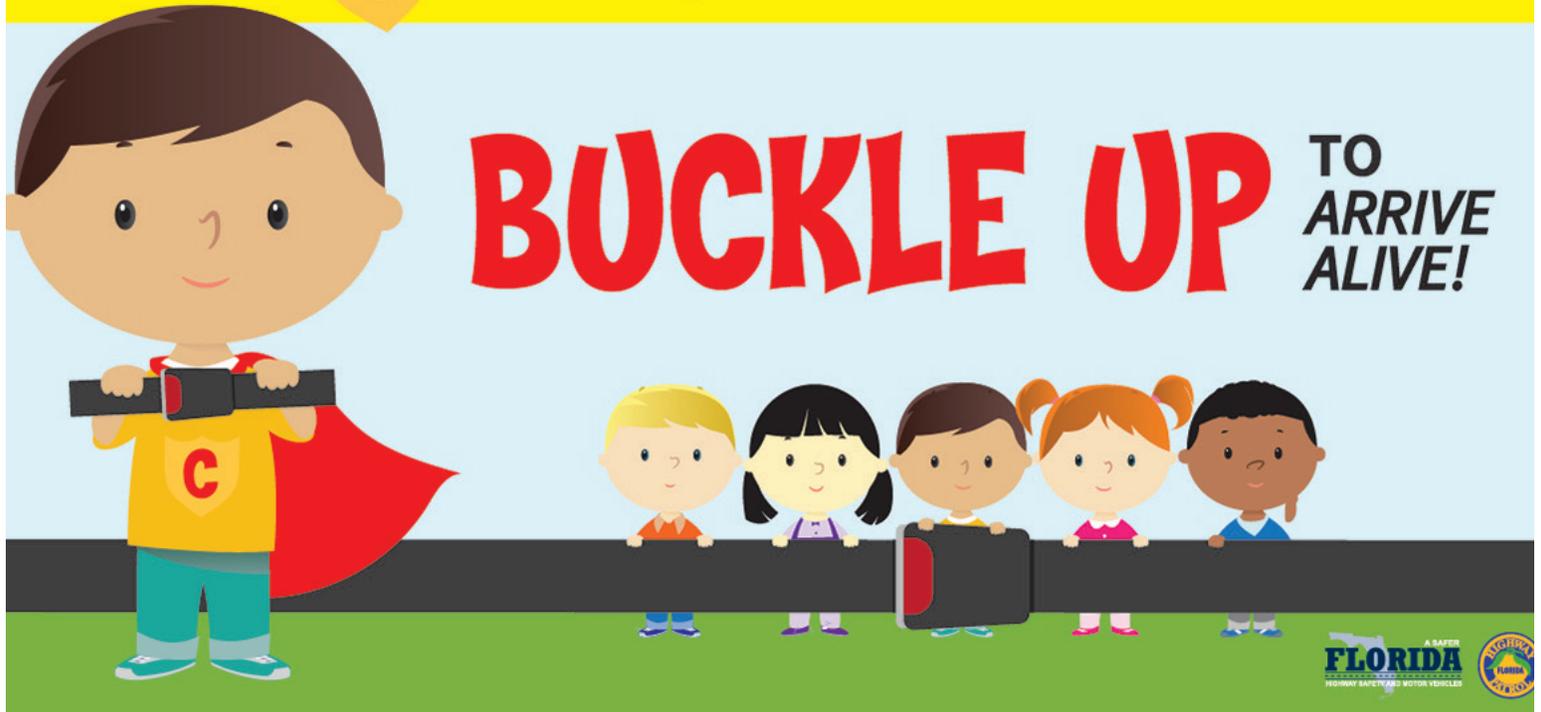


# Child Safety Awareness Month: *Choose the Right Seat* Campaign Evaluation Report

**C**hild Safety Awareness Month



## 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.

## 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

## 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)

### Partners



FLORIDA DEPARTMENT OF  
**EDUCATION**  
fldoe.org



Florida Chapter  
American Academy of Pediatrics

- 500,000 *Choose the Right Seat* flyers distributed
- 42 *Choose the Right Seat* pop-up banners distributed
- 20 Judicial Circuits and all licensed child care facilities

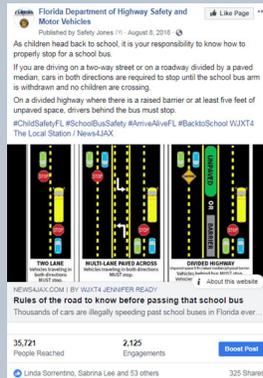
## Social Media: 683,613 Total Impressions

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



Best Performing Social Media Posts

## 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



- 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

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# Choose the right SEAT

**FITS YOUR CHILD. FITS YOUR CAR. USED CORRECTLY. EVERY TIME.**

**13+ years** SEAT BELT

**12 years** BOOSTER SEAT

**11 years**

**10 years**

**9 years**

**8 years** BOOSTER SEAT

**7 years**

**6 years**

**5 years** FORWARD-FACING CAR SEAT

**4 years**

**3 years** FORWARD-FACING CAR SEAT

**2 years** FORWARD-FACING CAR SEAT

**1 year** REAR-FACING CAR SEAT

**BIRTH**

**Buckle Up!**

To have a certified FHP trooper inspect a seat, visit [flhsmv.gov/childsafety](http://flhsmv.gov/childsafety).

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**2 years** FORWARD-FACING CAR SEAT

**1 year** REAR-FACING CAR SEAT

**BIRTH**

**Buckle Up!**

To set an appointment at a local FHP station and have a certified trooper help inspect a seat, visit [flhsmv.gov/childsafety](http://flhsmv.gov/childsafety).

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## TEACH YOUR CHILD TO BE A Champion for Safety

### Car and Driveway Tips

- Never leave a child unattended or unsupervised in a motor vehicle. It can be extremely hot year-round in Florida and can result in the child's injury or death. A car's temperature can rise by 20 degrees in just 10 minutes.
- When getting out of the vehicle, check to make sure all children are out and safe. Put a purse or other important item in the backseat with the child as a reminder.
- Keep vehicles locked in driveways or garages and store keys out of the reach of children to avoid the chance of becoming trapped in a vehicle.
- Teach children to never play in, on, around, or under vehicles. Keep toys or bicycles off the driveway. When backing out of a driveway or parked spot, make sure all children are accounted for and look twice before moving.

### School Bus and School Zone Safety

- Parents and children should 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.
- When waiting for the school bus, children should stay back from the road and never sit on the road or curb. When the bus stops, children should wait for the driver to tell them that it is safe to board.
- Children should sit properly in the seat facing the front and use an "inside" voice to always hear and listen to the driver.
- Teach children to never speak to strangers at the bus stop or get into a car with a stranger. Make sure they tell the bus driver, a teacher, and parents if a stranger tries to talk to them or pick them up.

### Bicycle and Pedestrian Safety

- All bicycle riders and passengers under age 16 are required by Florida Law to wear a helmet. Always wear a properly fitted helmet and securely fasten the strap.
- Be seen. Wear neon, fluorescent, or bright colors and something that reflects light when riding or walking at night.
- Obey all traffic laws. Cross at intersections and never pull out into the roadway from between parked cars. Use bike lanes whenever possible.
- Always walk on the sidewalk if there is one and always cross at corners or in crosswalks. Do not cross if the crosswalk signal is red or displaying "Don't Walk."

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Visit [flhsmv.gov/childsafety](http://flhsmv.gov/childsafety) for more information on child safety.

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