



F L O R I D A

CHILD SAFETY AWARENESS MONTH

Providing Highway Safety and Security through Excellence in Service, Education and Enforcement

Campaign Evaluation Report

Background

The Florida Department of Highway Safety and Motor Vehicles (department) is the state agency charged with providing highway safety and security through excellence in service, education and enforcement. The department is leading the way to a safer Florida through the efficient and professional execution of its core mission: the issuance of driver licenses, vehicle tags and titles and operation of the Florida Highway Patrol. The department's Office of Communications manages and implements all of the agency's safety and education initiatives, including safety education regarding Child Safety Awareness on Florida roads. Throughout the month of August 2016, the department worked to educate the public regarding all aspects of child safety on Florida roads, including: occupant protection and proper seat restraints, not leaving children in hot cars, safety in and around school zones and school buses and safety with child pedestrians and bicyclists.

Preliminary numbers from 2015 note there were 66,091 crashes on Florida roads involving children, a 17 percent increase from 2013. Of those crashes, 25,992 resulted in injury to a child and 149 children under the age of 18 were killed. Fatalities have increased 25 percent since 2013. In Florida in 2015, 203 children under the age of six were injured in crashes not wearing any type of seat restraint (up from 193 in 2013 and 192 in 2014) and five were killed (compared to six in 2013 and seven in 2014).

Within a school zone, ten pedestrians and four bicyclists under the age of 18 were involved in a crash in 2015. Thankfully, no children were killed, but 86 percent of those involved in a crash in a school zone were injured. More than 70 percent of the children who were hit in a school zone were pedestrians. Since 2013, no child has been fatally killed in a school zone.

There were 288 crashes in 2015 where children under 18 were driving, resulting in 150 injuries and 11 fatalities. In 2014, there were 264 crashes, resulting in 138 injuries and five fatalities.

	2013	2014	2015
Crashes involving children <18	56,084	60,659	66,091
Injuries involving children <18	22,578	23,949	25,992
Fatalities involving children <18	120	121	149
<i>*Source: Florida Department of Highway Safety and Motor Vehicles preliminary data as of June 13, 2016</i>			

It should be noted that data driving the department's safety campaigns is heavily reliant on crash reports and violation codes corresponding with the proper incorrect driving behavior. In regard to speeding in schools, law enforcement currently uses violation code 586. This code is used for both school zones and work zones, making the data inseparable.

Campaign Objectives (to be met by July 31, 2016)

- ✓ Secure at least twelve news stories based off of a department-disseminated press release.
- ✓ Conduct media relations outreach with at least two consumer reporters in campaign target areas and obtain in-depth news coverage in those target areas.
- ✓ Obtain 2,000 engagements (shares, comments, retweets) on department social media channels.
- ✓ Garner more than 750 visits to the Child Safety Awareness campaign webpage on www.flhsmv.gov.
- ✓ Begin offering car seat installation and testing from FHP Troop locations statewide.

Budget: \$51,000

- Digital Advertisements targeting parents: up to \$30,000
- Internet Radio: up to \$20,000
- Promoted social media: up to \$1,000

Total Expenditures: \$50,004

- Digital Advertisements targeting parents: \$30,000
- Multimedia Advertisements: \$20,000
- Promoted social media: \$4.00

Evaluation

The 2016 Child Safety Awareness campaign was successful in meeting all campaign goals and objectives and had a potential reach of more than 17 million impressions in August 2016. Throughout the month, the campaign garnered 19 stories in newspapers, local news channels or local radio stations statewide, with more than six million potential views across platforms. The overall paid media garnered over ten million impressions. The department used its social media platforms Facebook, Twitter and Instagram to promote the Child Safety Awareness campaign and content was posted a total of 86 times throughout the month. During the campaign, the department's social media accounts made a minimum of 482,613 impressions.

Media	Impressions
Earned	6,865,074
Paid	10,394,351
Social	482,613
TOTAL	17,742,038

Paid Media

Advertisements

The department contracted with a full service digital advertising agency to create and strategically place Child Safety Awareness advertisements. The purpose of these advertisements was to provide education and awareness to Florida parents and drivers about the importance of child safety in and around vehicles, including Florida rules, regulations and driving tips. These advertisements targeted Florida parents and families and were placed on desktop, mobile and tablet platforms. The department used geo-targeting technology to place advertisements in Florida on premium parenting and family interest sites and used retargeting technology to show ads to flhsmv.gov visitors on sites anywhere across the web. These advertisements ran from August 1 to August 31, 2016 and garnered more than seven million impressions and five thousand clicks.

Each advertising message for the Child Safety Awareness campaign was strategically created to include valuable safety information, understanding that not all those who viewed the ad would take the time to click through to the department's website to learn more. The department approved two separate ads with messaging around major campaign issues such as buckling up all children under 18, using car seats for children under age six, never leaving children in a hot car and paying attention to speed limits in school zones. Even though messaging was communicated directly on the ads throughout the month, individuals who viewed the ads still clicked 5,632 times to get to the department's website for more information.

Digital Advertisements		
Run Dates	Impressions Delivered	Clicks
8/1/2016 - 8/31/2016	7,662,768	5,632

www.education.com/activity/

education.com | Guided Lessons | Learning Resources | Teaching Tools | Log In | Sign Up

Search Resources... | Worksheets | Games | Workbooks | Activities | Lesson Plans | Songs | Stories

Educational Activities for Kids

Students need to have fun with learning to stay motivated. To keep students happy while making the most of precious instruction time, let students play games that are quick to set up, like toothpick puzzles. An arts and crafts activity that requires minimal set up but keeps students motivated for a long time is making their own paper plate clock.

By Type: Worksheets (2982), Games (219), Workbooks (368), **Activities (407)**, Lesson Plans (1040), Songs (29), Stories (48)

By Grade: Preschool (494), Kindergarten (653), First Grade (599), Second Grade (558), Third Grade (520), Fourth Grade (468), Fifth Grade (418), Middle School (213), High School (8)

By Subject: Reading (132)

Search... Go | Sort by Popularity

4,011 results

Activity

Solve Toothpick Puzzles!

Check out these fun toothpick puzzles that are easy to set up and will give your kid an opportunity to practice all-important spatial reasoning skills.

High School Math

Activity

Jumping Bean Phonics

This cube game that lets your child practice making words, while acting like a Mexican jumping bean! Great for emerging readers.

Kindergarten Reading

Activity

Create an Ocean in a Bottle

Kids are sure to be entranced by the magic of the ocean when they create their very own ocean in a bottle.

Kindergarten Science

Activity

Activity

Activity

Fitness software that moves with you.

Get a Demo >

MINDBODY



PARENTING LIFESTYLE ENTERTAINMENT NEWS SWIRL

search

Growing Healthy Kids Device Free Dinner First Time For Everything Push Play BTS Tech BTS: Family Adventures See

PROTECT YOUR PRECIOUS CARGO!

All Children Under 18 Must Buckle Up.
Children under 6 must be in a car seat that fits your child & your car.
#ChildSafetyFL

TODDLERS & PRESCHOOLERS

EATING & NUTRITION HEALTH & SAFETY SCHOOL & LEARNING MORE



TODDLERS & PRESCHOOLERS POSTS



PROTECT YOUR PRECIOUS CARGO!

NEVER Leave Your Child in a Hot Car.
Pay attention to lower speed limits and drive cautiously in school zones.
#ChildSafetyFL



ELEMENTARY YEARS

What I Want My Child To Know As He Heads Back To School



CHRISTINE ORGAN



0



1



LuminaStock / iStock

Daase Child



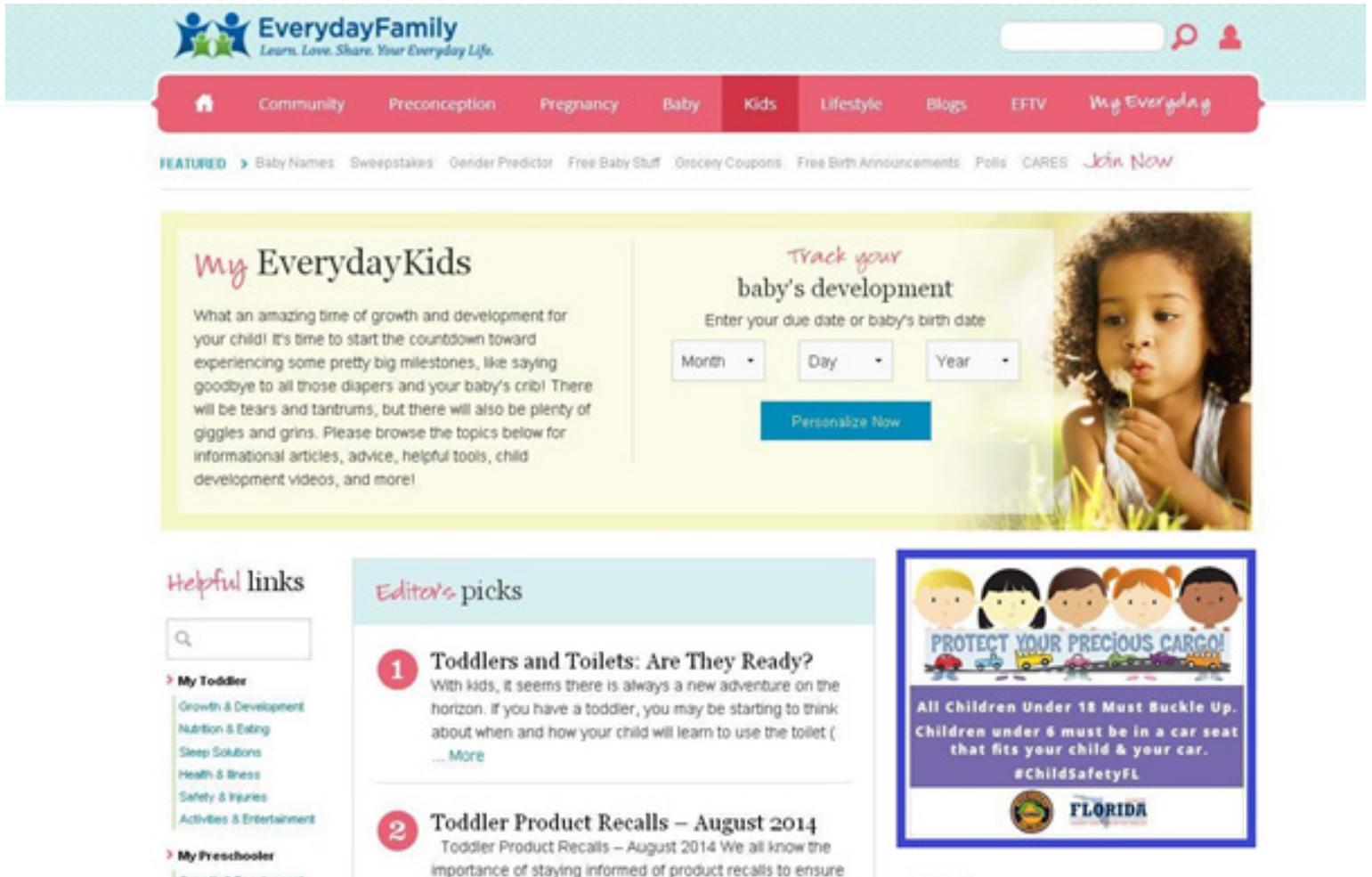
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SIGN UP



Running Your



The department also advertised the Child Safety Awareness campaign through a multimedia company across 2,057 magazine, newspaper and broadcast TV websites on desktop, tablet and mobile. This multimedia advertisement campaign used audio, video and flash content for 30 second PSAs, allowing the department to reach the target market in a more engaging way across a more diversified platform than traditional internet radio.

The Child Safety Awareness multimedia advertisements ran from August 1 to August 31, 2016 and targeted parents with children under the age of 18 and Florida motorists. The department used geo-fencing technology to target audience members around school zones and school addresses in Miami-Dade, Broward, Hillsborough, Palm Beach, Orange and Duval counties. These counties were targeted based on crash and citation data related to crashes involving children under 18.

Multimedia Advertisements		
County	Impressions Delivered	Clicks
Broward	455,369	363
Duval	452,994	434
Hillsborough	455,722	369
Miami-Dade	457,642	425
Orange	454,379	383
Palm Beach	455,477	301
Total	2,731,583	2,275

Child Safety Awareness multimedia advertisements were designed to include safety tips in each visual. Every web user that viewed one of the department's Child Safety Awareness advertisements was also exposed to a safety message, with audio and visual components. This is effective because web users do not have to engage with the department's advertisement in order to receive potentially behavior-changing messages. Even though messaging was communicated directly on the ads throughout the month totaling 2,731,583 impressions, individuals who viewed the ads still clicked 2,275 times to get to the department's website for even more information.

The image is a screenshot of the WPBF 25 website. At the top, there is a navigation bar with links for Alerts, Mobile, Submit a Tip, and social media icons for Facebook (Like 143K) and Twitter (Follow). Below this is a banner for 'Limited Time Offer' with a 'BUY NOW >' button. The main navigation menu includes NEWS, WEATHER, TRAFFIC, U LOCAL, ON TV, HURRICANES, ALGAE CRISIS, ZIKA, CONTESTS, DR. OZ, and MARKETPLACE. A 'NOWCAST' section promotes watching WPBF 25 News On Demand. A large banner for 'abc 25 WPBF FIRST ALERT TRAFFIC' features the slogan 'LIVE. LOCAL. LATE BREAKING.' Below the banner, the page title is 'Home / First Alert Traffic'. The main content area shows a traffic map with various locations labeled, including Tequesta, Juno Beach, Lake Park, West Palm Beach, Lake Clarke Shores, Boynton Beach, and Delray Beach. The map is overlaid with a green traffic flow overlay. To the right of the map, a vertical advertisement is highlighted with a red border. The advertisement features the text 'LEARN MORE NOW!' in large red letters, a photo of a child in a car seat, and the 'HIGHWAY FLORIDA PATROL' logo. At the bottom of the ad, it says 'FLORIDA' and 'A SAFE'.

Esquire STYLE POLITICS WOMEN FOOD & DRINK ENTERTAINMENT SUBSCRIBE FOLLOW



EL CHAPO & THE SECRET HISTORY OF THE HEROIN CRISIS
THE OLYMPIANS WE LOVE OF INSTAGRAM: ALY RAISMAN
THE DEA STILL THINKS TO LEAD HIS LIFE THE WAY HE WANTS
HERE'S WHY RIO'S OLYMPIC DIVING POOL TURNED GREEN
BOXER BRIEFS TO WEAR EVERYDAY



FOR THAT EXTRA KICK BEFORE KICKOFF

LIKE US ON FACEBOOK



Rivals Michael Phelps and Ryan Lochte Raced for the Last Time at the Olympics

So who won?



PROTECT YOUR PRECIOUS CARGO

FLORIDA

FLORIDA HIGHWAY PATROL

COSMOPOLITAN

SUBSCRIBE LOVE CELEBS BEAUTY STYLE



10 Things Single Moms Want You to Know

Compliment us on both our parenting skills and our appearance.



By Andrea Aterberry

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A banner advertisement for the Florida Department of Highway Safety and Motor Vehicles. It features a photograph of a woman and a child on the left. To the right of the photo, the text reads "LEARN MORE NOW!" in red on a dark blue background. Further right is the "FLORIDA" logo with "A SAFER" above it and "HIGHWAY SAFETY AND MOTOR VEHICLES" below it. On the far right is the Florida Department of Transportation logo.

Featured: Russia's Yulia Efimova on proposed lifetime drug ban. What about Michael Phelps?

A photograph of Michael Phelps standing in front of the Olympic rings. He is wearing a red and black jacket and has a medal around his neck. The text "Only one thing is keeping Phelps from more medals" is overlaid on the image.

Only one thing is keeping Phelps from more medals

He doesn't have to retire, you know. Not when it seems like the only swimmer who can stop him is himself. **One more go-round?**

A photograph of Simone Manuel celebrating, holding a medal and a trophy.

Simone Manuel defies labels, stereotypes

A photograph of Simone Biles performing gymnastics.

Biles highlights USA's gymnastics dominance

A photograph of Yulia Efimova at a swimming event.

Yulia Efimova takes aim at Phelps' past

Headlines

- Lithuania tops Argentina to take sole possession of Group B lead
- Simone Manuel becomes first African-American woman to win gold in individual swimming event
- Michael Phelps wins yet another gold medal in 200-meter IM
- American Ryan Murphy wins 200 backstroke for another gold medal

The Yahoo! logo and a smartphone icon.

Earned Media

The department disseminated a statewide press release with multiple partners reminding motorists about the importance of child safety on the road and conducted media relations with reporters. The following news outlets ran a story about the campaign:

Date	Vendor	Title	Readership	Link
7/29/2016	<i>Fort Myers Beach Talk</i>	Back to School: Officials Offering Tips to Keep Every Safe as New Year Begins	Weekly circulation of 14,000	http://goo.gl/KwD6KL
8/1/2016	News Radio 1620	Radio Interview on Child Safety Awareness Month (pitched by Deputy Communications Director)	Weekly broadcast circulation of 100,000	Link unavailable
8/1/2016	WFSU	Pointing To Sharp Increases in Child Deaths, FHP Stresses Importance of Child Safety Awareness	Broadcast circulation of 272,520	http://goo.gl/ZBsf8
8/1/2016	<i>Santa Rosa Press Gazette</i>	August is Child Safety Awareness Month	Weekly circulation of 7,600	http://goo.gl/fDJ7E1
8/2/2016	<i>Jackson County Floridian</i>	August is Child Safety Awareness Month	Daily circulation of 6,349	http://goo.gl/i10Xf6
8/3/16	WTLX ABC 27	CPAO Conducted On-Camera Interview at 5:30	Broadcast circulation of 272,520	Link unavailable
8/3/2016	<i>Pine Island Eagle</i>	Back to School Time	Weekly online circulation of 1,325	http://goo.gl/9uxKLC
8/4/2016	WFLA Channel 8 Tampa/Sarasota	Interview referencing driving safety tips	Broadcast circulation of 1,788,240	Link not available
8/5/2016	<i>Cape Coral Daily Breeze</i>	Gear Up for Back to School	Daily circulation of 2,500	http://goo.gl/vzW1Hx
8/5/2016	My News 13 - Orlando	On camera interview on safety tips for back to school driving and walking	Broadcast circulation of 1,788,240	Link unavailable
8/7/2016	<i>Ocala Star Banner</i>	Lane Ranger: School Starts Wednesday, So Be Alert	Daily circulation of 45,000	http://goo.gl/Ao8X4Y
8/8/2016	<i>News-Press</i>	Heat Stroke is Threat at Any Time	Daily circulation of 87,843	http://goo.gl/QQme4Y
8/9/2016	<i>Ocala Star Banner</i>	Heads Up, Drivers! School Back in Session Wednesday	Daily circulation of 45,000	http://goo.gl/ZHQozg
8/10/2016	<i>NorthEscambia.com</i>	School Bus Safety and Traffic Laws	Daily circulation of 12,600	http://goo.gl/kNce90
8/11/2016	WINZ 940	Radio Talk Show Traffic Safety Segment featuring Sgt. Mark Wysocky	67,800 weekly listeners	Link unavailable
8/16/2016	<i>Washington County News</i>	Florida Highway Patrol Offers 7 Child Safety Awareness Tips	52,000 unique monthly web visitors	52,000 unique monthly web visitors
8/17/2016	<i>Keys News</i>	School Starts Today, So Watch for Buses	Daily circulation of 9,057	Daily circulation of 9,057
8/18/2016	NBC-2 Lee County	On Camera Interview on School Bus Safety	Broadcast circulation of 504,240	Broadcast circulation of 504,240
8/19/2016	My News 13 – St. Petersburg	Back-to-school bring bus safety concerns for drivers	Broadcast circulation of 1,788,240	Broadcast circulation of 1,788,240
Total Stories: 19			6,865,074 Potential Views	

Broadcast circulation numbers are an estimated number of viewers based on the populations in that area and not guaranteed.

Social Media

Facebook

Page Level Data

Posts for the Child Safety Awareness campaign began on August 1, 2016. When the campaign began, the department's Facebook page had 13,273 likes. Over the course of the campaign, the department gained 205 new likes, a 1.5 percent increase totaling 13,478 by September 1, 2016.

Throughout August 2016, the department's Facebook account made a total of 71 posts, including but not limited to, Child Safety Awareness posts. The department's content reached a minimum of 284,778 unique users. Posts reached at least 17,606 each day and, at most, 39,397. The page engaged with a minimum of 22,053 unique users and made a minimum of 1,511,853 impressions over the course of the month.

When comparing the 2015 to the 2016 Child Safety Awareness campaigns, Facebook reach increased by 39 percent, impressions increased by 313 percent and engagement decreased by two percent. The decrease in engagement is likely attributed to the fact that the department has implemented a new social media strategy since August 2015. The goal of the new social media strategy is to broaden the scope of the department's social media audience by diversifying the content posted to include safety campaigns, Florida Highway Patrol, the *Official Florida Driver License Handbook*, and other content as it arises, such as inclement weather or office closure announcements. The process of reaching a broader audience takes time and diligence in posting the content that communicates the full range of services and safety content the department needs to address.

Post Level Data

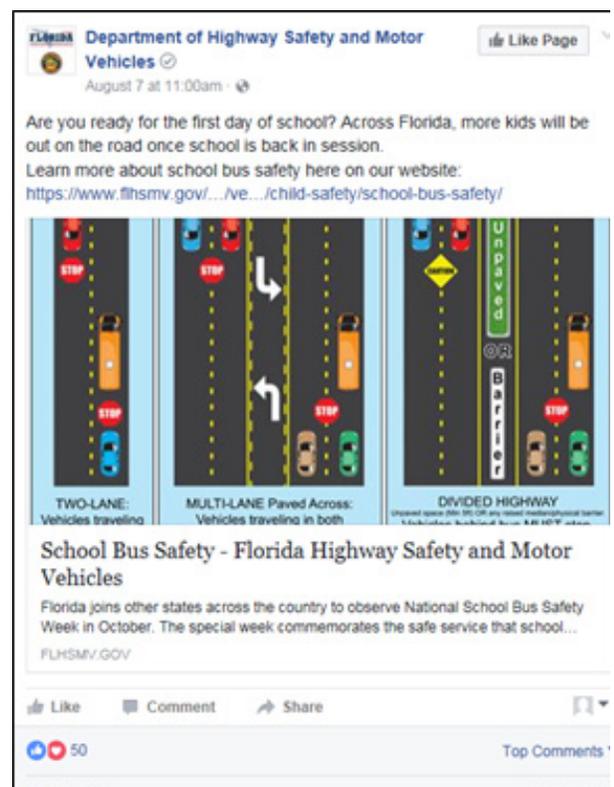
The department made a total of 34 Child Safety Awareness posts throughout August 2016. All child safety posts reached between 93 and 18,653 unique users. The average reach for a campaign post was 2,951 users. The average reach of a campaign post to users who did not previously follow the department's Facebook page was 1,541. This metric indicates that the department reached more than 1,000 unique Facebook users who had not already been receiving department messages.

The average number of impressions made for a Child Safety Awareness post was 6,023. Each post made at least 213 impressions and, at most, 30,197 impressions.

The average rate of engagement for a Child Safety Awareness post was 4.27 percent among Facebook users. The average amount of engagements garnered by a Child Safety Awareness post was 64.

The department's most popular post urged motorists to take caution as more children will be on the road as the school year begins and linked to DHSMV's School Bus Safety Tips. This post reached 18,653 users, made 30,197 impressions, engaged with 873 users and garnered 22 shares, 50 likes and three comments.

Facebook Post - Take Caution Motorists



Twitter

At the start of the Child Safety Awareness campaign, the department’s Twitter account had 6,393 followers. By September 1, 2016, the department gained 251 new followers, representing a 4.1 percent increase totaling 6,644 followers. Throughout August 2016, the department’s Twitter account garnered over 197,000 impressions, maintained an engagement rate of one percent and was retweeted 502 times.

Compared to August 2015, the department increased its Twitter impressions (212 percent), likes (187 percent), replies (52 percent) and retweets (217 percent). Engagement rate was the only metric to stay relatively constant, maintaining a rate of 1.5 percent in 2015 and one percent in 2016.

In August 2016, the department tweeted Child Safety Awareness content 37 times. Child Safety Awareness content earned a total of 223 retweets, 216 likes, 17 #ChildSafetyFL hashtag clicks, six replies and 68,881 impressions. On average, each tweet received 1,861 impressions, 26 engagements, was retweeted six times and received six likes.

Below is the department’s tweet with the highest engagement rate. This tweet linked to a Baby Center blog post informing parents of a common stroller mistake. This tweet had an engagement rate of 3.8 percent, made 752 impressions and was retweeted twice.



Department tweets posted on August 3, 2016 and August 25, 2016 received 17 retweets, the highest number of retweets that any Child Safety Awareness post received during the 2016 campaign. The tweet posted on August 3, 2016 reminded motorists to always make sure children are buckled up properly in a vehicle and made 5,437 impressions and received 16 likes. The tweet posted on August 25, 2016 urged motorists to slow down and abide by the posted speed limit in school zones and made 5,206 impressions and received 23 likes.



The highest number of impressions garnered by a Child Safety Awareness tweet was 8,149 impressions. This tweet reminded new drivers of the responsibility associated with driving and to remain engaged at all times when operating a vehicle. This tweet received 12 retweets and 27 likes.

Instagram

The department made 15 posts that contained Child Safety Awareness content over the course of the campaign. All posts received more than 33 likes and the average likes that a Child Safety Awareness post received was 55. The top post received 94 likes.

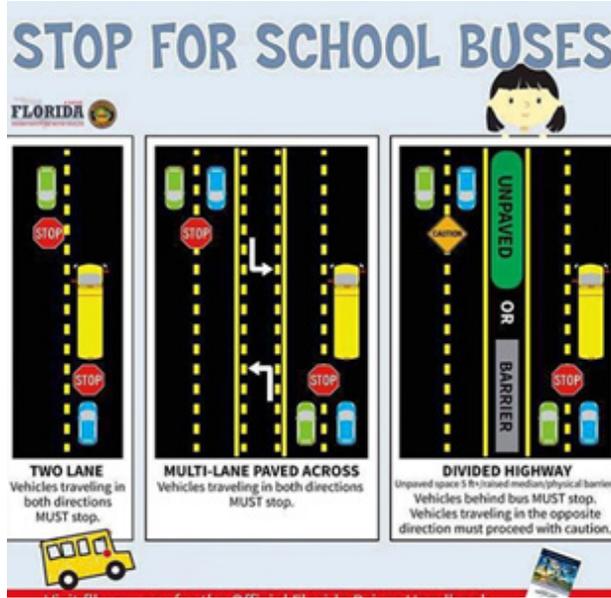
Date	Department Instagram Post
8/2/2016	<p>A screenshot of an Instagram post from the account flhsmv. The post features a large graphic with the text "August is Child Safety Awareness Month" in blue and purple. The graphic includes illustrations of a child's head and a car. At the bottom of the graphic are logos for "FLORIDA A SAFER HIGHWAY SAFE FLORIDA MOTOR VEHICLES" and "FLORIDA SAFETY COUNCIL". The Instagram interface shows 36 likes and a caption that reads: "flhsmv Children are precious cargo! Visit https://www.flhsmv.gov/safety-center/vehicle-and-child-safety/child-safety/ to learn more about how to make sure your child stays safe in and around vehicles. #ChildSafetyFL".</p>

Date	Department Instagram Post
8/4/2016	 <p data-bbox="1073 212 1187 243">  flhsmv </p> <p data-bbox="1073 300 1406 317">94 likes 4w</p> <p data-bbox="1073 342 1406 575"> flhsmv Take a look at those temperatures! During the summer, the inside of a vehicle can reach above 100 degrees. Don't ever leave a child in alone in a vehicle, especially with those kinds of temps. A big shout out to Trooper Bueno for representing FHP alongside multiple agencies discussing the importance of heatstroke prevention. #ChildSafetyFL devenob Good thing the trooper is in full class A uniform sweating to near death? </p> <p data-bbox="1073 646 1406 674">  Add a comment... ... </p>
8/5/2016	 <p data-bbox="1073 730 1187 762">  flhsmv </p> <p data-bbox="1073 821 1162 842">42 likes</p> <p data-bbox="1073 867 1406 951"> flhsmv Hey Mom and Dad, designate saf play areas for your children. Discourage them from playing in driveways or near vehicles. #ChildSafetyFL </p> <p data-bbox="1073 1140 1406 1167">  Add a comment... ... </p>
8/9/2016	 <p data-bbox="1073 1228 1187 1260">  flhsmv </p> <p data-bbox="1073 1318 1406 1339">86 likes 4w</p> <p data-bbox="1073 1365 1406 1512"> flhsmv Need help installing your child seat? Click the link to find out how to make an appointment with your local FHP trooper for a FREE car seat installation and safety check! Next available appointments are Friday, September 2. Visit www.flhsmv.gov for details. #ChildSafetyFL </p> <p data-bbox="1073 1522 1406 1564"> ynodarse0906 Whoop whoop that's me lol @flhsmv </p> <p data-bbox="1073 1774 1406 1801">  Add a comment... ... </p>

Date

Department Instagram Post

8/20/2016



flhsmv

69 likes

2w

flhsmv Motorists are **REQUIRED** to stop when approaching a school bus that is stopped with its red lights flashing and STOP arm extended, unless there is a raised barrier or at least 5ft of unpaved space separating lanes of traffic. #childsafetyfl

Add a comment...

8/22/2016



flhsmv

47 likes

flhsmv Hey new drivers, driving is a huge responsibility. Keep your hands on the wheel, eyes on the road and mind on driving. #childsafetyfl

tdrummonds96 That means no Pokemon go.

toledo_bruh @k.grad

scottfoley9 Turn your phone off or on silent and keep it out of sight. It's a great habit to get into.

Add a comment...

8/23/2016

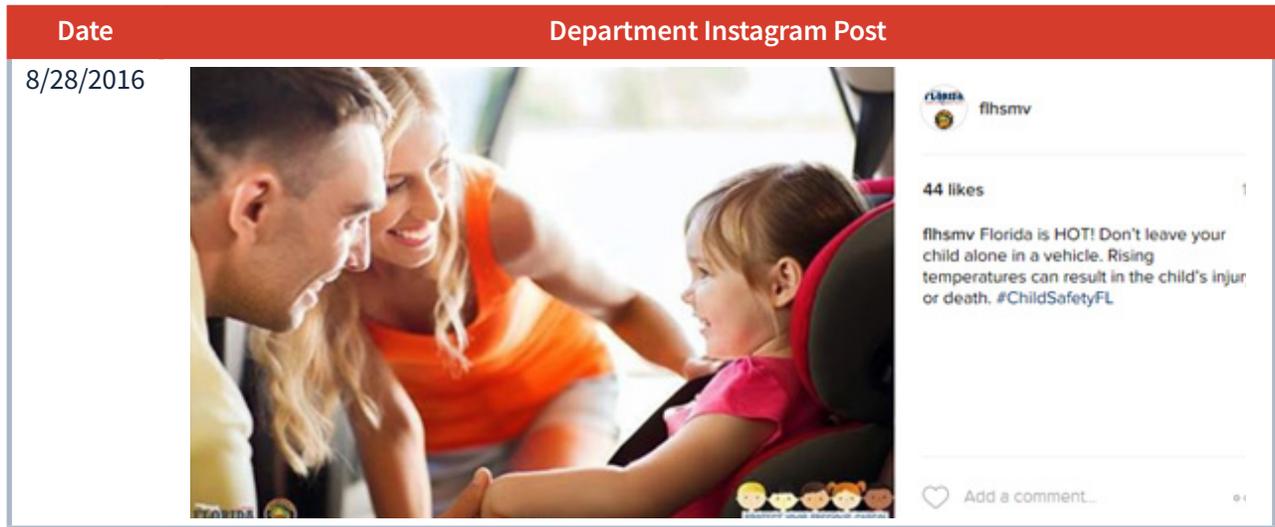


flhsmv

60 likes

flhsmv Does your child take a bus to school? If so, know your bus driver's name and bus number and remind your kids to remain seated at all times and avoid any disruptive behavior that could distract the driver from safely driving the bus. #childsafetyfl

Add a comment...



FLHSMV.gov

The Child Safety Awareness webpage received 27,503 page views between August 1 and August 31, 2016. Of those, 22,635 (82 percent) page views were from unique web users. The average amount of time that a user spent on the webpage was 1:33.

The Child Safety Awareness webpage included links to the campaign press release, Child Safety Awareness logo, FHP car seat installation schedule, sample social media posts, safety tip handouts, crash data by county for children under 18, child restraint citation data by county, citation data for leaving a child in a motor vehicle by county, citation data for passing a school bus by county and learner license violation data by county. There were a total of 1,108 clicks on these links, 885 of which were unique.

In 2015, the department's Child Safety Awareness webpage received 5,078 page views between August 1 and August 31. Of the 5,078 total views, 3,899 (76 percent) page views were from unique web users. When comparing the 2015 to the 2016 Child Safety Awareness campaigns, the Child Safety Awareness webpage's views increased by 541 percent.

PAO Events

FHP Public Affairs Officers throughout the state also hosted events and garnered coverage for the Child Safety Awareness campaign during the month.

TROOP C			
Date	Events	Location	Audience
8/4/2016	Gulfport National Night Out - Seatbelt Safety	Gulfport, FL	500 people
8/16/2016	Hillsborough County School Bus Driver Training	Hillsborough County, FL	50 people
TOTAL	2		550 people

TROOP D			
Date	Events	Location	Audience
8/2/2016	National Night Out	Clermont, FL	1,000 people
8/8/2016	School Bus Driver Safety Event	Orange County, FL	1,500 people
8/24/2016	Seatbelt Safety Rollover Presentation	Apopka, FL	100 people
TOTAL	5		2,600 People

TROOP E			
Date	Events	Location	Audience
8/2/2016	National Night Out Event - Stanley Switlick School	Marathon, FL	1,500 people
9/1/2016	Child Restraint Installation	Miami, FL	50 people
TOTAL	2		1,502 people

TROOP H			
Date	Events	Location	Audience
8/4/2016	Vacation Bible School Safety Talk	Quincy, FL	20 people
TOTAL	1		20 people

TROOP L			
Date	Events	Location	Audience
8/11/2016	WINZ 940 Radio Talk Show - Traffic Safety Segment	Broward County, FL	67,800 weekly listeners
TOTAL	1		67,800 people*

*Audience captured for the calculation of 'Earned Media'

Partner Outreach

Throughout the month of August 2016, the department partnered with the Florida Department of Education, Florida Department of Health, Florida Chapter of the American Academy of Pediatrics (FCAAP), Florida Department of Children and Families (DCF), Florida Sheriffs Association and Florida Police Chiefs Association (FPCA) to promote the Child Safety Awareness campaign.

The DCF shared five Facebook posts among its 19,441 page likes and ten twitter posts among their 5,948 followers. Additionally, the DCF hosted a press conference in Fort Myers, Florida, highlighting the dangers of child heatstroke deaths in hot cars.

The FPCA posted once on its Facebook page with 4,514 page likes. Their post received 133 impressions. The FPCA also displayed campaign material on their public facing website.

The FCAAP displayed the Child Safety Awareness logo on its main page and parent resources page and in their electronic member newsletter, which was sent to 2,300 people. The FCAAP also distributed over 2,300 Child Safety Tip handouts, including them in its electronic member newsletter and distributing them to families at the FCAAP conference.

The department also worked with its Tax Collector partners to spread the child safety message. The Child Safety Awareness logo and a brief safety message ran on the Motor Vehicle Network in offices in the following counties:

- | | |
|-------------|----------------|
| 1. Broward | 9. Miami-Dade |
| 2. Citrus | 10. Monroe |
| 3. Columbia | 11. Pinellas |
| 4. Duval | 12. Nassau |
| 5. Escambia | 13. Santa Rosa |
| 6. Hendry | 14. Volusia |
| 7. Lee | 15. Walton |
| 8. Leon | |

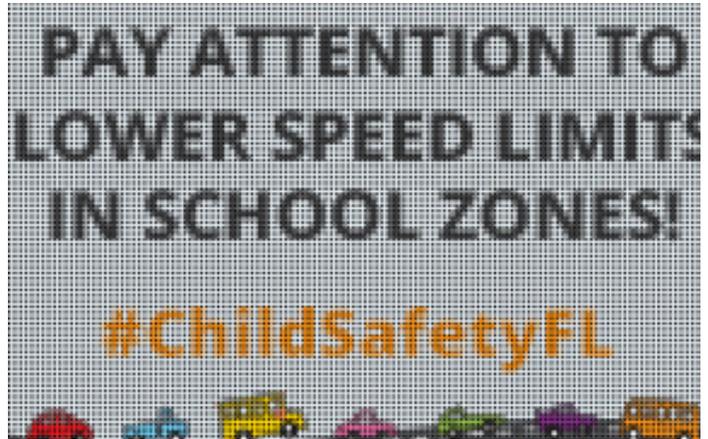


FLORIDA CHILD SAFETY AWARENESS MONTH - AUGUST 2016

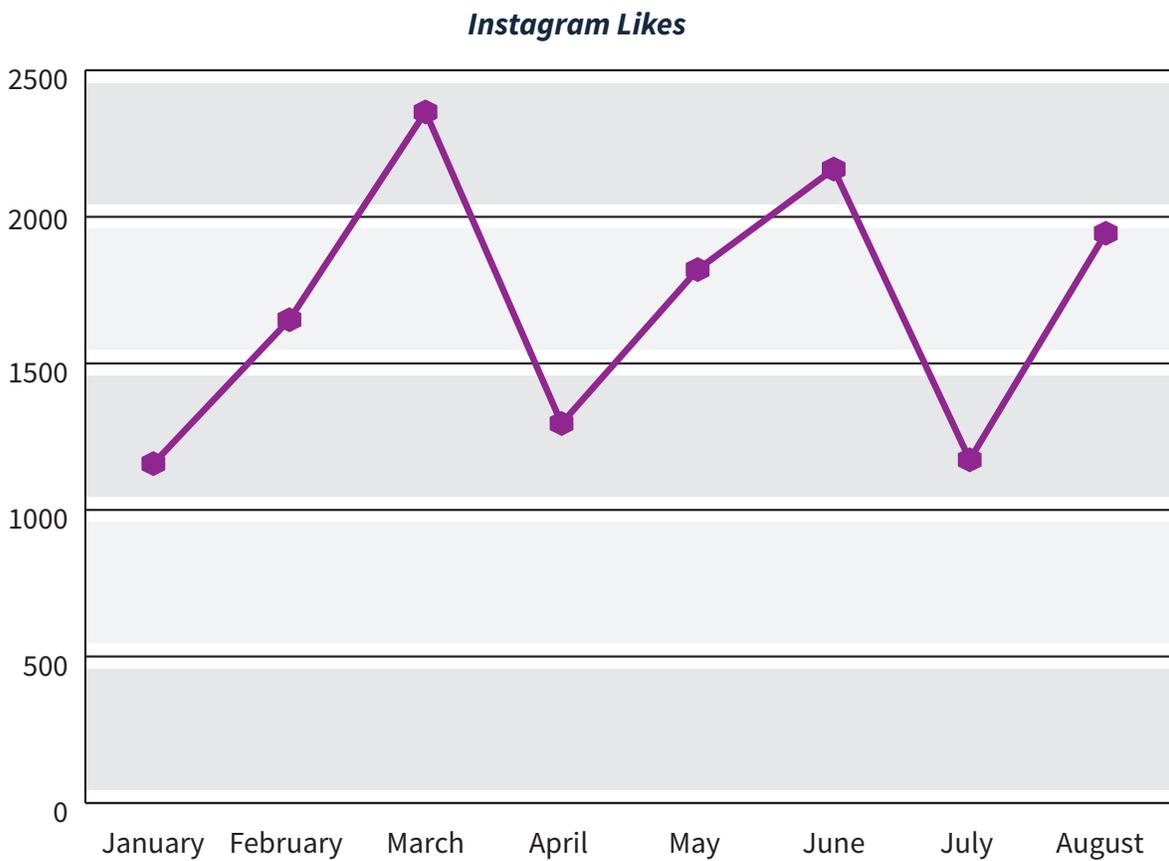
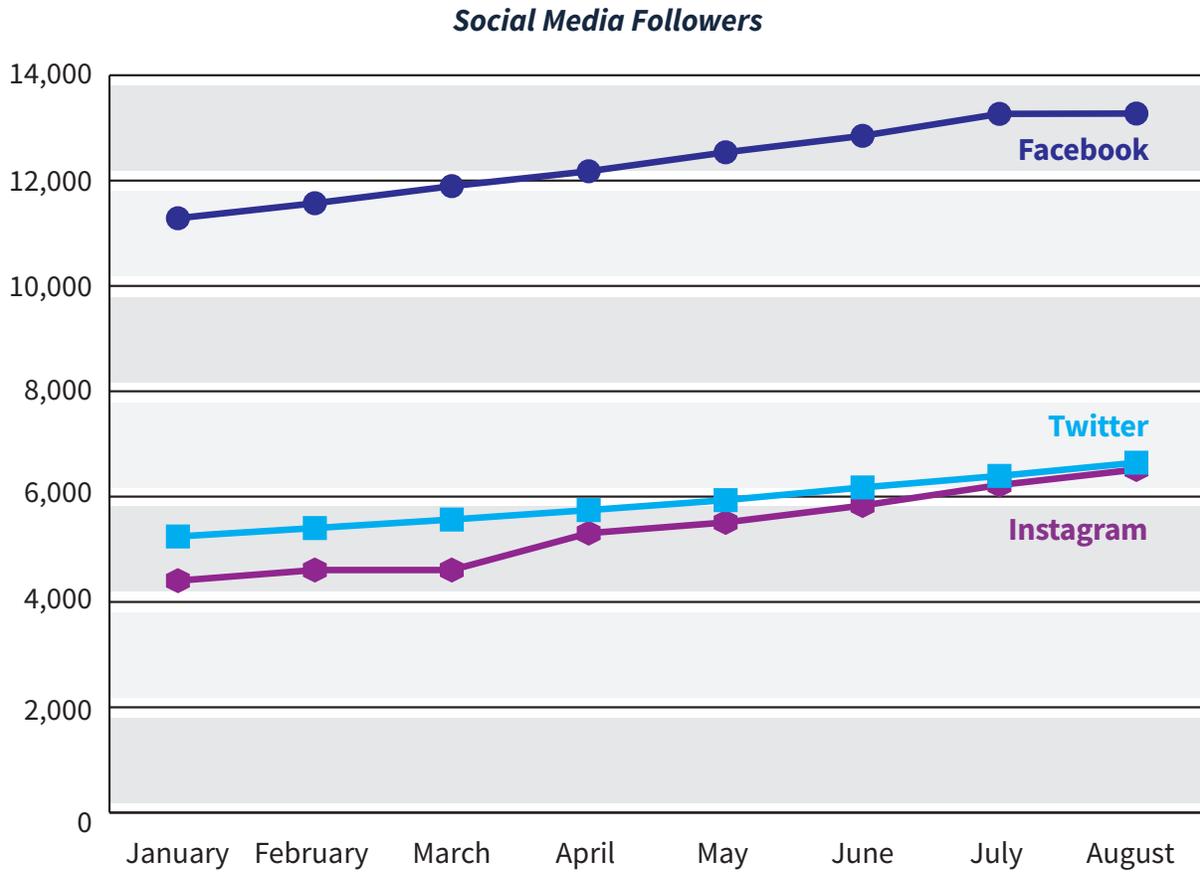


FLORIDA CHILD SAFETY AWARENESS MONTH - AUGUST 2016

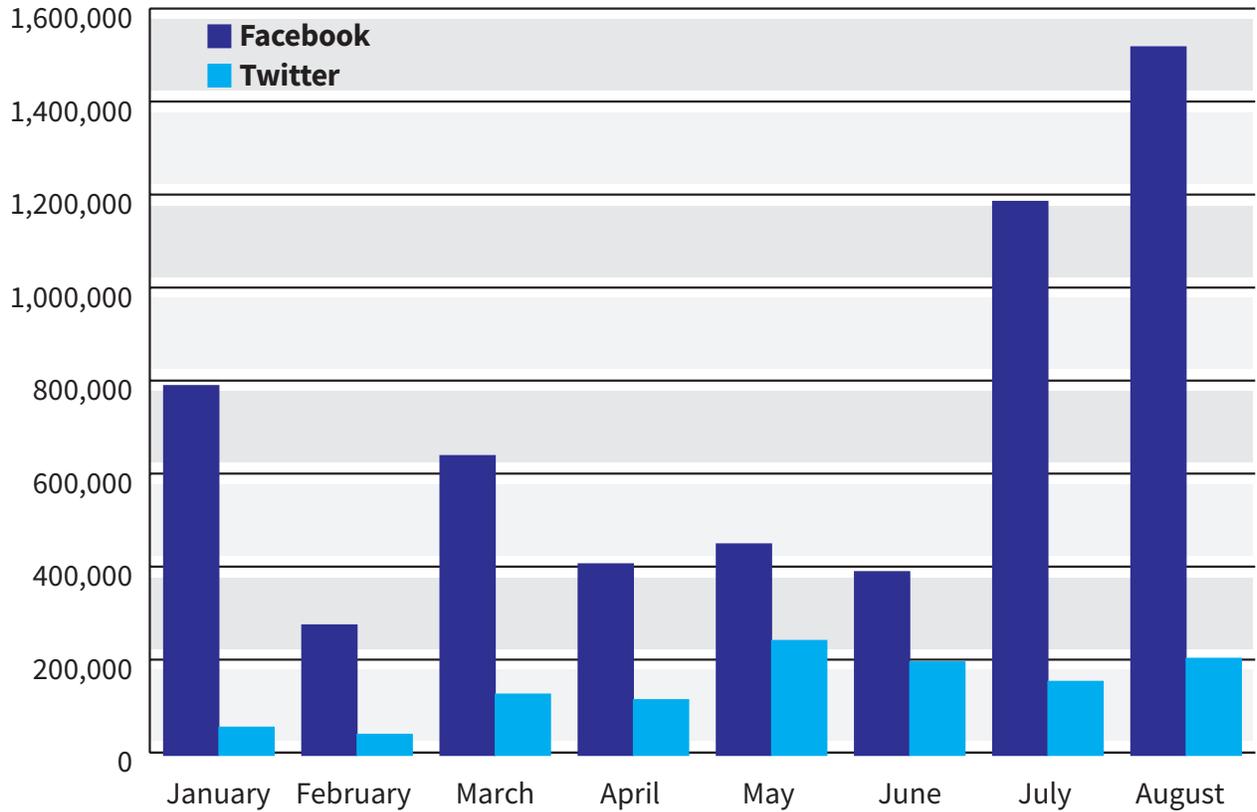
The department also displayed Child Safety tips on its digital sign at headquarters from August 1 to August 31, 2016. Florida Highway Patrol also displayed the tips on digital signs at Troops D, G and H.



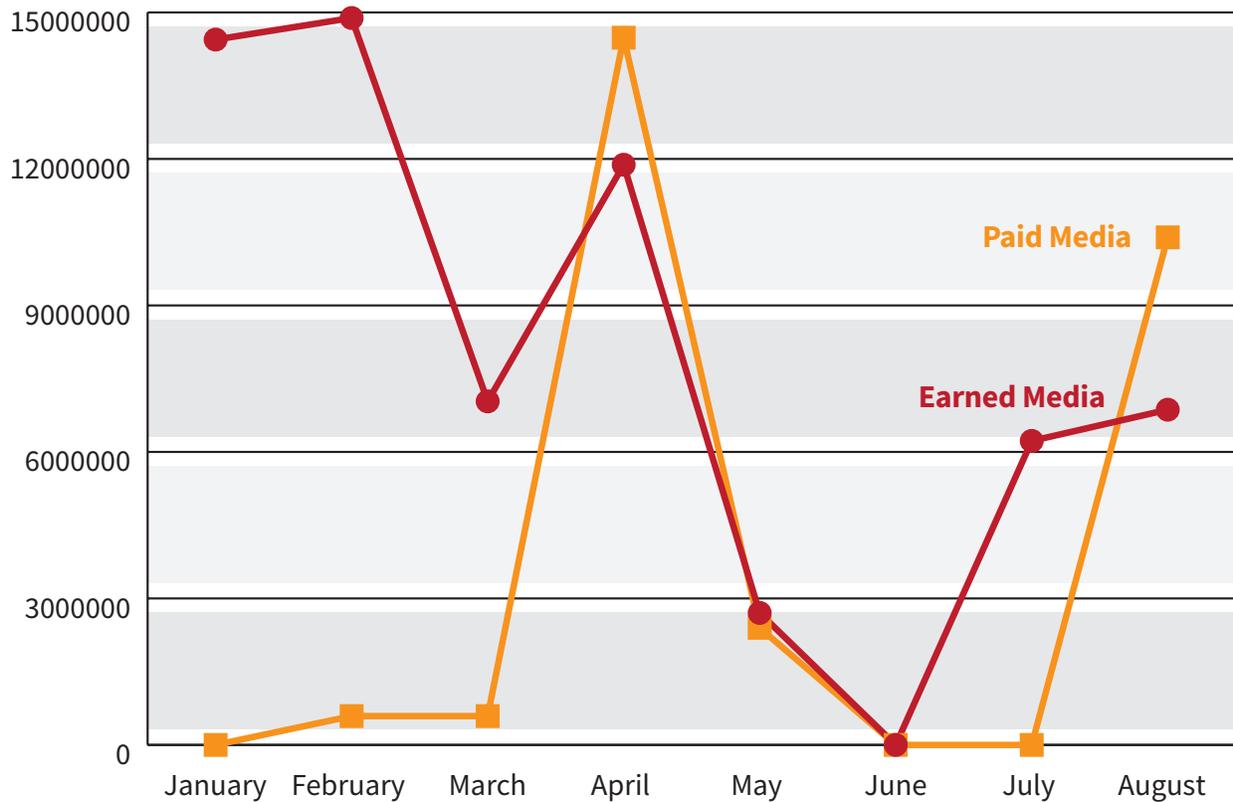
2016 DHSMV Campaign Outreach



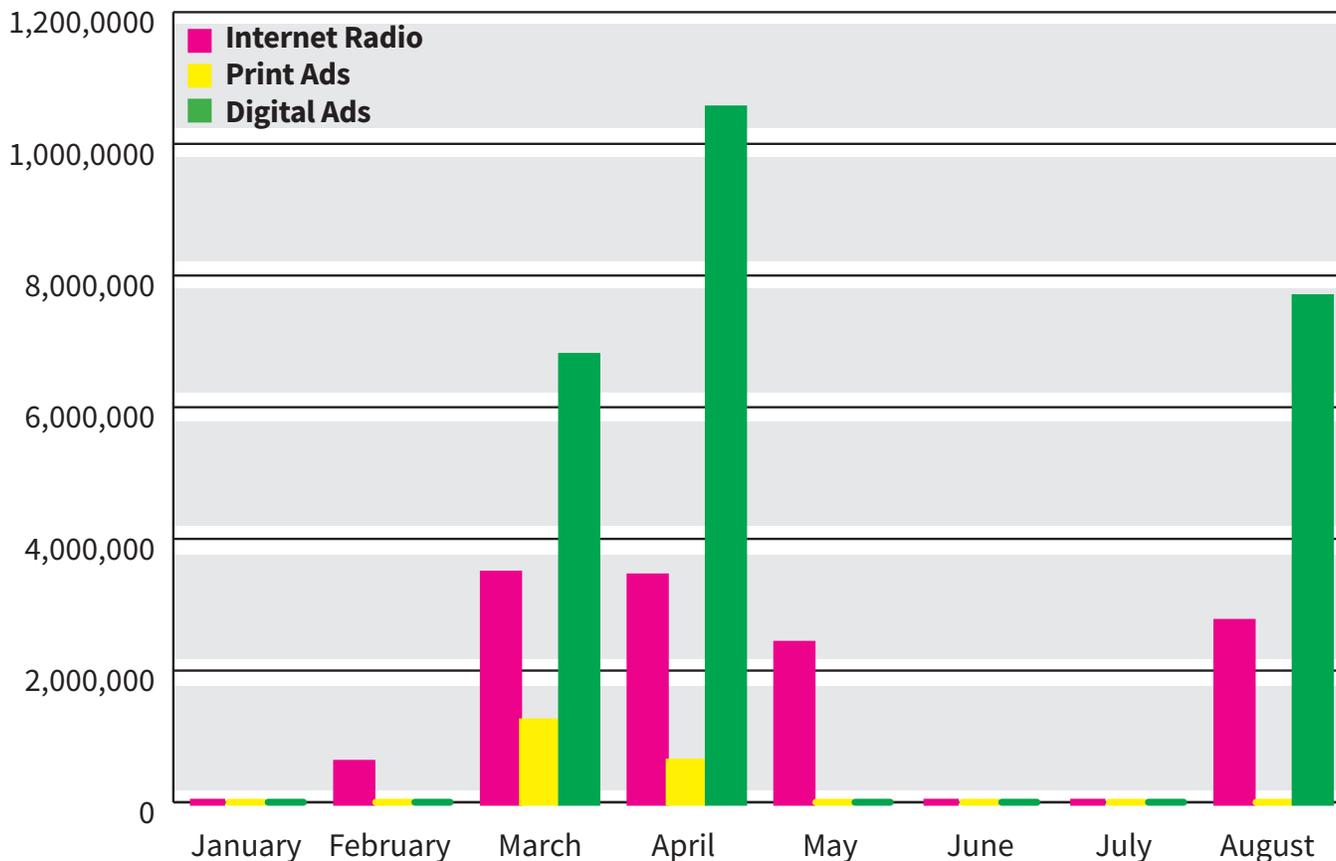
Facebook & Twitter Impressions



Media Reach*



Paid Media Reach*



Please note that during the months of **January, June and July the department did not purchase any paid media. **Media Reach** and **Paid Media Reach** do not include billboard advertisements.*

Please note that January, March, April, May and July campaigns were month-long. The February campaign only ran for a week. As we move through the 2016 evaluation process the initial 1:1 ratio of campaigns may not be as reliable. There was no A-level campaign in June.

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