

Campaign Evaluation Report



Background

FLHSMV lead the Child Safety Awareness campaign from August 1 to 31, 2019, coordinating with stakeholders and partners to remind everyone to drive safely with and around children so everyone can *Arrive Alive*. Throughout the Child Safety Awareness campaign, the department educated the public regarding all aspects of child safety, including:

- Stop for School Buses and Stay Hands-Free in School Zones
- Buckle Up - Choose the Right Seat
- Look Twice for Kids – Driveway and Bicycle/Pedestrian Safety
- Vehicular Heat Stroke Prevention – Check for Kids and Pets

Data

In 2018, there were 130,055 children age 0 to 17 involved in a crash in Florida resulting in 1,438 serious bodily injuries (SBI) and 155 fatalities. Children age 1 and under made up 12 percent of all child fatalities from crashes in 2018, up from five percent in 2017. In 2018, there were 3,177 school bus crashes in Florida. In 2018, 911 bicyclists and 975 pedestrians under the age of 18 were involved in a crash, with 220 SBIs and 39 fatalities. In 2018, 37 percent of children killed in crashes in vehicles where seat belt use is required were not wearing any type of restraint. There were 8,761 citations given for no or improper child restraint device and 6,040 permit seatbelt violations in 2018. There were 52 child heat stroke deaths in the United States in 2019, including 5 children in Florida, from 4-months-old to 2-years-old. Since 1998, 88 child heatstroke deaths have occurred in Florida, more than any other state except Texas.

Target Market

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

Objectives Actuals in "(BOLD)"

- ✔ Secure at least 30 (**43**) new stories based off of the department-disseminated press releases
- ✔ Conduct media relations outreach and/or press conferences for in-depth coverage statewide.
- ✔ Obtain at least 300,000 (**435,383**) impressions on social media channels.
- ✔ Garner more than 30,000 (**35,782**) visits to the campaign web page on www.flhsmv.gov.
- ✔ Disseminate campaign messages through targeted advertisements and earn at least 20,000 (**117,569**) engagements.
- ✔ Offer car seat installations and safety checks at FHP troop locations statewide.
- ✔ Engage with at least 2 (**3**) state/local partners to educate parents/caregivers and motorists on child safety.

Expenditures: \$71,348

Online & Social Media ads in English/Spanish (\$25,000) · Internet radio ads (\$25,000) · FHP Child Safety Coloring Books (\$21,348)

Total Overall Impressions / Reach: 12,104,218

9,984,100 Paid + 1,709,145 Earned + 435,383 Social Media + 35,782 FLHSMV.gov + 29,808 Outreach & Events

Partners

- Highway message boards and posters in all FDOT rest areas
- Campaign messaging up on Motor Vehicle Network in 14 counties
- FPCA Green Alert with campaign information to all members
- Partnered with DCF on social media and with the Community Traffic Safety Team of Orlando on a bicycle safety press event in Orlando



Social Media: 435,383 Earned Impressions

58 Total Posts · 6,103 Total Engagements

21 Facebook posts · 120,529 impressions · 2,987 engagements
 25 Twitter posts · 286,280 impressions · 2,134 engagements
 12 Instagram posts · 28,564 impressions · 982 engagements

Followers Gained: 553 Facebook | 1,111 Twitter | 256 Instagram



Most Impressions Facebook



Most Impressions Twitter

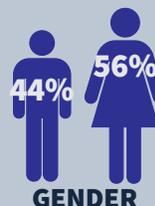
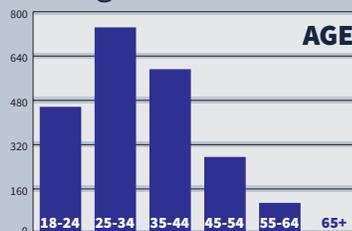


Most Impressions & Engagements Instagram

Best Performing Social Media Posts

Website Analytics: 35,782 Total Pageviews · 391 Total Downloads*

3,983 Spanish pageviews
 3,909 Link clicks
 2:08 Average Time Spent on campaign pages



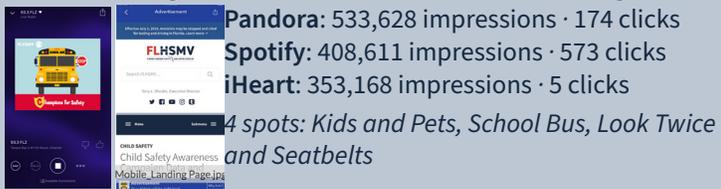
*Based on 12.08% of sessions.

Paid Media: 9,984,100 Total Impressions

Online Ads: 8,561,193 Total Impressions · 116,817 Total Clicks
 \$2.33 Average CPM (Cost per 1,000 impressions)
 0.65% Average CTR (Click Through Rate)
Google Display: 4,286,781 impressions · 4,106 clicks
Instagram: 2,066,498 impressions · 1,386 clicks
Facebook: 1,656,104 impressions · 2,316 clicks
YouTube: 279,786 impressions · 104,713 views
Snapchat: 272,024 impressions · 4,296 swipe ups



Internet Radio: 1,295,407 Total Impressions
 \$16.28 Average CPM · 752 Total Clicks · .10% Average CTR



FHP Child Safety Coloring Books: Produced 12,500 for Public Affairs Officers and partners to distribute statewide

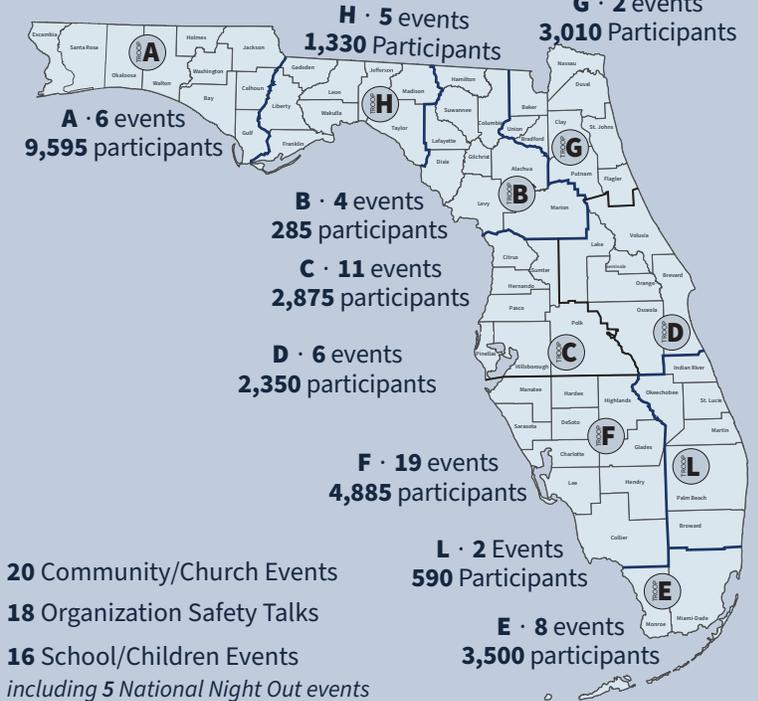


Bicycle Safety Tear Sheets: Distributed 500 pads of 50 sheets (English and Spanish) to FHP Troop D and the Community Traffic Safety Team of Orange County



Outreach Events: 29,808 Total Participants

67 Total Events · 9 Troops



20 Community/Church Events

18 Organization Safety Talks

16 School/Children Events

including 5 National Night Out events

13 Enforcement/Press Conferences

Partners: Panama City Police, FDOT, AL Highway Patrol, GA Highway Safety, Columbia County Fire, Hernando County Sheriffs, Polk County Government, Pasco County Board of County Commissioners, Hillsborough County Public Works, Monroe County Sheriffs, Big Brothers Big Sisters of Miami, MADD Miami, City of Bradenton, Lee County EOC, Safe Kids SWFL, City of Jacksonville, NAS JAX, Monroe County Sheriffs, National Guard, Florida Wildlife Commission, City of Margate Police, Turnpike Enterprises, Broward County Crime Commission, City of West Palm Beach

Schools: Gulf Coast State College, Hillsborough County Schools, Manatee High School, Lee County Schools, Brentwood Elementary School, Lakewood Ranch HS, Bayshore HS, Lely HS, Sheridan Technical College

Earned Media: 1,709,145 Total Online Circulation/Views · 43 Total TV/Radio Stories · \$1,119.97 Average Local Publicity Value (per :30)

Press Release: FLHSMV RECOGNIZES AUGUST AS CHILD SAFETY AWARENESS MONTH(August 1)

News Outlets: Fort Myers/Sarasota: Ft. Myers News-Press, Naples Daily News, WINK • Gainesville: Today @ Santa Fe, WCJB • Jacksonville: WJXT • Miami: WTVT • Orlando/Osceola: Apopka Voice, News 13, Orlando Sentinel, WFTV, WKMG, WKRQ, WRDQ • Pensacola/Panama City: Panama City News-Herald, Pensacola News Journal, WKRQ (Mobile) • Tampa: Bay News 9, Hernando Phoenix News, Sarasota Herald-Tribune, Tampa Bay Times, WFLA, WFTS • Tallahassee: The Tallahassee 100, WCTV • West Palm Beach: WFLX, WPEC, WPTV • Statewide/National: Florida Politics, News Service of Florida, USA Today

hampions for Safety

BUCKLE UP AND CHOOSE THE RIGHT SEAT



FOR **SCHOOL BUSES**



AND STAY HANDS-FREE IN SCHOOL ZONES

LOOK TWICE FOR KIDS



CHECK

FOR KIDS AND PETS



FLHSMV
FLORIDA HIGHWAY SAFETY AND MOTOR VEHICLES



Learn how to become a Champion for Safety at:
flhsmv.gov/childsafety



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