Background

The data on child restraint use shows that, in 2017, 65 percent of all child passengers age 0 to 5 that died in a crash had no or improper child restraints. In order to educate parents of these young children, the Florida Department of Highway Safety and Motor Vehicles (department) worked with the Florida Department of Children and Families (DCF) to distribute 500,000 handouts to child care facilities and home child care centers with information on how to Choose the Right Seat, and other safety tips on heat stroke prevention, school bus and school zone safety and bicycle and pedestrian safety. The department also created retractable pop-up banners with the Choose the Right Seat information in an engaging height chart format to attract parents and children at outreach and safety events for DCF, Florida Highway Patrol (FHP) Public Affairs Officers and other partners. The department also worked with the Florida Chapter of the American Academy of Pediatrics (FCAAP) to include the Choose the Right Seat information on their website as a resource for parents and in their newsletter to pediatricians throughout Florida. Throughout the Child Safety Awareness campaign, the department educated the public regarding child safety, including:

- Buckle Up – Seatbelt and Car Seat Usage for Children
- School Bus, School Zone and Bicycle/Pedestrian Safety
- Heat Stroke Prevention – Don’t Leave Children or Pets in Cars
Data
In 2017, there were 132,366 children age 0 to 17 involved in a crash in Florida resulting in 1,681 serious bodily injuries (SBI) and 134 fatalities. In 2017, 61 percent of children killed in crashes in vehicles where seat belt use is required were not wearing any type of restraint. After March and May, which are high because of Click It or Ticket enforcement campaigns, August has the highest number of no or improper child restraint device violations. Since 1998, 84 child heatstroke deaths have occurred in Florida, more than any other state except Texas. In 2017, 941 bicyclists and 1,061 pedestrians under the age of 18 were involved in a crash, with 234 serious bodily injuries and 36 fatalities combined. A school bus was directly involved in 14 percent of all children-involved crashes in 2017.

Target Market
English and Spanish speaking parent motorists age 20-40 in counties with the highest numbers of crashes, fatalities and citations, including: Broward, Duval, Hillsborough, Lee, Leon, Marion, Miami-Dade, Orange, Osceola, Palm Beach, Pasco, Pinellas, Polk and St. Lucie counties.

Objectives Actuals in "(BOLD)"
✔ Secure at least 30 (34) new stories based off of the department-disseminated press releases
✔ Conduct media relations outreach with consumer reporters in campaign target areas and obtain in-depth news coverage in those target areas, i.e. a press conference or event. (five)
☐ Garner more than 40,000 (35,140) pageviews to the Child Safety campaign webpages on www.flhsmv.gov.
✔ Obtain at least 300,000 (683,613 earned / 2,554,089 paid) impressions on department social media channels.
☐ Disseminate campaign messages through targeted advertisements and earn at least 30 (16.9) million impressions.
Online ads received 24,235 clicks with a 10 percent CTR.
✔ Offer car seat safety checks at FHP troop locations statewide.

Expenditures: $71,659.38
Online Ads in English and Spanish ($20,000), Internet radio ($20,000), Videography ($11,500), Pop-up Banners ($10,000), Print and Ship Flyers ($9,996.85) and Printing and Mailing Posters ($162.53)

Overall Impressions / Reach: 18,602,019
16,981,844 Paid + 883,918 Earned + 683,613 Social Media + 35,140 FLHSMV.gov + 17,504 Outreach Events

Partners
Florida Department of Highway Safety and Motor Vehicles
Florida Department of Education
FDOT
Florida Heath
Florida Chapter American Academy of Pediatrics

Social Media: 683,613 Total Impressions
34 Total Posts · 5,097 Total Engagements
13 Facebook posts · 127,692 impressions · 3,692 engagements
21 Twitter posts · 555,921 impressions · 1,405 engagements
Followers gained: 192 on Facebook
101 on Twitter

Website Analytics: 35,140 Total Pageviews*
30,436 Total unique pageviews* · 2,128 Total downloads* · 2,013 Total unique downloads*
02:14 Average time spent on Child Safety Awareness pages*

*Based on 13.85% of sessions
Paid Media: 16,981,844 Total Impressions

Online Ads: 14,409,674 Total Impressions
$1.90 Average CPM (Cost per 1,000 impressions) • 29,480 Clicks
$1.56 Average CPC (Cost-per-click) • 10% CTR (Click Through Rate)
Adwords/YouTube: 11,858,990 Impressions • 21,453 Clicks
English: 6,134,455 Impressions | Spanish: 3,117,251
YouTube: 23,011 Impressions • 13,418 Clicks
Facebook: 887,729 Impressions • 1,012 Clicks
Instagram: 790,214 Impressions • 936 Clicks
Snapchat: 536,700 Impressions • 5,800 Swipe ups
Twitter: 316,435 Impressions • 279 Clicks

Internet Radio: 2,072,128 Impressions • 2,782 Clicks
0.13% CTR • 583,769 Reach • 3.55 Frequency
Streaming Audio with Companion Banner • Age Target: 21-44
Parents with Children 17 and Under (English and Spanish)

Videography: Produced 3 videos for social media and future campaigns, including: Choose the Right Seat • Back to School Safety (Animated) • Look Before You Lock

See Partner section for Pop-up Banners and Flyers details

Outreach Events: 17,504 Total Participants

37 Total Events • 9 Troops

G • 4 Events
A • 2 Events
B • 1 Event
C • 5 Events
D • 3 Events
F • 12 Events
L • 3 Events

2,500 Participants
1,500 Participants
1,730 Participants
1,135 Participants
4,069 Participants
3,150 Participants
1,270 Participants

10 Schools
8 National Night Out
7 Safety Talks
5 Events/Fairs
3 Churches
3 Hospitals
5 Hot Car Press Conferences (July 2018)

Hot Car Press Conference Partners: Department of Children and Families statewide • Troop H: Tallahassee Fire Department, Leon County Emergency Medical Services (EMS) • Troop F: Safe Kids, AAA - The Auto Club Group, Animal Services, Fort Myers Fire Department and EMS

Earned Media: 883,918 Total Online Circulation & Views • 34 Total News, TV & Radio Stories

32 Total print and/or online news stories from 30 news outlets with 851,569 online circulation
2 Total TV and radio stories from 2 news outlets with $581.88 average local publicity value

Fort Myers/Sarasota: WFTX (1 Online) • Jacksonville: WJXT (1 Online) • Miami: Miami Herald, WLRN (1 Online), WPLG (1 Online) • Orlando: Apopka Voice, ClickOrlando, Space Coast Daily, WESH (2 Online), WFTV (1 On-Air), WKMG (2 Online) • Pensacola/Panama City: WJHG (1 Online, 1 On-Air), WKFG (1 On-Air) • Tampa: Bay News 9 (1 Online), Tampa Bay Times, WFTS (3 Online), WTSP (1 Online) • West Palm Beach: Boca News Now, WPBF (1 Online, 1 On-Air), WPTV (1 Online) • Statewide: Florida Weekly, Florida Chapter of the American Academy of Pediatrics website, Florida Today • National: American Academy of Pediatrics (AAP) News, Associated Press, CBS News, The Crime Report, National Highway Traffic Safety Administration News, PR.com, USA Today

Notable Headlines: "New child passenger safety seat guidance advises kids to ride rear-facing as long as possible; drops age criterion" AAP News • "School bus safety: When to stop for a bus that is loading or dropping off students" WESH • "With Increase In Child Deaths, FHP Warns Motorists To Buckle Up Kids" WLRN
**Choose the Right Seat Pop-Up Banner**

Choose the Right Seat

**Choose the Right Seat**

FITS YOUR CHILD FITS YOUR CAR
USED CORRECTLY EVERY TIME.

13 years
12 years
11 years
10 years
9 years
8 years
7 years
6 years
5 years
4 years
3 years
2 years
1 year
BIRTH

To have a certified FHP trooper inspect a seat, visit flhsmv.gov/childsafety.

**Choose the Right Seat Flyer**

Choose the Right Seat

FLORIDA
HIGHWAY SAFETY AND MOTOR VEHICLES

LEADERS IN SERVICE • AGENTS OF PROGRESS • CHAMPIONS FOR SAFETY