

# Child Safety Awareness Month: *Protect Your Precious Cargo* Campaign Evaluation Report

## CHILD SAFETY AWARENESS MONTH



**#ChildSafetyFL**    **#ArriveAliveFL**



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



## Background

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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 (FHP). The department's Office of Communications coordinates with program areas, including the Office of Driver Safety, to manage and implement all of the department's safety and education campaign initiatives to educate the public regarding all aspects of safety on and around Florida's roads.

In 2016, there were 134,790 children ages 0 to 17 involved in a crash in Florida resulting in 1,664 serious bodily injuries (SBI) and 161 fatalities. The number of child fatalities increased 11 percent from 2015 to 2016, less than the increase from 2014 to 2015 at 19 percent. The number of child fatalities in August 2016 was 38 percent less than the monthly average of 17.5 child fatalities in 2016. There were 13,673 drivers under age 18 involved in crashes in 2016, resulting in 225 SBI and 12 fatalities. In 2015, there were 12,873 drivers under 18 involved in crashes, resulting in 220 SBI and 17 fatalities.

The Dori Slosberg and Katie Marchetti Safety Belt Law, effective June 30, 2009, requires that all drivers, all front seat passengers and all passengers under the age of 18, fasten their safety belts or use child restraint devices.<sup>1</sup> Florida law requires children aged five and under to be secured by properly using a crash-tested, federally-approved child restraint device. Florida law also requires children through age three to be in a separate carrier or integrated child restraint device and children age four through five to be secured in a separate carrier, an integrated child seat or booster seat.<sup>2</sup> In 2016, 40 percent of children killed in crashes in vehicles where seat belt use is required were not wearing any type of restraint.

In 2016, 987 bicyclists and 1,104 pedestrians under the age of 18 were involved in a crash, with 95 sustaining SBI and nine fatalities. A school bus was directly involved in 14 percent of all children-involved crashes in 2016. On July 1, 2017, the Cameron Mayhew Act took effect which increases the minimum penalty for drivers who illegally pass a stopped school bus, resulting in the injury or death of another person. It includes a \$1,500 fine and one-year driver license suspension. Cameron Mayhew was killed by a motorist that failed to stop as he walked to his stopped school bus in 2016.

Florida law<sup>3</sup> states that a parent, legal guardian or other person responsible for a child younger than six years of age must not leave the child unattended or unsupervised in a motor vehicle for a period in excess of 15 minutes, or for any period of time if the motor of the vehicle is running, the health of the child is in danger or the child appears to be in distress. A study by researchers at San Jose State University<sup>4</sup> showed that, on average, 38 children die each year as a result of heatstroke after being left in a closed vehicle. The same study notes that since 1998, 77 child heatstroke deaths have occurred in Florida for this reason, more than any other state except Texas. There were 114 citations issued in 2016 for leaving a child unattended in a motor vehicle and 82 for leaving a child unattended in a motor vehicle longer than 15 minutes.

Throughout the Child Safety Awareness Month campaign in August, the department educated the public regarding all aspects of child safety, including:

- Buckle Up – Seat belt Usage for Children
- School Bus, School Zone and Bicycle/Pedestrian Safety
- Heat Stroke Prevention - Don't Leave Children or Pets in Cars
- Teen Driver Safety

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<sup>1</sup> Section 316.614, Florida Statutes

<sup>2</sup> Section 316.613, Florida Statutes

<sup>3</sup> Section 316.6135, Florida Statutes

<sup>4</sup> Noheatstroke.org- Department of Meteorology and Climate Science at San Jose State University

## Objectives

The department exceeded all 2017 campaign objectives, which had been increased from the 2016 campaign.

- ☑ Secure at least 25 news stories from the department-disseminated press release.  
*2017: Secured 32 news stories with at least 952,401 potential views.*  
*2016: Secured 19 news stories with at least 444,184 potential views.*
- ☑ Conduct media relations outreach with at least two consumer reporters in campaign target areas and obtain in-depth news coverage in those target areas, i.e. a press conference.  
*2017: Conducted broadcast radio interviews in Broward County.*  
*2016: Conducted a press conference in Fort Myers with the Florida Department of Children and Families.*
- ☑ Obtain at least 300,000 impressions on department social media channels.  
*2017: Obtained 269,963 organic impressions and 5,119,251 paid impressions on social media.*  
*2016: Obtained 276,666 impressions.*
- ☑ Garner more than 30,000 visits to the Child Safety campaign web pages on www.flhsmv.gov.  
*2017: Garnered 44,658 total pageviews.*  
*2016: Garnered 30,793 total pageviews.*
- ☑ Disseminate campaign message through targeted advertisements and earn at least 30 million impressions.  
*2017: Earned over 52 million impressions through online and radio advertisements.*  
*2016: New for 2017, no comparable campaign objective in 2016.*
- ☑ Offer car seat installations and safety checks at FHP troop locations statewide.  
*2017: Earned over 52 million impressions through online and radio advertisements.*  
*2016: Offered car seat installations and safety checks in all FHP troops with five appointment dates.*
- ☑ Engage with at least two partners in a new and different way.  
*2017: Conducted Instagram campaign with seven campaign partners throughout the month.*  
*2016: New for 2017, no comparable campaign objective in 2016.*

## Target Market

English and Spanish speaking parent motorists aged 20-40 (highest numbers of citations issued to women, aged 21-27) in counties with the highest numbers of crashes, fatalities and citations, including: Broward, Duval, Escambia, Hillsborough, Lee, Leon, Manatee, Miami-Dade, Orange, Osceola, Palm Beach, Pasco, Pinellas, Polk, St. Lucie, Sarasota and Volusia counties.

## Budget: \$55,500

- Online Advertisements (English and Spanish): up to \$30,000
- Online and/or Broadcast Radio Advertisements (English and Spanish): up to \$20,000
- Promotional Item for PAOs/partners with Arrive Alive message: up to \$5,000
- Printing and Mailing: up to \$500

## Expenditures: \$54,808.20

- Online Advertisements (English and Spanish): \$30,000
- Online Radio Advertisements (English and Spanish): \$20,000
- Promotional Item for PAOs/partners with Arrive Alive message: \$4,725
- Printing and Mailing: \$83.20

## Evaluation

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The department led the Child Safety Awareness Month campaign from August 1 to 31, 2017, to remind everyone to drive safely with and around children so everyone can *Arrive Alive*. The Child Safety Awareness Month campaign paid media garnered more than 52 million impressions through online advertisements and radio advertisements. Throughout the month, the campaign garnered 36 news stories in newspapers, local news channels or local radio stations statewide, with at least 952,400 views across multiple platforms. The department used its Facebook, Twitter and Instagram accounts to promote the Child Safety Awareness Month campaign, posting content a total of 108 times and delivering a minimum of 269,963 impressions. The Child Safety Awareness Month campaign web pages on FLHSMV.gov received 44,658 page views. In addition, FHP Public Affairs Officers (PAO) conducted community safety events throughout Florida to spread the Child Safety Awareness Month campaign message to 13,652 people.

Media	Views
Paid	52,673,187
Earned	952,400
Social	269,963
Partner Outreach	44,658
FLHSMV.gov	13,652
Community Safety Events	959
<b>TOTAL</b>	<b>53,954,819</b>

## Branding and Design

The department updated the Child Safety Awareness Month campaign artwork and branding for 2017, using stronger colors and more photographic images to communicate messaging. The new artwork was used across platforms, in online advertisements, in online radio advertisements, social media, FLHSMV.gov and in all posters distributed to partners and stakeholders.

2016

Logo



Radio Ad and Social Media Graphics



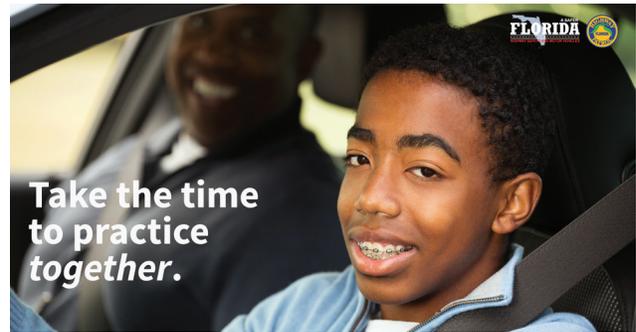
Online Ad and Motor Vehicle Network Graphics



Logo



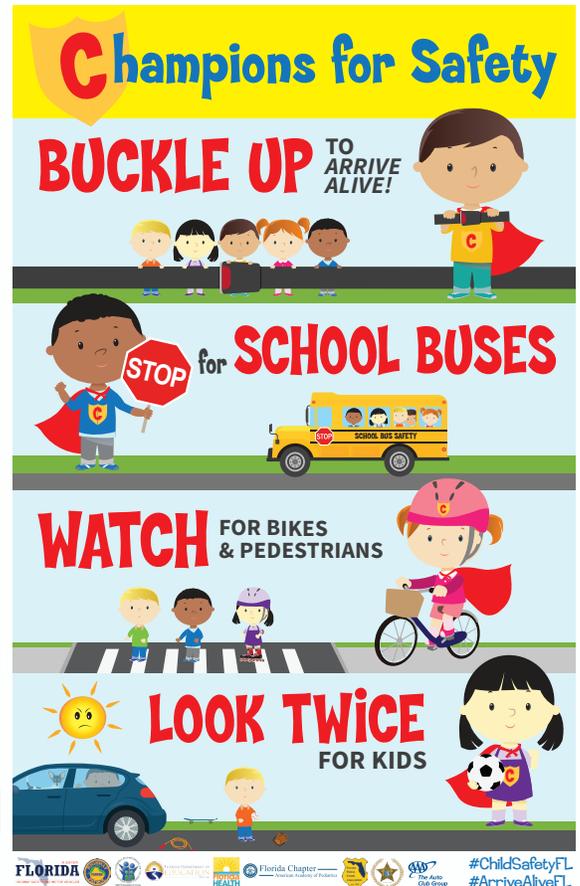
Social Media Images



Online Ads



Poster



## Paid Media

### Online Advertisements

The department contracted with a full-service digital advertising agency to implement the Child Safety Awareness Month campaign advertisements, targeted to English and Spanish-speaking motorists, aged 20-40 in Florida, in counties with the highest numbers of child related crashes, fatalities and citations, including: Broward, Duval, Escambia, Hillsborough, Lee, Leon, Manatee, Miami-Dade, Orange, Osceola, Palm Beach, Pasco, Pinellas, Polk, St. Lucie, Sarasota and Volusia. The advertisements provided education and awareness to Florida’s parents and child caregivers about the importance of child safety on and around Florida’s roads. The online advertisements made almost 50 million impressions at an average cost per 1,000 impressions of \$2.74 and 14,376 interactions or clicks for an average cost-per-click (CPC) of \$1.41.

Online Advertisements	Total Impressions	CPM	Total Clicks	CPC
Google Adwords Display Network	44,720,737	\$0.17	12,116	\$0.63
Facebook/Instagram	5,032,462	\$0.53	853	\$3.13
Twitter	86,789	\$7.52	1,407	\$0.46
<b>TOTAL/AVERAGE</b>	<b>49,839,988</b>	<b>\$2.74</b>	<b>14,376</b>	<b>\$1.41</b>

### Google AdWords Display Network

The department purchased English and Spanish online advertisements using the Google AdWords Display Network,<sup>5</sup> which made more than 44 million impressions and 12,000 clicks on more than 57,000 websites. Although there were 47 percent of clicks in which gender was unknown, 60 percent of the clicks were from females. Of the 50 percent of clicks in which age was known, 95 percent were age 25-44. Of all the clicks, 52 percent all came from parents; the parental status was unavailable for the remaining 48 percent.

The locations with the highest impression counts were Orange (13 million impressions), Miami-Dade (6 million impressions) and Hillsborough (2.7 million impressions) counties. In order to reach the department’s target market, ad groups and affinity audiences were created to reach people with specific interests; the top five were: family-focused, babies & toddlers, home and book, news, children & TV websites, and vans & mini-vans. The family-focused affinity audience garnered the most impressions (25,985,101) and clicks (4,245).

Advertisements included static and more dynamic HTML5 animated advertisements in multiple sizes in order to be optimized across devices used including desktop, tablet or mobile. When clicked, the advertisements would take the user to the Child Safety Awareness Month campaign web page or subpage, including Safety Belts & Child Restraints, School Bus Safety, Bicycle & Pedestrian Safety, Car and Driveway Safety or Teen Drivers. The page with the most sessions (8,975) was the main web page, with Car and Driveway, Safety Belts & Child Restraints and Bicycle & Pedestrian Safety next with 1,792, 1,486 and 1,292 sessions respectively. The advertisement size that garnered the most impressions was the 320x50 animated GIF. The vendor monitored the performance of all advertisements to make sure that funds were allocated to the advertisements that performed the best throughout the campaign.

320x50 Animated GIF Advertisement

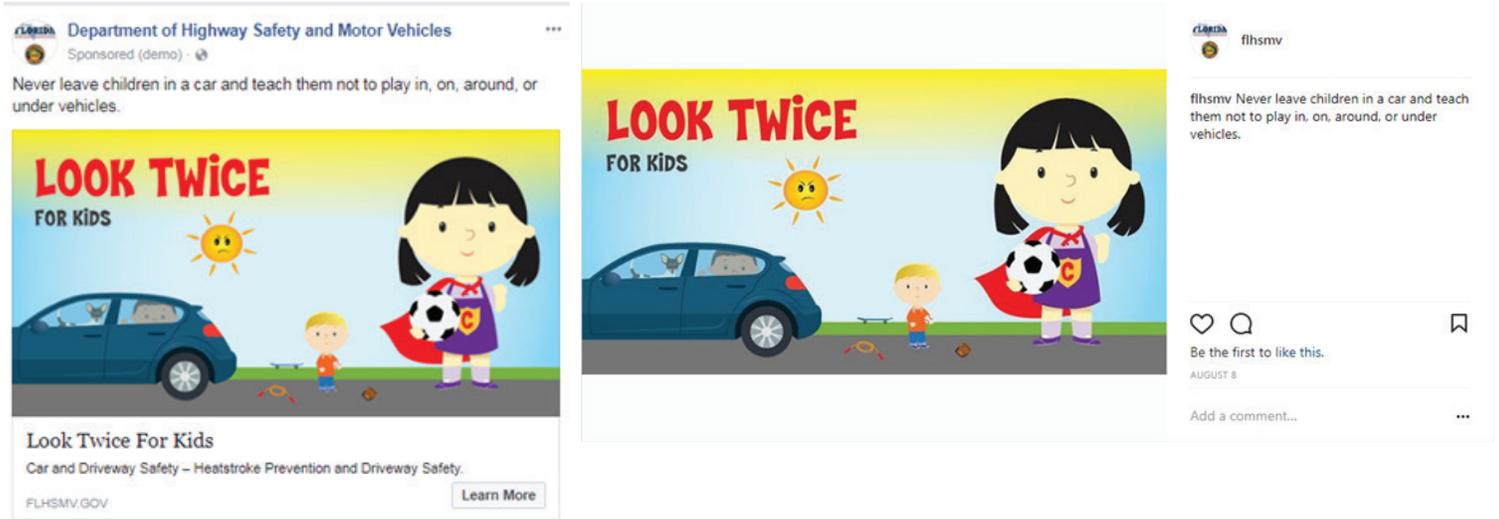


<sup>5</sup> The Google Display Network allows advertisers to connect with users on a variety of ad formats across the digital universe. This network spans over two million websites that reach over 90 percent of people on the Internet. It reaches people while they’re browsing their favorite websites, watching a YouTube video, checking their Gmail account or using mobile sites and apps.

## Facebook/Instagram

The department ran advertisements on Facebook and Instagram in English and Spanish, resulting in more than 5 million views. During the campaign, 834 people took action on these advertisements, with 853 clicks. The Facebook advertisements for child safety, when clicked, would take the user to the different Child Safety Awareness Month campaign web pages for more information on Safety Belts & Child Restraints, School Bus Safety, Bicycle & Pedestrian Safety, Car and Driveway Safety or Teen Drivers. The Facebook ad with the most impressions was the ‘Look Twice for Kids’ ad that linked to the Car & Driveway safety page, with 136,963 people reached and 238 link clicks.

### Facebook/Instagram Advertisements



## Twitter

The department also ran advertisements on Twitter in English and Spanish, garnering 86,811 impressions and 1,411 link clicks. The Twitter advertisements included campaign graphics that, when clicked, would take the user to the different Child Safety Awareness Month campaign web pages for more information on Safety Belts & Child Restraints, School Bus Safety, Bicycle & Pedestrian Safety, Car and Driveway Safety or Teen Drivers.

The most successful Twitter advertisement in terms of impressions and clicks included the ‘Buckle Up to Arrive Alive’ graphic and linked to the Safety Belts and Child Restraints page. It received 151,221 impressions and 3,380 link clicks. The tire safety Twitter ad received 23,418 impressions, 428 Tweet engagements and 422 link clicks.

### Most Successful Twitter Advertisement



## Online Radio Advertisements

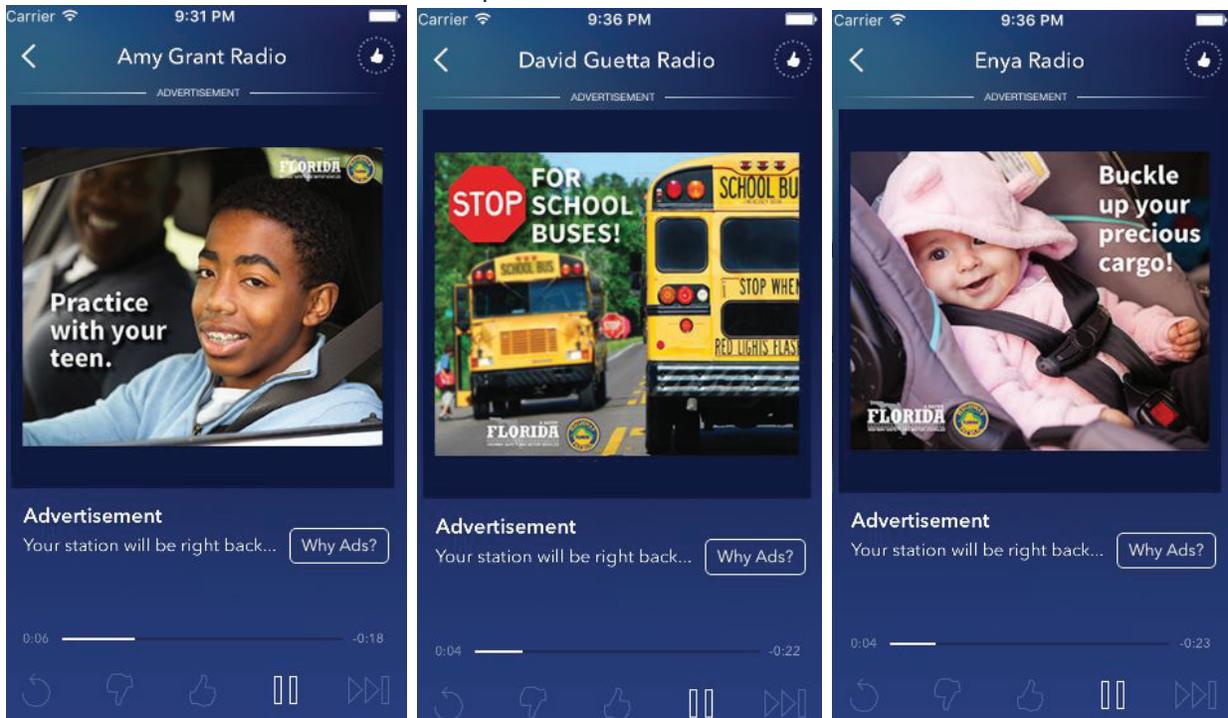
The department contracted with an internet radio company to run Child Safety Awareness Month campaign online radio advertisements, targeted to parents aged 21-44 with children 17 and under throughout Florida. There were three different audio spots for the radio advertisements, one for parents of teens, one for parents about seat belts and one for all motorists:

1. Help your teen reach the exciting, and sometimes daunting, milestone of getting their first driver license. Teens must practice for at least 50 hours with a licensed driver 21 years of age before their first solo drive. Set them on the road for lifelong safety and help ensure they always Arrive Alive! *This message brought to you by the Florida Department of Highway Safety and Motor Vehicles and the Florida Highway Patrol.*
2. In Florida, children under age 18 must be buckled up no matter where they are seated in a vehicle. Children under 13 must ride in the backseat, and children under six must ride in a car seat or booster seat. Is your child properly buckled in? The Florida Highway Patrol offers free car seat checks and installations. Make you're your precious cargo is safely secured every time to Arrive Alive. *This message brought to you by the Florida Department of Highway Safety and Motor Vehicles.*
3. This month, as children head back to school, it is critical that you adjust your driving behavior to account for more children on the road. Slow down in school zones, follow instructions from crossing guards, and properly stop for school buses. No trip in a vehicle is routine, especially with children. Let's make sure you and all of Florida's children Arrive Alive! *This message brought to you by the Florida Department of Highway Safety and Motor Vehicles and the Florida Highway Patrol.*

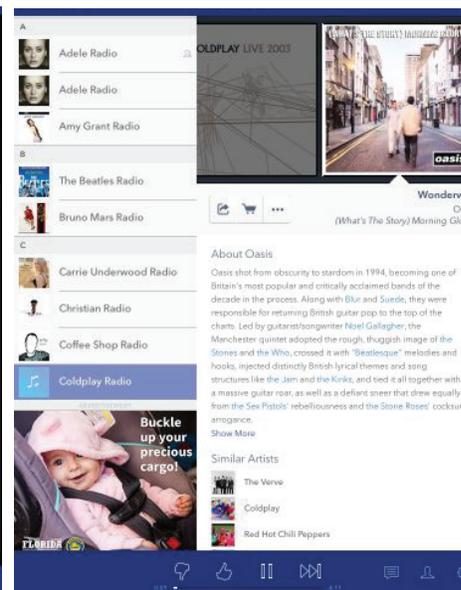
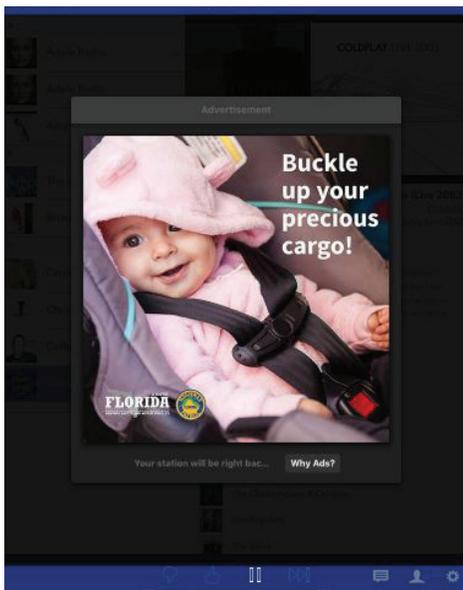
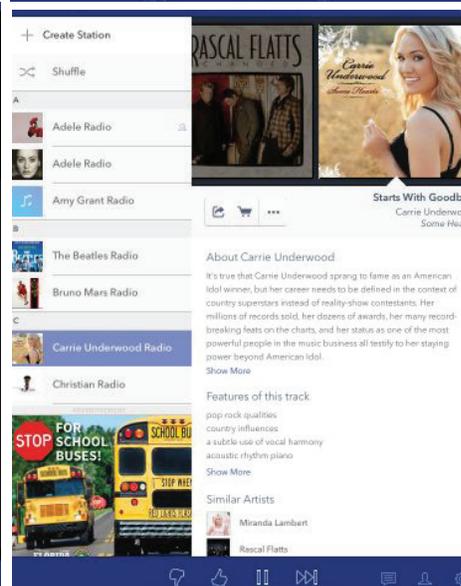
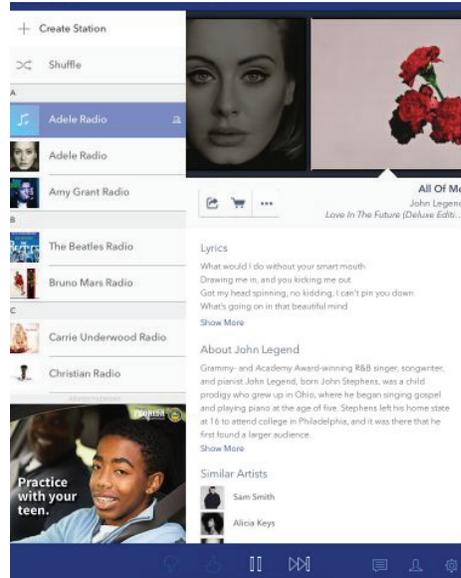
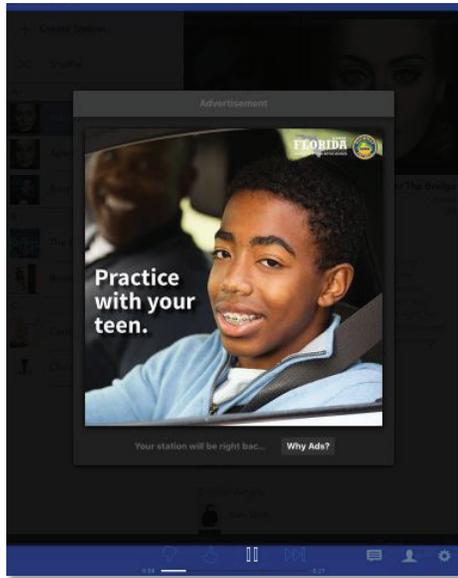
The radio advertisements made 2,464,199 impressions through online streaming audio, overdelivering from the estimated impressions by 25,000 impressions.

Radio Format	Contracted Impressions	Total Impressions	Clicks
Mobile Audio :30 with Companion Banner	1,061,987	1,073,141	919
Audio Everywhere :30	473,001	477,804	228
Audio Everywhere :30 - Latin	403,918	408,004	945
Mobile Display with Added Value Banner	500,000	505,250	1,871
Broadcast Radio Added Value	-	369,000	-
<b>TOTAL</b>	<b>2,438,906</b>	<b>2,833,199</b>	<b>3,963</b>

Mobile Audio Companion Banner and Added Value Banners



Audio Everywhere Banners



## Earned Media

The department disseminated a statewide press release for the Child Safety Awareness campaign on August 1, 2017. The following news outlets ran a story about the Child Safety Awareness campaign:

	Date	Publication	Title	Readership
1	8/1/2017	<i>Chipley Bugle</i>	As children go back to school in August, focus on child safety	Online circulation 2,235
2	8/1/2017	WWSB	Drivers reminded about child safety as first day of school approaches	Online circulation of 20,212
3	8/1/2017	WTLX	Drivers reminded about child safety as first day of school approaches	Online circulation of 19,831
4	8/2/2017	<i>Palm Beach Post</i>	When is it safe to pass a school bus? Back-to-school traffic laws explained	Monday-Friday circulation of 160,506
5	8/2/2017	WINZ	Radio Talk Show Traffic Safety Segment - Seat Belts for children, Children Involved in crashes, Road Rage	9,686 average daily listeners
6	8/3/2017	<i>Cape Coral Daily Breeze</i>	A new school year	Online circulation of 6,900
7	8/3/2017	<i>Cape Coral Daily Breeze</i>	New school year safety tips to keep in mind	Online circulation of 6,900
8	8/4/2017	<i>The Belle Glades Sun</i>	As children go back to school focus on child safety	482 unique daily web visitors
9	8/4/2017	<i>The Clewiston News</i>	As children go back to school focus on child safety	Online circulation 2,641
10	8/5/2017	WPEC	FDOT provides Back to School traffic safety tips	Online circulation of 19,655
11	8/9/2017	<i>Pine Island Eagle</i>	New school year safety tips to keep in mind	Online circulation of 1,325
12	8/9/2017	WZVN	950 Lee County drivers speed past school buses in 1 day	Online circulation of 2,311
13	8/9/2017	WTVT	First Day of School Reminder: School Bus Rules	Online circulation of 19,569
14	8/9/2017	WINZ	Radio Talk Show Traffic Safety Segment - School Zones and School Bus Safety and other traffic safety topics	9,686 average daily listeners
15	8/10/2017	<i>Space Coast Daily</i>	Heads up: School Starts Today, Please remember these motorists and school bus safety tips	4,839 unique daily web visitors
16	8/10/2017	<i>Lehigh Acres Citizen</i>	Safety Tips to keep in mind with school year's start	Daily circulation of 7,368
17	8/10/2017	<i>North Escambia</i>	School Bus Safety and Traffic Laws	Online circulation of 12,600
18	8/11/2017	WWSB	Back-to-school safety starts with you	Online circulation of 20,212
19	8/11/2017	WPEC	Law enforcement gear up for back to school safety	Online circulation of 19,655
20	8/11/2017	<i>Fort Myers News-Press</i>	An 83-year-old school bus driver in Lee County is off the road, but not out of a job	Monday-Friday circulation of 84,886
21	8/13/2017	<i>Sarasota Herald Tribune</i>	Sarasota County students return to school Monday	Sunday circulation of 119,586
22	8/14/2017	<i>Palm Beach Post</i>	AAA warns drivers to slow down, use caution as school year starts	Monday-Friday circulation of 160,506
23	8/15/2017	WTLX	Bus with children aboard hit by drunk driver	Online circulation of 19,831
24	8/15/2017	WPEC	School bus crashes costing county taxpayers	Online circulation of 19,655
25	8/16/2017	<i>Lehigh Acres Citizen</i>	FHP: Student hit while waiting for school bus	Daily circulation of 7,368
26	8/16/2017	<i>The Wakulla County News</i>	State reminds drivers to be safe around school	Online circulation 6,200
27	8/16/2017	<i>Northwest Florida Daily News</i>	Man hits bus carrying 12 children	Online circulation 19,910

Florida Department of Highway Safety and Motor Vehicles

	Date	Publication	Title	Readership
28	8/17/2017	WWSB	Safety reminders issued after students hit by vehicles	Online circulation of 20,212
29	8/17/2017	North Escambia	Driver caught on camera passing school bus on shoulder	Online circulation of 12,600
30	8/17/2017	WINZ	Radio Talk Show Traffic Safety Segment - Back to School, School Zones and seat belts, Driving tips during the eclipse, Drive Sober or Get Pulled Over	9,686 average daily listeners
31	8/23/2017	WINZ	Radio Talk Show Traffic Safety Segment - Teen Drivers, Seat belts, Road Rage	9,686 average daily listeners
<b>31 TOTAL STORIES</b>				<b>at least 836,738</b>

The following news outlets televised or broadcasted stories about the campaign:

	Date	Media Outlet	TV Station	Local Market Viewership	Local Publicity Value
1	8/1/2017	WWSB (ABC) - Tampa Bay, FL	ABC 7 (Time Unavailable)	20,567	\$1,601.32 per 30 sec.
2	8/10/2017	WBBH-FTM (NBC) - Fort Myers, FL	NBC 2 News at 6am on WBBH-FTM	11,203	\$759.69 per 30 sec.
3	8/10/2017	WBBH-FTM (NBC) - Fort Myers, FL	NBC 2 News at noon on WBBH-FTM	21,497	\$1,170.9 per 30 sec.
4	8/15/2017	WPEC (CBS) - West Palm Beach	CBS 12 News - 6:00	56,361	\$3,295.36 per 30 sec.
5	8/8/2017	WZVN - FTM (ABC) - Fort Myers, FL	ABC7 News @ 9am	6,034	\$365.39 per 30 sec.
<b>TOTAL STORIES: 5</b>				<b>115,662</b>	<b>\$7,192.66 per 30 sec.</b>

## Social Media

The Child Safety Awareness campaign content made a total of 454,340 organic or unpaid impressions on department social media platforms during the month August. Child Safety campaign content on Facebook made 89,874 impressions, Twitter made 85,432 impressions and Instagram made 42,830 impressions. Facebook, Twitter and Instagram made 3,655 engagements throughout the campaign.

### Facebook

At the start of the campaign, the department's Facebook page had 18,368 likes. Over the course of the Child Safety Awareness campaign, the department gained 127 new likes, totaling 18,495 by August 31, 2017. The department's 28 Child Safety campaign related posts garnered a total of 89,874 impressions. The average Child Safety campaign post reached 1,907 unique users and made 1,648 total engagements.

The most popular campaign post included safety information for pregnant women on safely buckling up. This post from August 31 garnered 5,235 impressions, 94 engagements, reached 2,704 unique users and engaged with 70 unique users.



### Twitter

At the start of the Child Safety Awareness Month campaign, the department's Twitter account had 9,886 followers. By August 31, 2017, the department gained 163 new followers, totaling 10,049 followers. The department tweeted Child Safety Awareness Month campaign content 38 times and campaign-specific tweets garnered 85,432 impressions and 801 engagements.

The most popular campaign tweet was from the Department of Education for the Instagram partner campaign and garnered 4,924 impressions and 32 engagements.



### Instagram

At the start of the Child Safety Awareness Month campaign, the department's Instagram account had 9,398 followers. By August 31, 2017, the department gained 107 new followers, totaling 9,505 followers. The department posted 31 photos for the Child Safety Awareness Month campaign, garnering 42,830 impressions and 1,131 engagements. The average campaign Instagram post reached 1,101 unique Instagram users.

To foster higher engagement and partner relations, the department conducted an Instagram Takeover campaign for the month of August with seven campaign partners. As part of the @FLHSMV Child Safety Instagram Takeover, the department invited partners to provide pictures that exemplify the best visual representation of how their organization supports child

safety on Florida roads. The pictures were the only ones featured on the department’s Instagram on that day. The pictures were also compiled and promoted on the @FLHSMV Facebook and @FLHSMV Twitter accounts.

Florida Department of Health



flhsmv Make sure to stay tuned with us tomorrow as @florida.health takes over our channel for Child Safety Awareness Month! Learn valuable child safety tips including heatstroke preventions and helmet tips for your children. #ChildSafetyFL

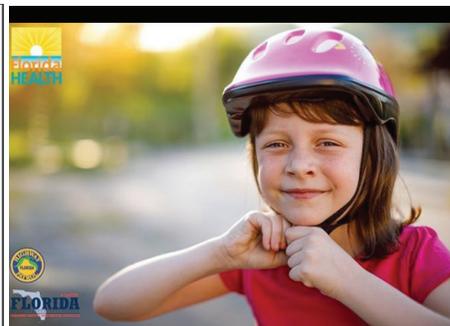
19 likes  
AUGUST 14  
Add a comment...

Follow us: @FLHSMV @florida.health



flhsmv @florida.health: Make sure you #LookBeforeYouLock! A good #tip would be to leave your phone in the backseat, so you don't forget the little ones. #ChildSafetyFL keauty7 Nice! :)  
deborahlove56 Keeping children safe is very good and I just want to say thanks to the people at the children Advocate Center in sebring in highlands county Florida for being their for all children.

30 likes  
AUGUST 15  
Add a comment...



flhsmv @florida.health: A poorly fitted helmet can give you a false sense of security. Be sure that your child's helmet is fitted for them and the sport. #HelmetSafety #ChildSafetyFL

18 likes  
AUGUST 15  
Add a comment...



flhsmv @florida.health: It's still HOT in #FL! Take the time to double check your back seat and don't leave your baby alone in the car—even a few minutes can raise temps 20+ degrees! #LookBeforeYouLock #ChildSafetyFL

24 likes  
AUGUST 15  
Add a comment...



flhsmv @florida.health: A helmet should be worn so that it is level on the head and covers the forehead, not tipped forward or backwards. Ensure that you and your child have properly fitting helmets before starting your trek. #HelmetSafety #ChildSafetyFL

28 likes  
AUGUST 15  
Add a comment...

Florida Sheriffs Association

The most successful Child Safety Awareness Month campaign Instagram post in terms of impressions and engagement was the Instagram Takeover photo from the Florida Sheriffs Association on August 18 with Sergeant Philip Reynolds from the Flagler County Sheriffs Office. This post garnered 2,072 impressions, with 157 engagements (likes and comments).



flhsmv #FLSheriffs: It's all about education, and it starts with our children. Deputy Steve Williams and volunteer Manlym Whitford are shown here educating their community about the Mounted Posse, a non-profit group of volunteers that dedicate their time to helping the @flaglercountysheriffsoffice. The posse members use their personal horses for Sheriff's Office duties such as patrolling parking lots, search and rescue, public relations, parade detail, training sessions

42 likes  
AUGUST 18  
Add a comment...



flhsmv #FLSheriffs: Protecting Florida's future by providing a safe environment for our youth is a primary goal of the Florida Sheriffs Association. Teaching children about safety is one of our favorite parts of our jobs, as Sergeant Philip Reynolds from @flaglercountysheriffsoffice shows here. #ChildSafetyFL

157 likes  
AUGUST 18  
Add a comment...

Florida Department of Education



**@FLHSMV**  
Instagram Takeover



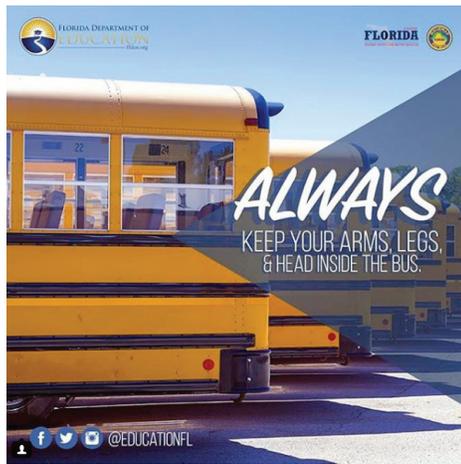
flhsmv

flhsmv Make sure to stay tuned with us tomorrow as @educationfl takes over our channel for Child Safety Awareness Month! They'll be posting all about back to school #ChildSafetyFL



**FLORIDA DEPARTMENT OF EDUCATION**  
fldoe.org

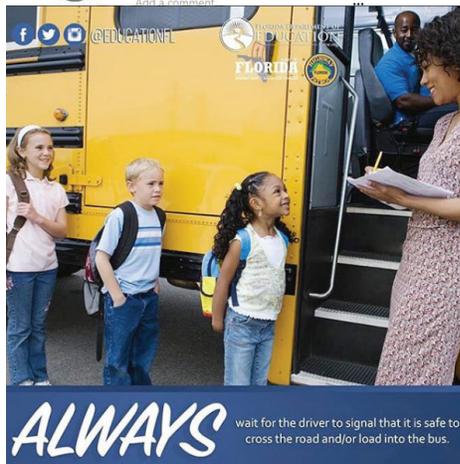
Follow us: **@FLHSMV**  
**@educationfl**



flhsmv @educationfl: Riding the school bus can be a blast, but ALWAYS keep your arms, legs and head inside the bus. #FLedu #ChildSafetyFL

28 likes  
AUGUST 22

Add a comment...



flhsmv @educationfl: We're excited to be back in school as well, but #FLStudents remember: ALWAYS wait for the driver to signal that it is safe to cross the road and/or load into the bus. #FLedu #ChildSafetyFL robertcardinalwarmuth Good advice. People don't always stop and the bus driver has the best vantage point over the situation.

32 likes  
AUGUST 22

Add a comment...



flhsmv @educationfl: Safety first #FLStudents! NEVER walk behind the bus or along the side of the bus. #FLedu #ChildSafetyFL

22 likes  
AUGUST 22

Add a comment...



flhsmv @educationfl: With the beginning of the school year, #FLstudents riding the school bus - don't forget to ALWAYS remain seated and keep the aisles clear! #FLedu #ChildSafetyFL

34 likes  
AUGUST 22

Add a comment...

Florida Department of Children and Families



**@FLHSMV**  
Instagram Takeover



flhsmv

flhsmv Make sure to stay tuned with us tomorrow as the Florida Department of Children and Families takes over our channel for the day for Child Safety Awareness Month! They'll be posting all about heatstroke prevention for #ChildSafetyFL #MyFLFamilies



**FLORIDA DEPARTMENT OF CHILDREN AND FAMILIES**  
MYFLFAMILIES.COM

Follow us: **@FLHSMV**



deborahlewis56  
Heatstroke prevention for children. I love the ideas on safety for children

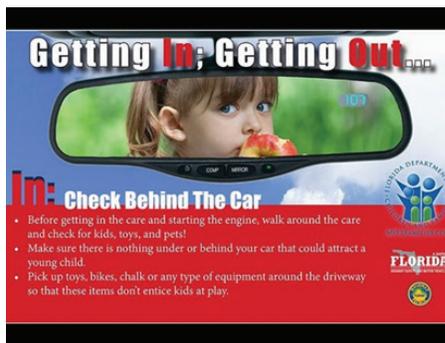
21 likes  
AUGUST 22

Add a comment...



flhsmv  
 flhsmv #MyFLFamilies: Never leave a child alone in a car. Always check the backseat before exiting the vehicle. #LookBeforeYouLock #ChildSafetyFL

19 likes  
 AUGUST 23



flhsmv  
 flhsmv #MyFLFamilies: Walk around your vehicle before starting the engine to ensure there is nothing under or behind your car. #ChildSafetyFL

16 likes  
 AUGUST 23



flhsmv  
 flhsmv #MyFLFamilies: Always check your backseat. Place something important in the backseat as a reminder. #LookBeforeYouLock #ChildSafetyFL

22 likes  
 AUGUST 23

Florida Police Chiefs Association



Follow us: @FLHSMV



flhsmv  
 flhsmv Make sure to stay tuned with us tomorrow as the Florida Police Chiefs Association post on our channel for Child Safety Awareness Month! They'll be posting how their members are working for #ChildSafetyFL all around our state.

49 likes  
 AUGUST 23



flhsmv  
 flhsmv #FPCA: It's August, which means kids are probably walking back to school in your community. The @WinterParkPD says teleportation isn't an option, so please pay attention! #ChildSafetyFL

331 views  
 AUGUST 24



flhsmv  
 flhsmv #FPCA: Keeping kids safe on and around roads takes a village of people paying attention, just like the @stpetepd and its partners! #ChildSafetyFL

309 views  
 AUGUST 24



flhsmv #FPCA: School is back in session, and drivers must pay attention to school buses, school zones and pedestrians. The @sarasotapolicedept says if you don't, it could cost you! #ChildSafetyFL  
 carlinhascp This sort of penalty is not enough



flhsmv #FPCA: Do you have the right equipment to keep your kids safe in the car? If you're not sure, please ask your police department or other law enforcement agency to check. Here, members of the @kissimmee police help parents safely install a car seat. #ChildSafetyFL



flhsmv #FPCA: @pinellasparkpd wants you to SLOW DOWN- kids are around! #ChildSafetyFL

DHSMV Office of Driver Safety

REQUIRED TEEN DRIVER PRACTICE

**LEARNER's License**  
 Must have at least  
**50** hours  
 driving experience prior to getting driver license, and 10 hours should be at night

flhsmv #OfficeofDriverSafety: Practice safe driving. Teens must have at least 50 hours of driving experience with a licensed driver 21 years of age or older in the passenger seat before getting their driver license! #ChildSafetyFL #TeensArriveAliveFL

TEEN DRIVER CURFEW

**LEARNER's License**

**Daylight Hours**  
 first 3 months of issuance

Until 10PM after first 3 months and **ALWAYS** accompanied by a licensed driver 21+

flhsmv #OfficeofDriverSafety: For their safety, if your teen just got their learner's license, remember they can only drive during daylight hours for the first three months. #ChildSafetyFL #TeensArriveAliveFL

TEEN DRIVER CURFEW

**16** with DRIVER License

**11PM to 6AM**

Unless driving to or from work **OR** accompanied by a licensed driver 21+

flhsmv #OfficeofDriverSafety: Curfews are set for your teen's safety - 16 and 17 year old drivers holding a driver license must not drive between 11 p.m. and 6 a.m. and 1 a.m. and 5 a.m. respectively unless driving to or from work, or with a licensed driver age 21 or older. #ChildSafetyFL #TeensArriveAliveFL  
 andinadrivingschool  
 carlinhascp This is so cool! Thank you carlinhascp @zoeycaterina\_ you should follow this page  
 houstonclm\_ Can you report someone breaking the curfew?

TEEN DRIVER CURFEW

**17** with DRIVER License

**1AM to 5AM**

Unless driving to or from work **OR** accompanied by a licensed driver 21+

flhsmv #OfficeofDriverSafety: Curfews are set for your teen's safety - 16 and 17 year old drivers holding a driver license must not drive between 11 p.m. and 6 a.m. and 1 a.m. and 5 a.m. respectively unless driving to or from work, or with a licensed driver age 21 or older. #ChildSafetyFL #TeensArriveAliveFL  
 andinadrivingschool  
 carlinhascp This is so cool! Thank you carlinhascp @zoeycaterina\_ you should follow this page  
 houstonclm\_ Can you report someone breaking the curfew?

Florida Chapter of the American Academy of Pediatrics



**@FLHSMV**  
**Instagram Takeover**

flhsmv

flhsmv Make sure to stay tuned with us tomorrow for our last #ChildSafetyFL Instagram Takeover with the Florida Chapter of the American Academy of Pediatrics!



**Florida Chapter**  
American Academy of Pediatrics

Follow us: @FLHSMV



flhsmv #FloridaAAP: Teach your child about bicycle and pedestrian safety! They should be wearing a properly fitting helmet every time they ride. Learn more at fcaap.org/parents. #ChildSafetyFL

23 likes  
AUGUST 30  
Add a comment...



flhsmv #FloridaAAP: Is your child using the correct child restraint? Learn more at fcaap.org/parents. #ChildSafetyFL #BuckleUp

28 likes  
AUGUST 30  
Add a comment...



flhsmv #FloridaAAP: Make sure your kids know how to stay safe on the bus and at bus stops. Learn more at fcaap.org/parents. #ChildSafetyFL

60 likes  
AUGUST 30  
Add a comment...

# FLHSMV.gov

The department reorganized the child safety web page content for the Child Safety Awareness Month campaign and uploaded the new graphics and resources on the campaign topics. The Child Safety Awareness Month campaign web pages received a combined 44,658 page views between August 1 and 31, 2017. The main Child Safety Awareness Month campaign web page received 23,969 pageviews, 20,879 (87 percent) pageviews were from unique web users. The average amount of time that a user spent on any Child Safety Awareness Month campaign web page was 1:55.

The Child Safety Awareness Month campaign web pages included safety tips for safety belt and child restraints, school bus safety, bicycle and pedestrian safety, car and driveway safety, teen driver safety, as well as downloadable campaign materials for social media, print and statewide data.

- Safety Belts and Child Restraints – 9,243 pageviews (8,593 unique)
- School Bus Safety – 5,805 pageviews (5,200 unique)
- Car and Driveway Safety – 2,738 pageviews (2,602 unique)
- Bicycle and Pedestrian Safety – 1,897 pageviews (1,793 unique)
- Child Safety Awareness Campaign Resources – 1,006 pageviews (452 unique)

Google Analytics only recorded clicks for a 27.85 percent sample size of sessions on the web pages, so not all downloads for campaign resources were recorded.<sup>6</sup> The resources with the most downloads were:

1. Parent Handout for Safety Belts and Child Restraints PDF – 747 downloads
2. FHP Car Seat Checks PDF – 133 downloads
3. Parent Handout for School Bus Safety PDF – 111 downloads

## Safety Belts & Child Restraints

### CHILD SAFETY TIPS



**Safety Belts**

- Florida law requires the use of seat belts or child restraint devices by drivers of motor vehicles, all front seat passengers and all children riding in a vehicle under 18.
- Florida's safety belt law is a primary enforcement law, meaning that an officer can stop a vehicle and issue a citation simply for observing a safety belt or restraint violation.
- Children should be in the rear seats until at least age 12, since deployed front seat air bags can be dangerous to children.

**Child Restraints – Car Seats and Booster Seats**

- Florida law requires children age 5 and under to be secured properly in a crash-tested, federally approved child restraint device.
- Children ages 0 to 3 must be in child restraint devices of a separate carrier or a vehicle manufacturer's integrated child seat.
- Children age 4 and 5 must be in a separate carrier, integrated child seat or booster seat.
- The best child seat is one that fits your child, fits your car and that drivers will use correctly every time.
- Read the car seat's instruction manual and the portion of your vehicle's owner manual when you install a car seat.
- Remember to check for car seat and booster seat recalls.
- You can visit a local FHP station to ask a certified trooper to help you install your seat, call your local FHP trooper to set up an appointment.

FLORIDA #ChildSafetyFL #ArriveAliveFL

### FREE Car Seat Installation and Safety Checks

The Florida Highway Patrol offer FREE car seat installation and safety checks at major FHP troop locations throughout the state. Parents and guardians can make appointments by calling any of these local offices:

LOCATION	FHP TROOP	ADDRESS	CONTACT
Davie, FL BROWARD COUNTY	Troop L	14190 State Road 84 Davie, FL 33325	Sgt. Mark Wyszocky 19545 837-8013 MarkWyszocky@flhsmv.gov
Lake City, FL COLUMBIA COUNTY	Troop B	1350 US Highway 90 W. Lake City, FL 32055	Cpt. Michael Burroughs 13861 754-2275 MichaelBurroughs@flhsmv.gov
Jacksonville, FL DUVAL COUNTY	Troop G	7322 Normandy Blvd. Jacksonville, FL 32209-6261	Dylan Bryan 10048 693-5070 DylanBryan@flhsmv.gov
Fort Myers, FL LEE COUNTY	Troop F	10041 Daniels Pkwy. Ft. Myers, FL 33913	L.L. Greg Buano 12799 275-9605 GregBuano@flhsmv.gov
Miami, FL MIAMI-DADE COUNTY	Troop E	1011 NW 111th Ave. Miami, FL 33172	Trooper Jose Sanchez 13053 308-0586 JoseSanchez@flhsmv.gov
Orlando, FL ORANGE COUNTY	Troop D	1233 Semonon Blvd., Suite A Orlando, FL 32807	Trooper Steven Montero 14071 249-6477 StevenMontero@flhsmv.gov
Pensacola, FL ESCAMBIA COUNTY	Troop A	150 W. Stumpfield Rd. Pensacola, FL 32522-7626 P.O. Box 17426	Trooper Corey 18502 484-5000 TrooperCorey@flhsmv.gov
Tallahassee, FL LEON COUNTY	Troop H	2100 Mahan Dr. Tallahassee, FL 32308-6199	Lt. James Shaw Cpl. Patricia Jefferson-Shaw 18501 410-3050/3046 JamesShaw@flhsmv.gov PatriciaJefferson-Shaw@flhsmv.gov
Tampa, FL HILLSBOROUGH COUNTY	Troop C	113305 N. McKinley Dr. Tampa, FL 33612	Sgt. Steve Gaskins 18133 215-1863 SteveGaskins@flhsmv.gov

Parents and guardians should bring their current car seat. Car seats will not be distributed.

For more child safety tips, visit [flhsmv.gov/ChildSafety](http://flhsmv.gov/ChildSafety).

FLORIDA #ChildSafetyFL #ArriveAliveFL

## School Bus & School Zone Safety

### CHILD SAFETY TIPS



**School Bus**

- All drivers moving in either direction on a two-way street must stop for a school bus displaying a stop signal and must remain stopped until the road is clear of children AND the school bus stop arm is withdrawn.
- On a highway divided by a paved median, all drivers moving in either direction must stop for a school bus displaying a stop signal and must remain stopped until the road is clear of children AND the school bus stop arm is withdrawn.
- On a highway divided by a raised barrier or an unpaved median at least five feet wide, drivers moving in the opposite direction do not have to stop for the bus. Painted lines or pavement markings are not considered barriers. However, motorists should slow down and watch for students loading or unloading from the bus.
- Failure to stop for a school bus comes with a minimum fine of \$185 and three points on your driver license. If you pass on the side where children enter and exit, you will receive a minimum fine of \$265.

**School Zone**

- Be alert and watch for children especially near schools, bus stops, school buses and in school parking lots.
- Children on bicycles can be unpredictable and can make sudden changes in direction. Be especially careful when children are present in school zones and residential areas.
- Pay extra attention to the lower speed limits in school zones.
- Watch for and obey signals from school crossing guards.
- Only drive or park in authorized areas to drop off or pick up children at school.

FLORIDA #ChildSafetyFL #ArriveAliveFL

<sup>6</sup> Google Analytics generates number of clicks by using only a percentage or sample of all the clicks on the link.

## Community Safety Events

The department's FHP Public Affairs Officers (PAO) throughout the state hosted and participated in community safety events and discussed topics related to the Child Safety Awareness campaign at 24 events, with a total audience size of 13,652 people.

<b>TROOP A</b>			
<b>Date</b>	<b>Events</b>	<b>Location</b>	<b>Audience</b>
8/1/2017	National Night Out* at the Panama City Mall - Seatbelt Safety using the Rollover Simulator	Panama City	5,000
8/12/2017	Child Seat belt Safety at Live Oak Church	Vernon	200
8/19/2017	Child Seat belt Safety at Agricultural Center	Marianna	200
<b>TOTAL</b>	<b>3</b>		<b>5,400</b>

<b>TROOP B</b>			
<b>Date</b>	<b>Events</b>	<b>Location</b>	<b>Audience</b>
8/12/2017	Back to School Bash at Christ Central Church – Seat belt Safety	Lake City	1,000
<b>TOTAL</b>	<b>1</b>		<b>1,000</b>

<b>TROOP C</b>			
<b>Date</b>	<b>Events</b>	<b>Location</b>	<b>Audience</b>
8/1/2017	National Night Out* at Pinellas Park – K-9 Demo, Motor Unit Demo, Rollover Simulator	Tampa	2,000
8/3/2017	National Night Out* – Rollover Simulator for Seat belt Safety	Gulfport	200
8/5/2017	Superheroes Back to School Bash at New Horizons Baptist Church – Rollover Simulator for Seat belt Safety	Lakeland	200
8/7/2017	Hillsborough County School Bus Driver Safety Briefing	Tampa	1,500
8/22/2017	Hillsborough County School Bus Driver Training	Tampa	30
<b>TOTAL</b>	<b>5</b>		<b>3,930</b>

<b>TROOP D</b>			
<b>Date</b>	<b>Events</b>	<b>Location</b>	<b>Audience</b>
8/1/2017	National Night Out* at Poinciana Aquatics Center	Poinciana	1,000
8/1/2017	Teen Driver Safety at Osceola High School	Kissimmee	600
8/7/2017	Distracted Driving Safety Talk at Orange County Convention Center	Orlando	600
8/10/2017	Driver Awareness Talk for USPS	Kissimmee	75
8/24/2017	Safety Talk for Rotary Club	Altamonte Springs	55
<b>TOTAL</b>	<b>5</b>		<b>2,330</b>

\*National Night Out is an annual community-building campaign that promotes police-community partnerships and neighborhood camaraderie to make our neighborhoods safer, more caring places to live. National Night Out enhances the relationship between neighbors and law enforcement while bringing back a true sense of community. Furthermore, it provides a great opportunity to bring police and neighbors together under positive circumstances.

**TROOP F**

Date	Events	Location	Audience
8/8/2017	Safe Kids Committee of Southwest Florida Meeting at Golisano Childrens Hospital	Fort Myers	15
8/17/2017	Driver Education at Bayshore High School	Bradenton	113
8/22/2017	Mandatory Teen Driver Class at Lee Memorial Hospital	Fort Myers	9
8/29/2017	Teen Driver Education Class at Lakewood Ranch High School	Bradenton	130
8/30/2017	Teen Driver Education Class at Lakewood Ranch High School	Bradenton	125
<b>TOTAL</b>	<b>5</b>		<b>392</b>

**TROOP G**

Date	Events	Location	Audience
8/10/2017	Safety Presentation to Driver Teams at UPS	Jacksonville	100
<b>TOTAL</b>	<b>1</b>		<b>100</b>

**TROOP L**

Date	Events	Location	Audience
8/1/2017	National Night Out* at Margate Sports Complex	Margate	500
8/2/2017	WINZ Radio Talk Show Traffic Safety Segment - Seat Belts for children, Children Involved in crashes, Road Rage	Broward County	67,800 listeners**
8/9/2017	WINZ Radio Talk Show Traffic Safety Segment - School Zones and School Bus Safety and other traffic safety topics	Broward County	67,800 listeners**
8/17/2017	WINZ Radio Talk Show Traffic Safety Segment - Back to School, School Zones and seat belts, Driving tips during the eclipse, Drive Sober or Get Pulled Over	Broward County	67,800 listeners**
8/23/2017	WINZ Radio Talk Show Traffic Safety Segment - Teen Drivers, Seat belts, Road Rage	Broward County	67,800 listeners**
<b>TOTAL</b>	<b>5</b>		<b>500</b>

\*National Night Out is an annual community-building campaign that promotes police-community partnerships and neighborhood camaraderie to make our neighborhoods safer, more caring places to live. National Night Out enhances the relationship between neighbors and law enforcement while bringing back a true sense of community. Furthermore, it provides a great opportunity to bring police and neighbors together under positive circumstances.

\*\*Audience captured for the calculation of reach in "Earned Media" and not counted twice within the PAO safety event audience size totals.

## Partner Outreach

The department partnered with the Florida Department of Transportation (FDOT), Florida Department of Children and Families (DCF), Florida Department of Education (DOE), Florida Department of Health (DOH), Florida Police Chiefs Association (FPCA), Florida Sheriffs Association (FSA), Florida Chapter of the American Academy of Pediatrics (FCAAP) and AAA – The Auto Club Group to disseminate Child Safety Awareness campaign messaging throughout Florida.

The DCF supported the campaign by including a quote for the department-disseminated press release from the Secretary: “We are proud to partner with the Department of Highway Safety and Motor Vehicles in Child Safety Awareness Month as many child injuries and deaths reported to the department are preventable through education and awareness,” said Florida DCF Secretary Mike Carroll. “This campaign represents one of the most effective ways to protect children, at the community level with neighbors sharing information and looking out for each other.” The DCF continued their support by participating in the Instagram Takeover and providing three images for the department to post. The DCF also coordinated with the department to share many Child Safety Awareness Month campaign messages and graphics on social media throughout the campaign, garnering at least 48 engagements.



The DOE supported the campaign by including a quote for the department-disseminated press release from the Education Commissioner: “Student safety is our top priority,” said Education Commissioner Pam Stewart. “As the new school year approaches, it is especially important that we do everything we can to keep children safe, whether they are walking to school, while at the bus stop or riding the school bus. The Department of Education is proud to partner with DHSMV to promote Child Safety Awareness Month.” DOE continued their support by participating in the Instagram Takeover and providing four images for the department to post. DOE also coordinated with the department to share many Child Safety campaign messages and graphics on social media throughout the campaign, garnering at least five engagements.



The DOH supported the campaign by first including a quote in the department’s press release: State Surgeon General and Secretary Dr. Celeste Philip said, “Heat-related tragedies are entirely preventable, and during these summer months when our vehicles trap extreme amounts of heat, I encourage families in Florida to always check on infants and children to ensure they aren’t left behind or at risk of these situations.” DOH also continued their support by participating in the Instagram Takeover and providing four images for the department to post. DOH also shared many Child Safety campaign messages and graphics on social media throughout the campaign, garnering at least 112 engagements.



The FDOT supported the campaign by posting the Child Safety campaign poster in rest areas throughout Florida. FDOT’s District 6 in Miami also supported the campaign by posting on Twitter, garnering 45 engagements.





The FPCA included a quote in the department’s press release: “Every single thing we can do to emphasize child safety to Floridians is critical. Too often, we get calls about tragedies that could be prevented with better awareness,” said Winter Park Police Chief Brett Railey, President of the Florida Police Chiefs Association. “Anyone driving with a child in their vehicle should always make sure the child is safely restrained and never – NEVER – leave a child unattended in a vehicle.” The FPCA also shared the campaign message and materials with their members by sending out a Green Alert to 272 people with 95 opens and 30 click-throughs on the email on August 1 and participated in the Instagram Takeover with two videos and three photos. The FPCA and various police departments also shared or retweeted the department’s Child Safety campaign social media, garnering at least 121 engagements.

## GreenAlert For Your Information

**Quick Links**

- [Renew Your Dues](#)
- [Jobs Central](#)
- [FPCA Disclaimer](#)

**STARS**

STARS... By providing Selection, Training, Assessment, Recruitment, and Support, the Florida Police Chiefs STARS Program is setting the standard for finding, retaining, and supporting the best police chiefs available.

[Learn more about STARS >>>](#)

**Dear Members,**

Please see the information below from the Florida Department of Highway Safety and Motor Vehicles regarding their Child Safety Awareness Month campaign.

To assist the department in their campaign, please send us some photos with captions highlighting a child safety message that we can share on Facebook.

Send photos to [sandi@bulldogstrategy.com](mailto:sandi@bulldogstrategy.com).

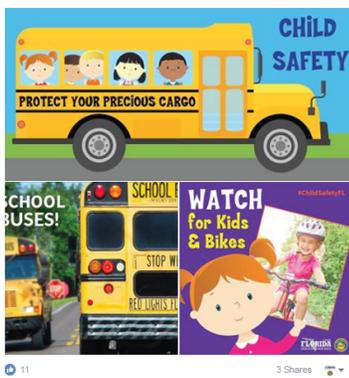
Thank you, Amy

**FPCA Members,**

The Child Safety Awareness Month campaign launched this morning, with the dissemination of our press release statewide. You can find the press release [here](#). The campaign will run from August 1-31, focusing on all aspects of child safety on Florida's roads including, occupant protection and proper child restraint use, school bus, school zone and bicycle/pedestrian safety, heat stroke prevention for children in cars and teen driver safety. We will be spreading the campaign message through earned, social and paid media channels through an online advertising campaign and radio PSAs.

Please visit our Child Safety Awareness [campaign page](#) to view and download all new content on each safety topic. Visit the [resources page](#) for printable resources, including statewide data, and a very robust social media kit with over 10 social media images with corresponding posts to make sharing child safety messages quick and easy throughout the month.

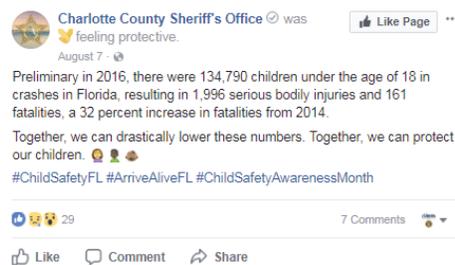
**Natalia KIMREY**  
Safety & Education Campaign Manager



# Florida Department of Highway Safety and Motor Vehicles



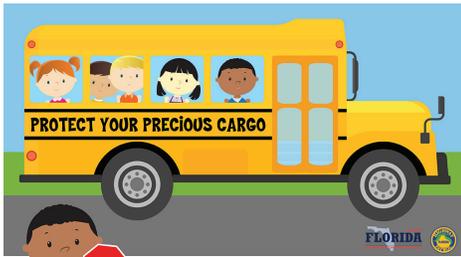
The FSA supported the campaign by including a quote in the department’s press release, from their President: “One of the goals of the Florida Sheriffs Association is to protect Florida’s future through programs focused on the safety of the youth in our state,” said Sheriff Jerry L. Demings, President of the Florida Sheriffs Association. “On behalf of our Florida Sheriffs, I fully endorse and support the Florida Department of Highway Safety and Motor Vehicle’s Child Safety Awareness campaign this August.” FSA also continued their support by participating in the Instagram Takeover and providing two images for the department to post. The Charlotte County Sheriffs Office also shared Child Safety messages and graphics on social media, garnering at least 529 engagements.



The FCAAP supported the campaign by including a quote in the department’s press release, from their President: “FCAAP is looking forward to working with the Florida Department of Highway Safety and Motor Vehicles to help protect children by raising awareness about the proper use of child safety restraints,” said Tommy Schechtmen, President of the Florida Chapter of the American Academy of Pediatrics. FCAAP also continued their support by participating in the Instagram Takeover and providing three images for the department to post. The FCAAP also sent out the campaign information to their members and posted the campaign information on their parent resources page at fcaap.org.

The department and its Tax Collector partners spread the Child Safety Awareness Month campaign message by displaying the campaign logo and accompanying safety message on the Motor Vehicle Network in English and Spanish in offices in the following counties:

Motor Vehicle Network Graphics



**Drive safely around school buses and in school zones!**

CHILD SAFETY AWARENESS MONTH  
#ChildSafetyFL  
#ArriveAliveFL



**Be the driver you want them to be.**

CHILD SAFETY AWARENESS MONTH  
#ChildSafetyFL  
#ArriveAliveFL



**Take the time to practice with your teen.**

CHILD SAFETY AWARENESS MONTH  
#ChildSafetyFL  
#ArriveAliveFL

The department displayed the Child Safety Awareness Month campaign logo and safety message on its digital message board at headquarters from August 1 - 31. FHP troops D, F, G and H also displayed the graphic on their troop headquarters' digital message boards.



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

The department ordered and distributed 10,000 Child Safety Awareness Month bicycle and pedestrian lights to all FHP Public Affairs Officers and the Office of Driver Safety to use at safety events throughout the month.

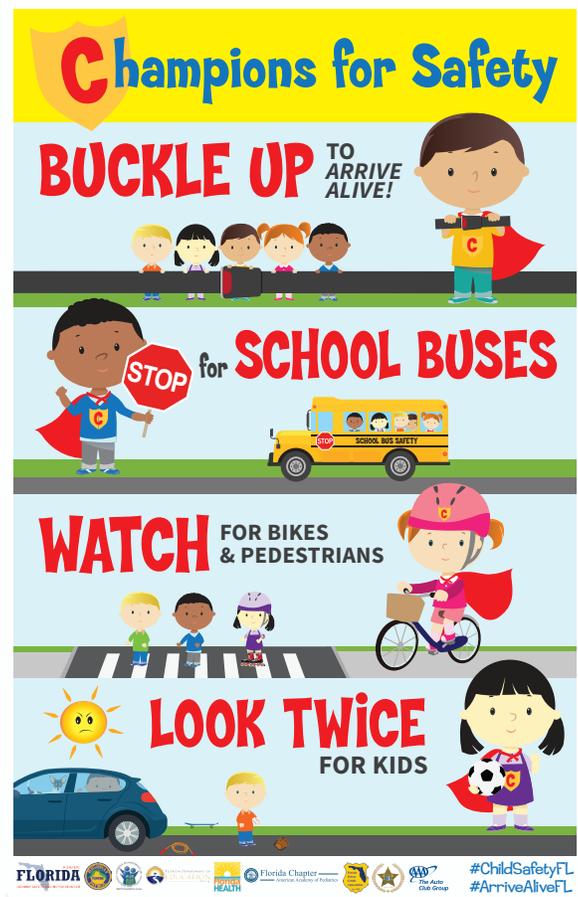


## Internal Outreach

The Child Safety Awareness Month campaign message was promoted internally among department members through use of the department's internal website, SafetyNet, for the duration of the campaign. Below is the image used to promote the campaign message on SafetyNet.



The Child Safety Awareness Month campaign message was also promoted internally by putting up posters all over the DHSMV headquarters. Below is the graphic representation of the poster.



## 2016 vs. 2017 Campaign Results

### Earned Media

Year	Number of Stories	Total Readership
2016	19	444,184*
2017	36	952,401
<b>Percent Change:</b>		<b>114% increase</b>

\*Earned Media is now calculated using daily online circulation, so totals from 2016 have been recalculated in order to compare to 2017.

### Facebook

Year	Total Number of Posts	Average Impressions per Post	Average Reach per Post	Average Engagement per Post
2016	33	203,915	3,025	69
2017	28	89,874	1,907	59
<b>Percent Change:</b>		<b>55% decrease</b>	<b>36% decrease</b>	<b>14% decrease</b>

### Twitter

Year	Total Number of Posts	Average Impressions per Post	Average Engagement per Post
2016	36	71,917	969
2017	38	85,432	801
<b>Percent Change:</b>		<b>18% increase</b>	<b>17% decrease</b>

The total impressions, reach, engagement and pageviews in the Facebook and Twitter tables do not include paid media posts. The decrease in impressions and engagement for the campaign could be due to the fact that although women age 25-44 make up 29 percent of the FLHSMV Facebook followers, they only make up 20 percent of those reached. In order to target the right audience for the campaign, the department used paid media efforts through online advertisements, online radio, community safety events and partner outreach.

### Instagram

Year	Number of Posts	Average Engagement per Post
2016	15	822
2017	31	1,131
<b>Percent Change:</b>		<b>37% increase</b>

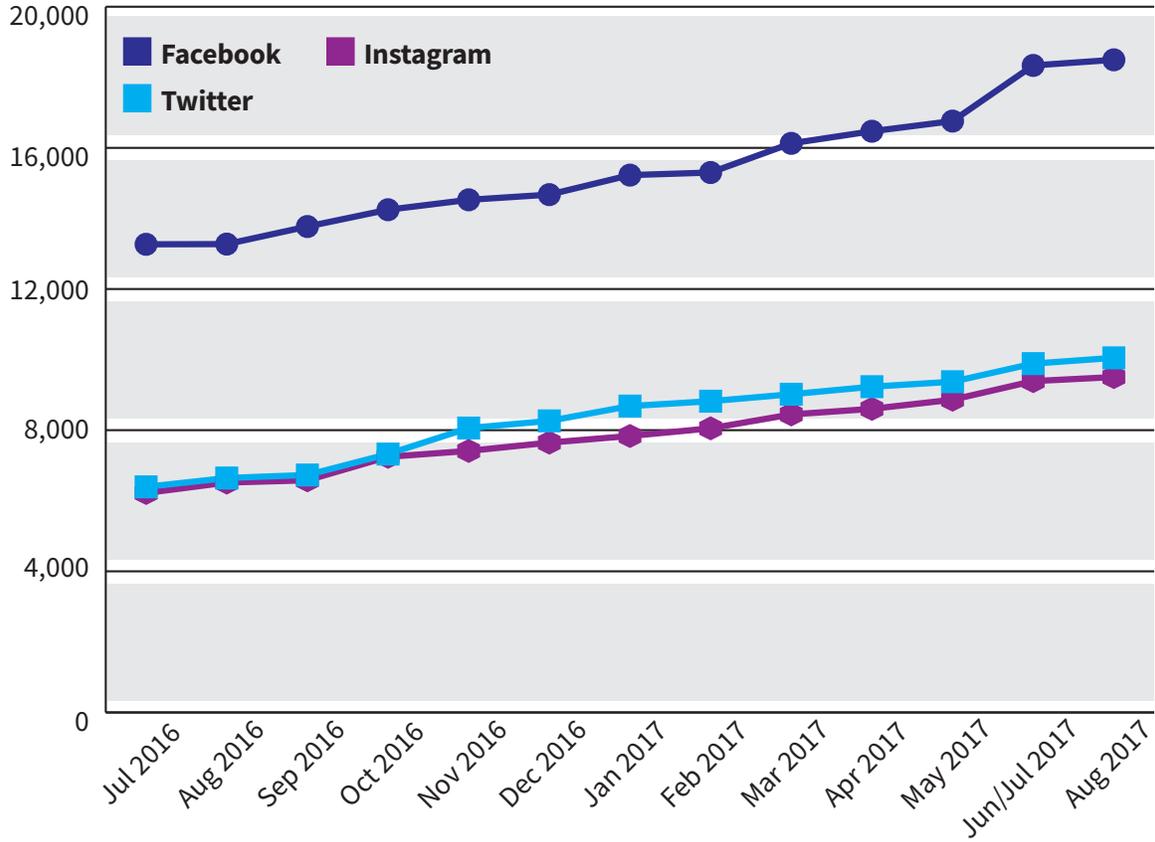
### FLHSMV.gov

Year	Average Time Spent on Page	Average Daily Page Views	Average Daily Unique Page Views
2016	1:33	27,503	22,635
2017	1:55	44,658	39,516
<b>Percent Change:</b>		<b>62% decrease</b>	<b>75% decrease</b>

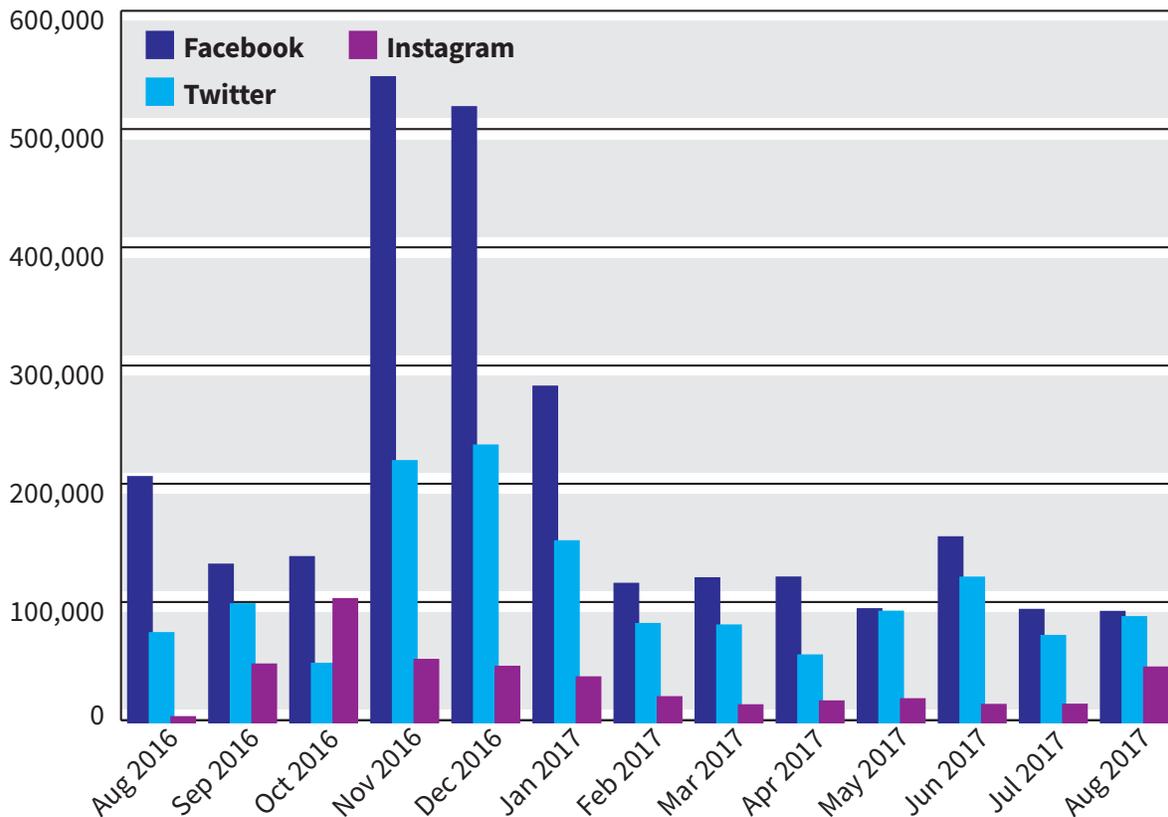
### Community Safety Events

Year	Number of Stories	Total Readership
2016	11	4,672
2017	25	13,652
<b>Percent Change:</b>		<b>192% increase</b>

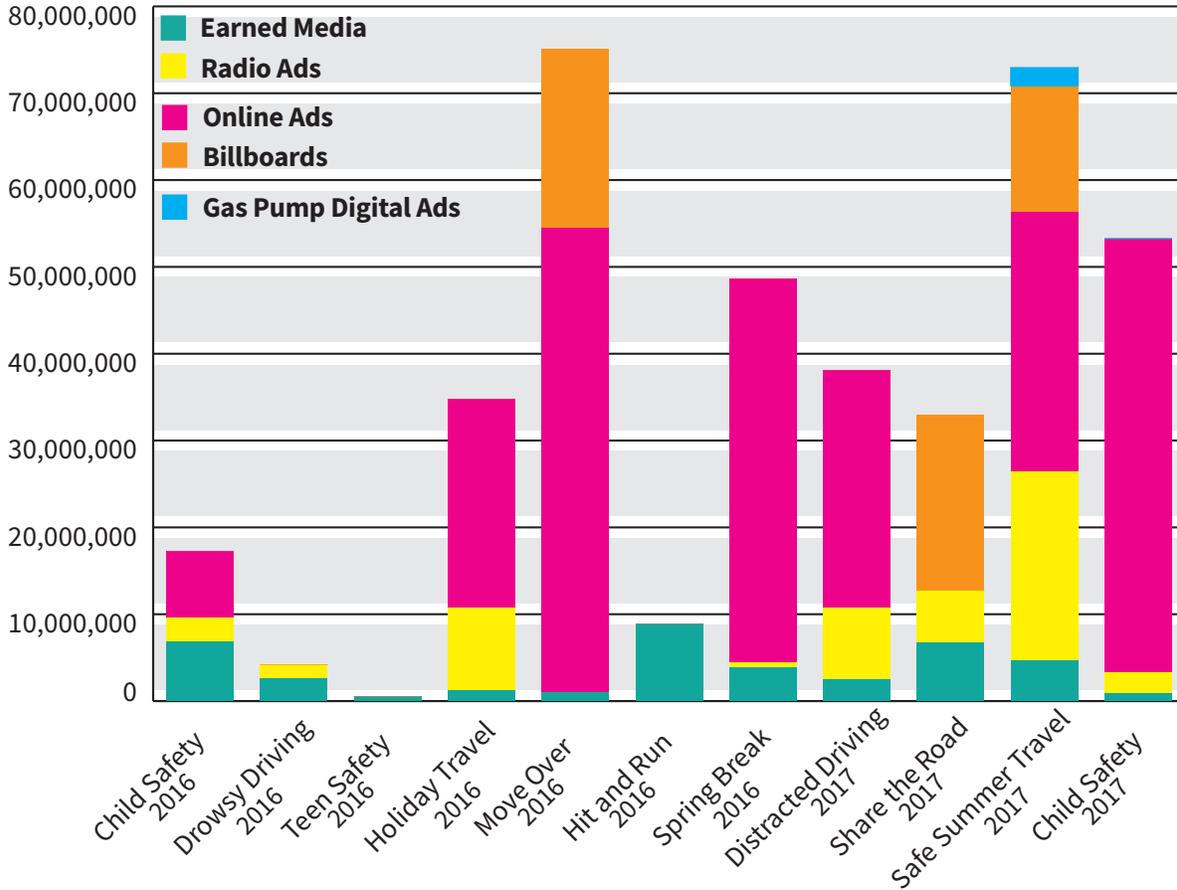
### Social Media Followers



### Social Media Impressions



**Media Reach\***



\*Please Note: No paid media was purchased by the department for the 2016 Teen Driver Safety campaign. It is also important to note that the Holiday Travel campaign and Safe Summer Travel campaigns were two months-long.

**LEADERS IN SERVICE • AGENTS OF PROGRESS • CHAMPIONS FOR SAFETY**

