

TARGET ZERO INITIATIVE



PARTNER TOOLKIT

A toolkit for Target Zero partners that includes branding and communication resources as well as past partner meeting summaries and presentations.



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WELCOME TO THE TEAM!

TOOLKIT OVERVIEW

This interactive toolkit serves as a comprehensive guide to support our Target Zero partners' influential safety education efforts. It is vital to ensure that all partners are equipped and empowered to accelerate the Target Zero statewide initiative in a unified, impactful manner. Assets herein include a messaging document, fact sheet, brand guidelines, visual templates, and more. In addition, the toolkit provides the 2022 partner meeting schedule and summaries of previous partner meetings.

The most up-to-date versions of all brand assets and partner resources referenced within this toolkit can be viewed and downloaded on the Target Zero Resources Page at:

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



COMMUNICATIONS AND BRANDING

MESSAGING

What is Target Zero?

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

Why does Florida need Target Zero?

On average, eight people are killed and 49 are seriously injured on Florida's roads every day. In the majority of those serious and fatal crashes, driver behavior is a contributing factor. This initiative focuses on connecting, interacting, and designing our transportation system to specifically relate to those (drivers) that are most involved in crashes that resulted in serious injuries and fatalities.

How do we get to ZERO?

Target Zero is taking evolutionary steps to improve how Florida connects, interacts, plans, designs, operates, and maintains its transportation system.

What is the difference between Vision Zero and Target Zero?

Vision Zero has the same goal as Target Zero, which is ZERO serious injuries and fatalities across the transportation system.

Vision Zero starts with the ethical belief that everyone has the right to move safely in their communities, and that system designers and policymakers share the responsibility to ensure safe systems for travel. It holds that serious injuries and fatalities are preventable and focuses attention on making the roadway and surrounding environment as safe as possible, including the built environment, policies, and technologies that mitigate serious consequences of mistakes made by road users.

In Florida, Target Zero builds upon the Vision Zero belief by focusing on influencing dangerous driver behaviors *before* serious and fatal crashes occur. Target Zero aligns resources and establishes actions for all safety partners to take evolutionary steps to improve how Florida connects, interacts, plans, designs, operates, and maintains its transportation system.

MESSAGING

How are Florida's safety campaigns evolving through the Target Zero initiative?

Target Zero takes many existing safety programs or campaigns a critical step further by focusing on identifying behaviors that contribute to crashes and understanding why those behaviors are occurring, identifying who the specific target audience is, and creating impactful messages to influence safe driving. Target Zero is a data-driven, multi-faceted behavior change initiative that was created, in part, from direct conversations with those drivers that are most involved in crashes that resulted in serious injuries and fatalities. Target Zero focuses on influencing change in these specific behaviors **before they occur**.

How does Target Zero's education and awareness efforts enhance other safety initiatives in Florida?

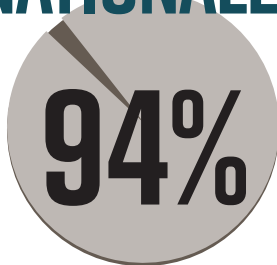
Target Zero is a data-driven, multi-faceted behavior change initiative that helps implement educational campaigns for emphasis areas within the Florida Strategic Highway Safety Plan (SHSP), the state's strategy to eliminate serious injuries and fatalities across the transportation system.

Together, the SHSP partners created Target Zero to serve as Florida's overarching approach to all education and awareness efforts. Combining Florida's resources creates a force multiplier to achieve ZERO.

TARGET ZERO

FLORIDA'S TRANSPORTATION SYSTEM SAFETY INITIATIVE

NATIONALLY...



of crashes involve driver **behavior** as a contributing factor

Source: [NHTSA](#)

ON FLORIDA'S ROADS...



Daily Fatalities



Daily Serious Injuries

...BUT EVEN ONE LIFE LOST IS TOO MANY

Source: [FDOT](#)

WHAT IS TARGET ZERO?

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

HOW WE GET TO ZERO.

Target Zero is taking evolutionary steps to improve how Florida connects, interacts, plans, designs, operates, and maintains its transportation system. Target Zero education and awareness efforts focus on influencing dangerous driver behaviors before serious and fatal crashes occur by:

- › Identifying behaviors contributing to crashes
- › Understanding who exhibits these behaviors and what causes their behaviors (focused audiences and challenges)
- › Identifying best practices and lessons learned from previous campaigns
- › Creating meaningful content that resonates with and reaches the target audiences to influence behavior
- › Evaluating effectiveness of influencing behavior to continually improve messaging



This "human factor" approach to the safety campaign is aimed at influencing **safe travel** behavior to achieve **Florida's Target Zero** vision described in the [Strategic Highway Safety Plan](#). FDOT's Vital Few safety focus areas include **lane departure, pedestrian/bicyclist**, and **intersection crashes**, which represent 9 out of 10 fatal crashes and 3 out of 4 injury crashes in **Florida**.

PARTNERSHIPS

The Target Zero initiative **leverages the work of our partners** in the 4Es and 4Is of safety. Collectively, these efforts are helping Florida **maximize the effectiveness** of our efforts to reach Target Zero.

Target Zero was developed in partnership with FDOT's Executive Leadership, Vital Few Safety Team, [State Safety Office](#), State Communications Office, [Safety Coalitions](#), District Offices, Community Traffic Safety Team, Federal Highway Administration ([FHWA](#)), and industry stakeholders: National Highway Traffic Safety Administration ([NHTSA](#)), Department of Highway Safety and Motor Vehicles ([FLHSMV](#)), Florida Highway Patrol ([FHP](#)), and additional law enforcement agencies.

4 Es OF SAFETY

- › Engineering
- › Education
- › Enforcement
- › Emergency Response

4 Is OF SAFETY

- › Innovation
- › Insight
- › Investments
- › Intelligence

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



Questions? Email FDOT Communications Office (fdotcommunicationsoffice@dot.state.fl.us)

BRAND GUIDELINES

Please download, review, and adhere to the Brand Guidelines document below. In any communications involving the Target Zero brand, it is important that all visuals and messaging align with established guidelines for the brand.



TARGET ZERO INITIATIVE BRAND



In support of the Strategic Highway Safety Plan (SHSP)

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Download on the Target Zero Resources Page

LOGO

Logo use and guidance is shown in detail in the Brand Guidelines.

Pages 5 and 6 of the Target Zero Brand Guidelines provide detailed instruction on how to co-brand your program or initiative alongside the Target Zero initiative.



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White Knockout Logo for Dark Backgrounds
(Purple background will not show.)

SPANISH VERSIONS



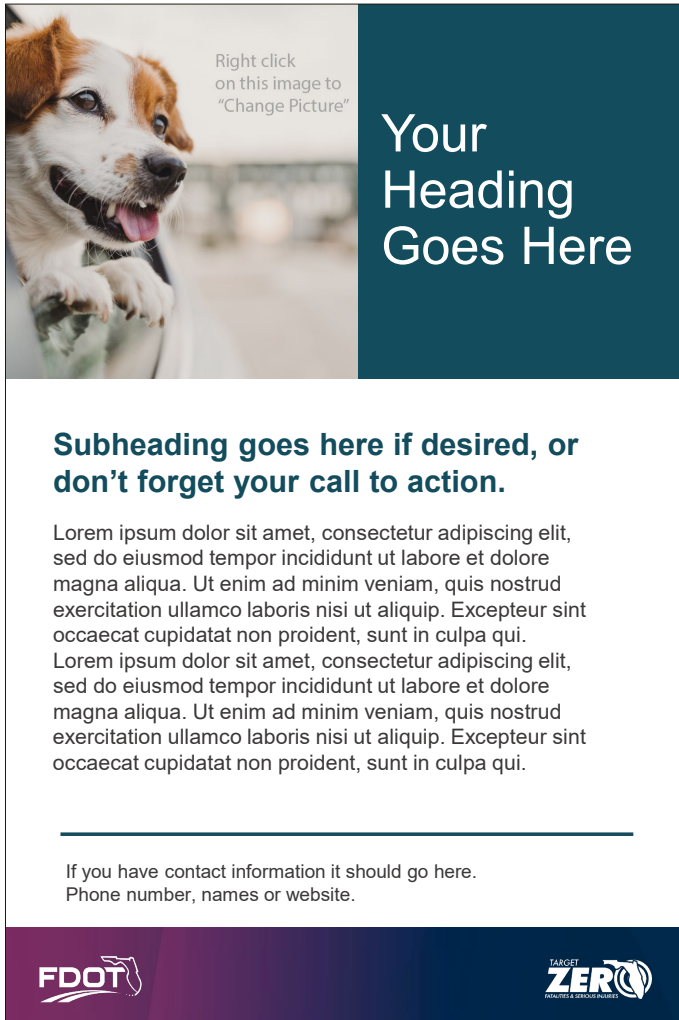
CREOLE VERSIONS



Download on the Target Zero Resources Page

TEMPLATES

The templates below are built in Microsoft PowerPoint and have been designed for partner use. Click on the link below to access the templates via our Resources Page.



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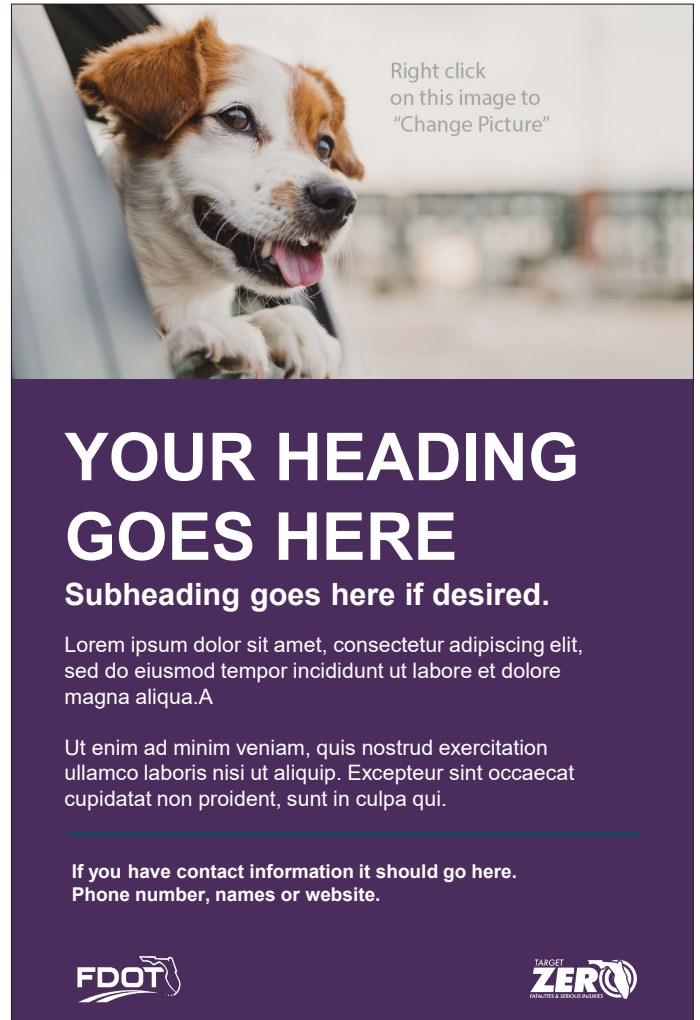
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If you have contact information it should go here.
Phone number, names or website.

FDOT

TARGET ZERO
SAFETY & SERVICE PARTNERS



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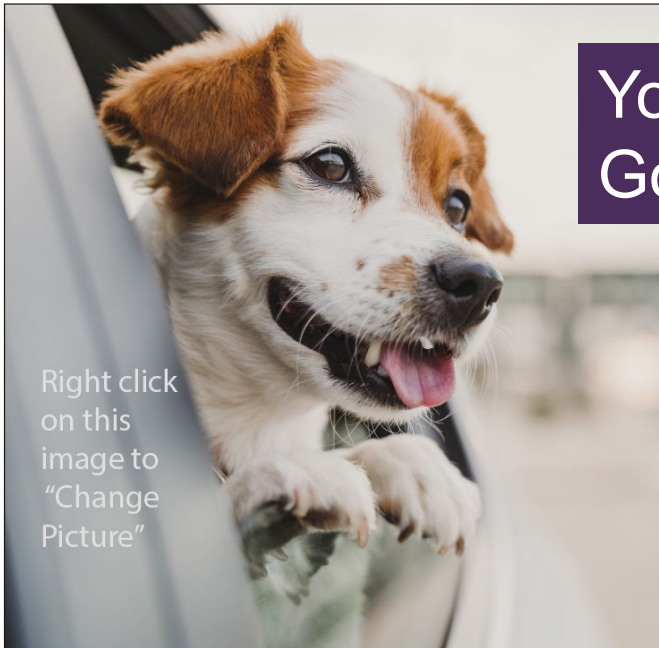
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FDOT

TARGET ZERO
SAFETY & SERVICE PARTNERS



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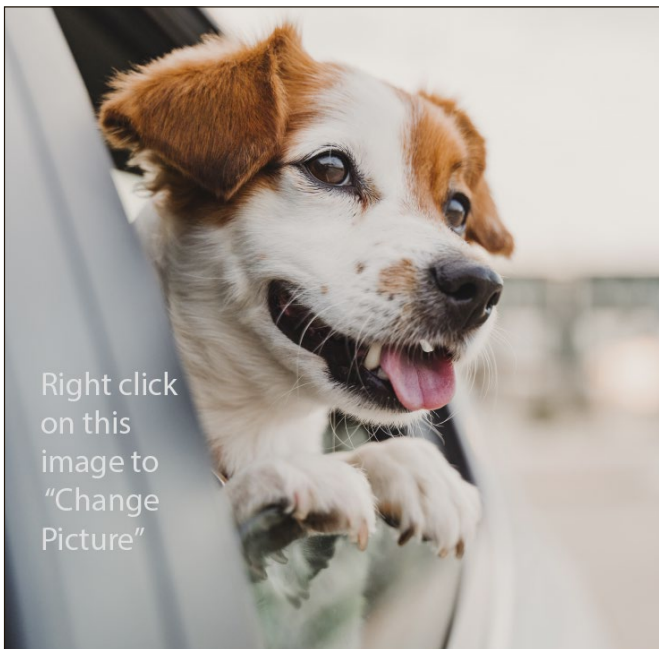
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If you have contact Info it should go here. Phone number, names or website.



Download on the Target Zero Resources Page



PARTNER MEETINGS

2022 PARTNER MEETING CALENDAR

DATE

TIME

Tuesday, January 11	1:00 P.M.
Tuesday, February 8	1:00 P.M.
Tuesday, March 8	1:00 P.M.
Tuesday, April 12	1:00 P.M.
Tuesday, May 10	1:00 P.M.
Tuesday, June 14	1:00 P.M.
Tuesday, July 12	1:00 P.M.
Tuesday, August 9	1:00 P.M.
Tuesday, September 13	1:00 P.M.
Tuesday, October 11	1:00 P.M.
Tuesday, November 8	1:00 P.M.
Tuesday, December 13	1:00 P.M.



Do you want more information or to become a partner?

PAST PARTNER MEETINGS



MAY MEETING SUMMARY

During the May partner meeting, the human factors campaign goal, the concept of social marketing, the overall approach, and our multidisciplinary team was shared. Florida's Strategic Safety Plan and Vital Few Focus was discussed, and a general overview was given of crash statistics such as daily fatalities and serious injuries. The statistics and analysis note that serious crashes rarely have a single contributing factor, but rather several contributing behaviors that lead to these incidents, such as impaired and/or distracted driving, and speeding and aggressive driving. Lastly, the team discussed the 2021 campaign schedule to include monthly meetings, a plan for public engagement, and a strategy for engaging partners.



[Download presentation on the Target Zero Resources Page](#)



Stakeholder Engagement

June 28, 2021



JUNE MEETING SUMMARY

After a brief welcome and introduction during the June partner meeting, there was a general discussion of the project background information for the Florida Strategic Highway Safety Plan. The vital few causes of most traffic accidents were determined to be in three main problem areas: lane departures, pedestrians and bicyclists, and intersections. To further support the vital few, there was a discussion and review of the analysis findings for crash data and road users, and how that data can be utilized for formative research that will determine how to create messaging that reaches the targeted demographic. The team also shared findings on what was effective from past Florida campaigns and the worldwide scan of successful behavior change campaigns.



[Download presentation on the Target Zero Resources Page](#)



OCTOBER MEETING SUMMARY

During the October partner meeting, statewide crash data findings were presented. Based on the data indicating the highest prevalence of crashes statewide, four focus areas were determined: lane departure, intersection, pedestrian, and bicycle. In addition, details on focus group sessions were shared, which included participant recruitment information and discussion questions. Lastly, the campaign team shared their vision for future partner meetings details and communication expectations.



[Download presentation on the Target Zero Resources Page](#)



NOVEMBER MEETING SUMMARY

During the November partner meeting, focus group findings were discussed, which included a recap of the audience questionnaire, the 17 sessions we held statewide to better understand our target audience, why they exhibit the behaviors contributing to serious injuries and fatalities, and insights into their values, influencers, and how to reach them with messaging. These results will be used to develop statewide and targeted behavior campaign messaging and outreach plans. A phased approach of how the Target Zero initiative will be launched was presented. Target Zero will be launched in phases: initial Target Zero brand awareness, followed by targeted behavior campaigns. Lastly, information on how partners can continue to be engaged and the new Ambassador Program was shared with the group.



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Driver Safety Campaign

A Human Factors Approach

December 7, 2021



DECEMBER MEETING SUMMARY

In the last partner meeting of 2021, a recap of a joint creative meeting on future influential campaign direction with the Florida Department of Highway Safety and Motor Vehicles (FLHSMV) was discussed. New partners were also provided an update on the launch timeline and activities for the Ambassador Program. To close the meeting, FLHSMV's Communications Director highlighted the Safety is Always in Season campaign.



[Download presentation on the Target Zero Resources Page](#)



JANUARY MEETING SUMMARY

The December meeting was reviewed after a brief welcome and introduction during the January partner meeting. There was a discussion regarding the key behaviors that lead to traffic fatalities and serious injuries and how the Target Zero initiative focuses on influencing safe behavior for all drivers on our roadways. The overall campaign approach was highlighted by emphasizing that Target Zero is using formative research to influence behavior by using crash data analysis, audience research, and evaluating previous safety campaigns to determine what worked and what did not.

Phase 1 Statewide Brand Awareness Campaign targets everyone who drives Florida roadways, and Phase 2 Behavior Campaigns have two target audiences: (1) Primary target demographic is males ages 22-27 (2) Influencers who impact the primary target audience. Target Zero Statewide campaign concepts were shared along with the pretesting results. The Target Zero initiative team conducted 61 in-person pretesting to gauge target audience reaction to Target Zero Statewide Awareness campaign concepts. The Let's Get Everyone Home Statewide Awareness Campaign and Behavioral Campaigns PESO Plans were discussed and serve as the roadmap for implementing the campaigns Paid Media, Earned Media, Shared Media, and Owned Media strategies. A new Partner Toolkit has been implemented, an update on the Target Zero Ambassador Program was given, and MADD was the highlighted Partner Safety Moment.



[Download presentation on the Target Zero Resources Page](#)

Target Zero Partner Meeting

February 8, 2022



FEBRUARY MEETING SUMMARY

The January meeting was reviewed after a brief welcome and introduction during the February Partner meeting. There was discussion to re-emphasize the key behaviors leading to traffic fatalities and serious injuries and how the Target Zero initiative focuses on influencing safe behavior for all drivers on our roadways. The overall campaign approach was highlighted, and it was noted the campaign is currently in the Develop & Test New Campaigns phase. Partner feedback was reviewed regarding anything that needs to be addressed, who else should be included in the Partner Meetings and how we could entice them to participate, and what strategies we could employ to engage others to become Ambassadors.

A discussion ensued regarding the various statewide launch components being utilized, including the Target Zero Statewide Brand Awareness Campaign, a Fact Sheet, the FDOT Target Zero Ambassador Program, a website resource page, a PESO Plan, and many more. There is currently a focus on the “ESO” components of the PESO Plan along with the social media launch that occurred on January 20. The Target Zero Ambassador Program statistics were shared with an overview of the current registrations in preparation for the official kickoff on February 24.

The next steps for the March 8 Partner Meeting were shared and Florida’s Guide to Safe Mobility for Life was the highlighted Partner Safety Moment.



[Download presentation on the Target Zero Resources Page](#)

