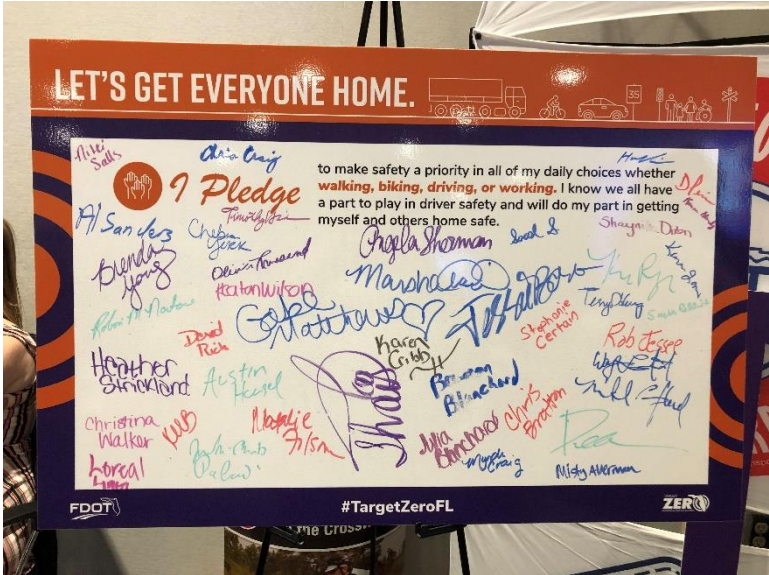


**District Target
Zero Activities**

Target Zero In The Community



Target Zero In The Community



Target Zero In The Community



Leadership Academy Recommendations



Leadership Academy Recommendations



TARGET
ZERO
FATALITIES & SERIOUS INJURIES

Target Zero is a statewide initiative to reduce the number of transportation-related serious injuries and deaths across Florida to ZERO.

The Sunshine Skyway Bridge is illuminated in Purple and Teal to bring awareness to Target Zero.

The image shows the Sunshine Skyway Bridge at night, illuminated in purple and teal. In the top right corner, there is a logo for 'TARGET ZERO' with the text 'FATALITIES & SERIOUS INJURIES' below it. The logo features a stylized map of Florida and a target symbol. Below the logo, there are two paragraphs of text explaining the Target Zero initiative and the bridge's illumination.



**FDOT's
Ambassador
Program**

Supporting FDOT's Safety Culture

Raising Internal Awareness: *No matter what office you officially call 'home,' we all can play a role to support safety*

In the Community: *Grass-roots outreach efforts greatly improve safety messaging effectiveness – these conversations one-on-one have far-reaching impacts*

In Your Everyday Life: *Even when you're not 'on-the-clock,' there are ways to improve safety culture in Florida*

**Currently 134
members statewide**



Tips Tuesday

Raising Internal Awareness: We are within the timeframe known nationally as the ‘100 Deadliest Days’ for teen drivers, between Memorial Day and Labor Day. Many of our FDOT colleagues have teens in their lives who need this important safety reminder. To raise awareness of this dangerous time for them and keep safety ‘top-of-mind,’ coordinate with your fellow ambassadors in your District to **identify the best places in your office to post** our [Target Zero July safety posters](#).

In the Community: Did you know that Florida Crossing Guards have great benefits such as paid time off, retirement plans, and life insurance? This is an important job statewide to keep our children safe. This summer, think ahead to the next school year and **encourage 5 people you think would be interested in a job** that offers part-time hours with weekends and holidays off! Send them to our website to learn more at www.fdot.gov/Safety/programs/schoolcrossingguard.shtm.

In Your Everyday Life: Help us raise awareness that the majority of traffic crashes are preventable, and our behavior choices truly save lives. **Ask at least 5 people you know this great trivia question** in line with our July safety poster messaging – during what time of year are teen drivers at greatest risk to lose their lives in traffic crashes nationally? Whether it is a family member, a friend, or a neighbor, this continues to keep safety top of mind and who knows, you may reach someone just in time with this reminder to save their life!



**Brand
Awareness
Campaign**



Owned Media and Branded Items



Owned Media and Branded Items



Tent Back Details

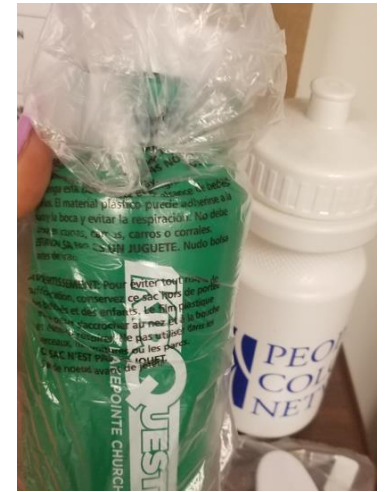




Owned Media and Branded Items

Vendor Samples Received!!

- Floating Boat Keychain
- Cooling Towel
- Water Bottle



Next: A New Take on 'Tip Cards'

- Stickers
- Decals
- Coasters
- Seed Packets



Owned Media and Branded Items

July Poster and Safety Moment Slide

The “**100 Deadliest Days**” for teen drivers
are between Memorial Day and Labor Day

Scan to download the
FREE Safe Driving Guide
for Teens and Parents!



EVERYONE
HAS **SOMETHING**
TO GET HOME TO

Let's Get Everyone Home

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

'Owned/Shared' July Social Media

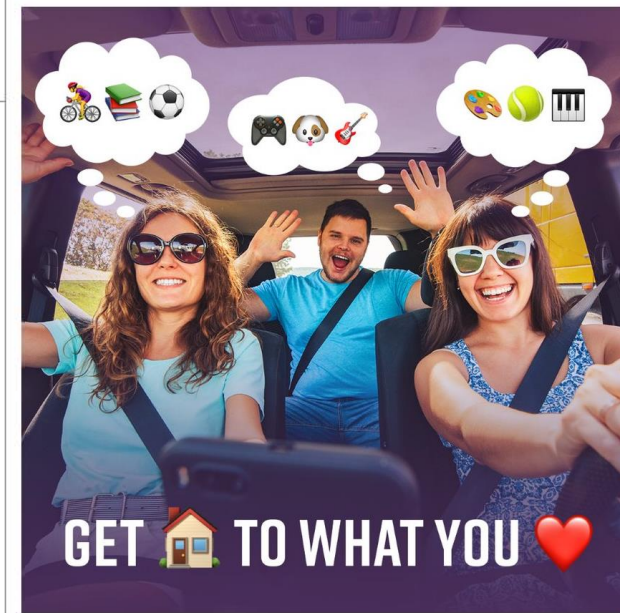
We don't know who needs to hear this, but here's a friendly reminder to keep driving safely this weekend. Buckle up, obey speed limits, and focus on the road so we can all have a fun, safe holiday with loved ones. #LetsGetEveryoneHome



Share what you 🤗 with an emoji in the comments.

Today is World Emoji Day! Remember: when you're in a 🚗, using your 👁️ + 🗣️ will help you get 🏠 to what you ❤️

Share what you 🤗 with an emoji in the comments.



Listen, Maverick – let's curb that need for speed 🚧 When you're behind the wheel, remember to slow down and observe posted speed limits.

Over 3,000 lives were lost due to preventable crashes in 2020 alone. With your help, we can bring this number to zero. #TargetZeroFL



'Owned/Shared' July Social Media

Happy National Motorcycle Day! Don't forget to share the road with your friends on two wheels so we all make it home safely at the end of the day.

The truth may hurt, but the consequences of distracted driving will hurt more.

It's National Cell Phone Courtesy Month - put down the phone and pay attention to the road so we can get everyone home safely - including you. #TargetZeroFL



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

Speed Paid Media Examples (Statewide Brand)

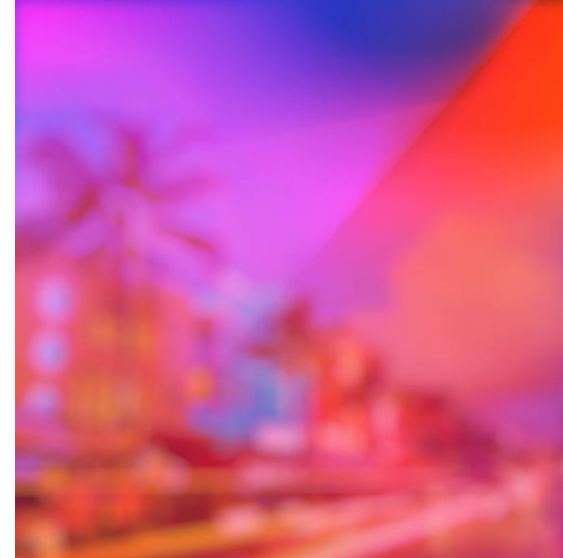
Funded by NHTSA*

Billboards
Targeted Social
Streaming Spotify, Pandora
Web Banners

In Addition:

Operation Southern Slow
Down from July 18-24

Press conferences on July 18th





**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 Last Week!

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)

What Does Launch Look Like?

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

Additional Interviews - Aggressive

Interview Objective - Obtain Additional Information for Creative Team During Campaign Development:

- Define Audience Perception of Driving and Role it Plays in their Life
- Definition of Behavior and Assessment of Risk
- Understand the Current Knowledge of Risky Behaviors and Engagement in those Behaviors
- Identify Facilitators and Barriers to safe driving
- Identify Influences on Driving Behavior
- Identify Sources of Information and Spokespersons

Additional Interviews - Aggressive

- When you see a driver abruptly breaking in front of someone, switching lanes without signaling, cutting people off or tailgating someone, what do you call this?
- What are some other actions outside of the ones I mentioned that the person is taking?
- Who do you see more engaging in this behavior?
- How does that person look, what type of facial expressions do they have?
- Now imagine you are driving next to or in front of a person who is being <use the word they described it as>, what are your initial thoughts?
- Image that you are in leading a project where you would like to change the driving behavior that we discussed today, what does that look like? What actions would you take?

Additional Interviews - Aggressive

Monday, June 20 - 1:30 PM

- Safe driving is driving the way you were taught
- Feels Tourism in Florida is a major issue
- Aggressive Drivers: throw things from windows, yell at other vehicles
- Identified people under the age of 30 as more likely to be aggressive

Tuesday, June 21 - 3:00 PM

- Referenced ego and maturity as a major barrier for safe driving
- Male between the ages of 16-35
- Life conditions and mental health will influence the way people drive

Tuesday, June 21 – 5:00 PM

- Aggressive drivers are usually “in their own world”
- Drivers over the age of 35
- Females tend to be more reckless drivers

Tuesday, June 21 – 8:00 PM

- People should be allowed to evaluate danger and safety on the road.
- Against traffic laws
- Women tend to be distracted drivers while men tend to be aggressive.

Additional Interviews - Aggressive

Tuesday, June 21 - 10:00 PM

- Barriers – ego and stubbornness
- Aggressive driving depends on the type of car you have.
- Ads should use social media influencers

Friday, June 24 – 8:00 PM

- Being comfortable on the road lends itself to being more of an aggressive driver.
- Driving is a group effort that – people need to be on the same page.
- Impulse control referenced as major factor

Thursday, June 23 – 4:30 PM

- Driving slow on the fast lane considered dangerous
- Women more likely to be reckless drivers
- Aggressive driving is contagious

Additional Interviews - Aggressive

Common Takeaways:

- All participants used the word “Aggressive” when defining the driving behaviors.
- Many 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 or more eye catching the still images
- More likely to review something on social media when shared by a friend
- Project team should consider incentivizing safe driving



Program Evaluation

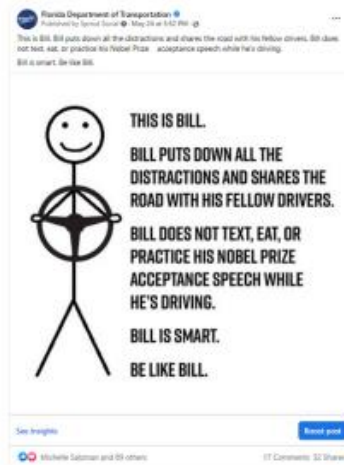
Social Media Performance

Facebook



Top Posts by Engagements

Stick Figure Meme - May 24, 2022



Engagements: **480**
Engagement Rate: **5.6%**

Give Workers a Brake - April 11, 2022



Engagements: **386**
Engagement Rate: **3.84%**

Slow your Roll - May 10, 2022



Engagements: **376**
Engagement Rate: **3.81%**

Social Media Performance

Twitter

Top Tweets by Engagements



Target Zero Intro - January 20, 2022



Did you know? On average, eight people are killed every day on Florida's roads. Even one fatality is one too many. Florida's Target Zero initiative is working toward zero fatalities on our roadways. Will you help us? Let's get everyone home. @FLHSMV @FLSheriffs @FloridaChiefs



10:30 AM · Jan 20, 2022 · Twitter Web App

View Tweet analytics

10 Retweets · 1 Quote Tweet · 20 Likes

Engagements: **141**

Engagement Rate: **3.25%**

Slow Your Roll - March 9, 2022



FACT: 94% of crashes are preventable – they aren't accidents.

Speeding is one of the leading causes of traffic related fatalities in Florida. We must do better. Help us bring traffic fatalities to zero by slowing down and paying attention behind the wheel. #TargetZeroFL



FLHSMV and 4 others

3:44 PM · Mar 9, 2022 · Twitter Web App

View Tweet analytics

Engagements: **93**

Engagement Rate: **2.8%**

Let's Get Everyone Home - January 26, 2022



Major red flag alert 🚩

Repeat after us: NO MORE RED FLAGS. Check yourself before you wreck yourself - the next time you get behind the wheel, eliminate these behaviors (yes, all of them) and help get everyone home safe.



10:10 AM · May 26, 2022 · Sprout Social

View Tweet analytics

Engagements: **84**

Engagement Rate: **3.8%**

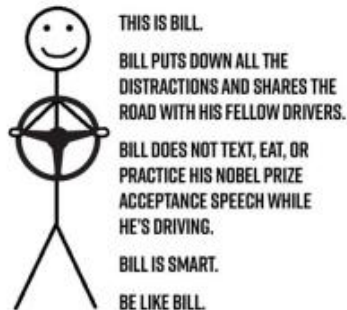
Social Media Performance

Instagram

Top Posts by Engagements



Bill Meme - May 24, 2022



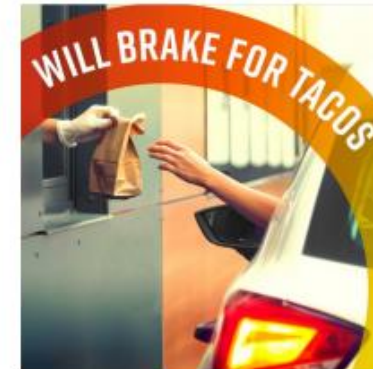
Engagements: **32**
Engagement Rate: **8.04%**

Lightspeed Prohibited - April 13, 2022



Engagements: **30**
Engagement Rate: **8%**

Brake for Tacos- April 26, 2022



Engagements: **29**
Engagement Rate: **8.1%**

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



**Internal and
Partner
Engagement**

Internal Coordination Efforts

- PIO and earned, shared, and owned media strategy
- Leadership Academy – advancing ideas
- Weekly leadership updates
- Monthly Target Zero internal update meetings
- Executive updates (May 2021, October 2021, April 2022, June 2022)

Partner Industry and Engagement Opportunities

Transportation Symposium June 9th

Pedestrian and Bicycle National Webinar- June 29th

ASCE Conference July 15th

Transpo Conference July 18th

FCITE Jacksonville August 9th

Florida Panhandle Section ITE August

Gulf Coast Complete Streets Summit November (Mobility Week)



Next Steps

Next Steps

- **Statewide Brand Awareness**
 - Continued co-branding of existing safety messaging
 - Paid media brand awareness via NHTSA behavior campaigns
 - Tent, table cover, and banner orders
 - Branded tangible items, and 'tip card' orders
- **Behavior Campaigns**
 - Cultural Campaign Development
 - Influencer Campaign Development
 - PIO support for behavior campaign earned, shared, and owned media
 - Microsite Development
- **Continued Internal and Partner Collaboration**
 - Tips Tuesday
 - Partnership coordination

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are between Memorial Day and Labor Day

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for Teens and Parents!



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TargetZeroFL.com





Thank You!

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For more information, visit:

[*www.TargetZeroFL.com*](http://www.TargetZeroFL.com)