

# Distracted Driving Campaign Evaluation Report



**FOCUS**  
ON DRIVING  
FLORIDA

EYES ON ROAD • HANDS ON WHEEL  
**MIND ON DRIVING**

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



## Background

The Florida Department of Highway Safety and Motor Vehicles 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 license, 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 Distracted Driving Awareness Month.

Distracted driving is extremely risky behavior that not only puts drivers and passengers in danger, but also pedestrians and bicyclists sharing the road. Focused attention on driving helps to prevent crashes overall. In 2015, there were more than 45,700 distracted driving crashes in Florida resulting in more than 39,000 injuries and more than 200 fatalities. Distracted driving crashes were 12.2 percent of all crashes, 7.4 percent of all fatal crashes and 15.4 percent of all injury crashes. The Florida Highway Patrol worked approximately 43 percent of distracted driving crashes statewide. Throughout the month of April 2016, the department educated the public on the dangers of distracted driving with a particular emphasis on the call to action: Focus on Driving.

### Categories Of Driver Distraction

Visual	Taking your eyes off the road
Manual	Taking your hands off the steering wheel
Cognitive	Thinking about anything other than driving

The categories for distracted driving (excluding Not Distracted and Unknown) on a crash report are:

- Electronic Communication Device;
- Other Electronic Device (navigation device, DVD player);
- Other Inside the Vehicle, External Distraction (outside the vehicle);
- Texting; and
- Inattentive

In 2015, the number one driver distraction noted at the time of crash was Inattentive (65 percent) and the citation violation most associated with distracted driving crashes was Careless Driving. The 20–24 age group made up the largest group of distracted drivers (17.8 percent), followed by 25–29 year-olds (14.3 percent) then 15–19 year-olds (11.6 percent). In 2015, Miami-Dade County led in distracted driving fatalities (16), followed by Orange County (13) and Hillsborough County (11).

## Campaign Objectives (to be met by April 30, 2016)

- Secure at least ten 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 1,500 engagements (shares, comments, retweets) on department social media channels.
- Garner more than 750 visits to the Distracted Driving webpage on [www.flhsmv.gov](http://www.flhsmv.gov).
- Author, pitch and place two OpEds authored by DHSMV Executive Director Terry L. Rhodes.

## Budget: approx. \$210,994

- Top five Newspapers print/digital up to \$34,999/each = \$174,995
- Internet Radio: up to \$34,999
- Social media: \$1,000

## Expenditures: \$183,953.02

- Digital and Print Advertisement: \$149,743.02
- Internet Radio: up to \$33,990
- Social media: \$220

## Evaluation

The 2016 Distracted Driving Campaign was successful in meeting campaign goals and most objectives and reached more than 14 million people through paid media. Throughout the month, the campaign garnered 28 news stories in newspapers and local news channels statewide, reaching more than 12 million people. Recognizing that the objective was to place two opinion editorials, the department authored and pitched two editorials to both the Sun Sentinel and the Orlando Sentinel. Executive Director Terry L. Rhodes' opinion editorial was featured in the Sun Sentinel, which has a daily circulation of 131,741, however the Orlando Sentinel, which has a daily circulation of 213,406, had decided to run a general distracted driving news story in lieu of the opinion editorial. The department used its social media platforms Facebook, Twitter and Instagram to promote the Distracted Driving Campaign and content was posted a total of 69 times throughout the month. Distracted Driving content posted on the department's accounts made a minimum of 221,620 impressions.

Media	Impressions
Earned	12,991,982
Paid	14,483,329
<b>Total</b>	<b>27,475,311</b>

## Paid Media

### Advertisements

The department contracted with several newspapers throughout Florida for digital and print advertisements. These newspapers included the Tampa Bay Times, Palm Beach Post, Florida Times Union, Orlando Sentinel and Miami Herald. These target markets were chosen based on Distracted Driving crash data in order to raise awareness and encourage all motorists to focus on driving. The department's primary focus for the Distracted Driving Campaign was digital advertisements; however the Tampa Bay Times, Palm Beach Post and Florida Time-Union offered packages that included print advertisements for a discounted price, increasing the reach of Distracted Driving Campaign content by more than 500,000 impressions.

Vendor	Run Dates	Impressions Delivered
Miami Herald	4/1/2015 – 5/1/2016	4,835,526
Palm Beach Post	4/1/2016-4/30/2016	2,126,285
Orlando Sentinel	4/1/2016-4/30/2016	1,449,366
Florida Times Union	4/11/2016-4/30/2016	1,137,854
Tampa Bay Times	4/1/2016-4/30/2016	980,279
<b>Total</b>		<b>10,529,310</b>

The department's digital advertising contract with the Palm Beach Post included a full home page takeover advertisement that ran on April 1, 2016 to kick off the Distracted Driving Campaign with high impact visibility. Palm Beach Post also included reach extension and geo-targeting to the highest indexing zip codes for Spanish speaking residents' ad networks and mobile networks, mobile networks in key areas in Palm Beach County (all high schools, colleges, malls, sporting/entertainment venues) and to 18-35 year olds. The department's digital advertising contract with the Tampa Bay Times also included reach extension, extending the department's reach throughout their network of high-quality newspaper, broadcast, radio and magazine websites from April 1, 2016 to April 30, 2016. Homepage takeover was also achieved through the Florida Times Union's website Jacksonville.com and the Orlando Sentinel homepage, OrlandoSentinel.com. Additionally, the Florida Times Union included mobile targeting and retargeting services in their contract that would serve the Distracted Driving advertisement to audiences in the Jacksonville area participating in online activities such as online shopping, GPS use, social media use, mobile games and weather searches.

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**jacksonville.com** The Florida Times-Union

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**OUR PICKS: 14 things to do in Jacksonville this weekend**

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**THE DAYSTARTER: OUR GUIDE TO THIS MORNING'S NEWS**

**THREE TEENAGE GIRLS DEAD AFTER STOLEN CAR PLUNGES INTO ST. PETERSBURG POND**

THREE TEENAGE GIRLS DEAD AFTER STOLEN CAR PLUNGES INTO ST. PETERSBURG POND

UNLIKE OTHER STATES, FLORIDA HASN'T SEEN NATIONAL OUTCRY OVER LGBT LEGISLATION

WOMAN SAYS TAMPA DOMESTIC VIOLENCE SHELTER PUT SECURITY BEFORE SAFETY WHEN HER CHILD WAS MOLESTED

NEW TESLA ECONOMY CAR SETS OFF A FRENZY AT SHOWROOMS IN TAMPA BAY

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STC EDITION - FINAL X

**Sunday** TODAY 78 / 68 Chance of rain 30 percent

MONDAY 80 / 67 Partly cloudy skies

TUESDAY 79 / 68 Sunny and mild temperatures

**Weather news from The Post's Kim Miller:**  
[palmbeachpost.com/weather](http://palmbeachpost.com/weather)  
 LIVE BROADCAST PALMBEACHPOST.COM  
 HEADLINES ON THE BLOG PAGE OF SPORTS

**CERAMINO, BI**  
**'STAR WARS' IN BOYNTON? JEST, YOU DO**

**BUSINESS, D1**  
**100% FIRMS A GOOD DEAL FOR REALTORS**

**ACCENT, F1**  
**'76 pact outlives El Cid**  
 40-year reunion at bar will go on, but without the bar

**LOCAL, B1**  
**POLO, SONS PARAMOUNT FOR SPORT'S PATRIARCH**

**BUSINESS, D1**  
**CONDO PLAN GETS NEW, LESS BOXY DESIGN**

# The Palm Beach Post

April 3, 2016 1916 109 YEARS 2016 Final Edition | Two dollars

POSTON SALES TAX CULTURE GROUPS ELECTION 2016 PRESIDENTIAL RACE

## Secrecy, board ties cloud tax proposal

Influential nonprofit's closed-door sessions decided which institutions would benefit by \$121 million in public funding.



One of the largest beneficiaries of a proposed one-cent sales tax increase, the Norton Museum of Art, is planning to add 42,000 square feet of new facilities. But the Norton's executive director has said the expansion will be completed even if it doesn't get the \$16 million in public money. CONTRIBUTED

**By Andrew Marrs and Jennifer Sorentrup**  
 Palm Beach Post Staff Writers

Employing political muscle and a well-honed sales pitch, an influential nonprofit has persuaded Palm Beach County's government leaders to give \$121 million in subsidies to private museums and cultural centers if voters agree to increase the county's sales tax.

But the decision about which organizations would receive

## The tax hike nobody loves moves ahead

One-penny increase in sales levy has shaky commission support.

**By Wayne Washington**  
 Palm Beach Post Staff Writer

The plan to raise the sales tax in Palm Beach County by a penny on the dollar is stitched together with thread to delicate a firm tug

could unravel it. Support for money to pay for construction at museums, theaters and other cultural institutions and to create an economic development fund is so tepid that at various times four of the seven county commissioners have said they are against all or part of it. Three of them worry that voters won't approve a plan that does not focus exclusively on upgrades

for roads, bridges, schools and county buildings. At stake is a plan to raise \$2.7 billion over 10 years, with the bulk of the money going to public schools, the county and its 38 cities. Under a plan backed March 22 by county commissioners, 4.5 percent of the money would go to cultural projects and 1.5 percent to other projects.

**LOCAL, B1**  
**Dr. Oz discusses health issues at mall gathering**

The popular TV doctor speaking at The Gardens Mall in Palm Beach Gardens, expresses concern about the spread of the Zika virus.

**LOCAL, B3**  
**Burt Reynolds charms at Norton book signing**

The actor, who grew up in Palm Beach County, becomes nostalgic when he discusses his career and his book, "But Enough About Me."

**SPORTS, C1**  
**Taking a look back at Jack Nicklaus 30 years ago**

Dave George paints the picture of the 1986 U.S. Masters tournament, which the Golden Bear won at age 46 — setting a mark for the oldest winner.

## After rough week, Trump seeks rebound

Two recent polls show, however, that Ted Cruz is leading in Wisconsin.

**By George Bennett**  
 Palm Beach Post Staff Writer

**BACINE, WIS.** — After a rough campaign week for front-runner Donald Trump, Tuesday's Wisconsin primary might be the last chance for Ted Cruz and Republicans who hope to block the part-time Palm Beach resident's march to the GOP nomination.

The famously unapologetic Trump has spent more time than usual on the defensive in recent days. Jupiter police charged his campaign manager with misdemeanor battery, Trump refused to apologize for retweeting an unflattering picture of Cruz's wife, and the candidate ignited fire with remarks about NATO and nuclear proliferation and

**ALSO INSIDE**  
 Is Hillary Clinton starting to vent her frustrations. A10

**POSTON-HEALTH**  
**Research: Alzheimer's may link to pond scum**

**Blue-green algae toxin thought to be tied to neurological illnesses.**

**By John Paccanti**  
 Palm Beach Post Staff Writer

Some of the most devastating diseases on Earth — ALS, Parkinson's and Alzheimer's — may be connected to one of the world's most ancient life forms: ubiquitous photosynthesizing bacteria that already wrecks havoc on the environment.

Blue-green algae blooms damage pristine estuaries and the state's natural freshwater treasures, such as Florida Bay, Indian River Lagoon, the Caloosahatchee River and Lake Okechobee — the latter a backup water source for West Palm Beach. Known as cyanobacteria, this brand of pond

scum can proliferate in stagnant residential lakes in Palm Beach County.

In the past decade, a consortium of 30 scientists around the world led by freshwater ecologist Paul Alan Cox found cyanobacteria produce a toxin called BMAA that acts like an arsonist

**Bacteria continued on A13**

Scott signed Friday.

SB 7012 — sponsored by Sen. Jeremy Ring, D-Margate, and Rep. Matt Caldwell, R-North Fort Myers — provides the deceased individual's monthly salary to their beneficiaries for their lifetime.

The expanded benefit applies to law enforcement officers, firefighters, corrections officers, emergency medical technicians, paramedics and probation officers. The benefit, which

MONICA HERNDON | Times

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## Brussels airport to resume token service

Flights to 3 cities would be the first since deadly attacks on March 22

**By John Herdron**  
 Palm Beach Post Staff Writer

**BRUSSELS** | A partial, symbolic, airline service will begin Sunday at Brussels Airport after 12 days after dozens of passenger services were canceled by a deadly bombing attack. Flemish Airlines chief executive said Saturday.

Arnaud Feit, CEO of Brussels Airport Co., said the Brussels Airlines flights to Athens, Zurich in Italy and Faro in Portugal, the first of which he said should take off around 2 p.m. were chiefly symbolic.

Effective Monday, Belgium's biggest airport should be back at around 20 percent of capacity and able to process 800 passengers an hour.

It has been closed since the March 22 attacks in which 32 people were killed and 300 injured. The airport was also closed for 12 days for the Belgian national election.

Also Saturday, Belgian police canceled the flight of a Brussels Airlines plane to London, which was scheduled to depart at 10:30 a.m. The plane was scheduled to depart from Brussels Airport to London Gatwick.

Police in Brussels detain a group of people in Bourne Square on Saturday. About two dozen were detained who had not and the discovery of the explosives stash in the square in Rotterdam in the Paris and Brussels.

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**MAIN/001/PPBP**  
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 Advertiser: 1110531  
 Section/Page/Zone: 2 x 4  
 Description: 3 Colors

Ad Number: 582942  
 Insertion Number: 1110531  
 Size: 2 x 4  
 Color Type: 3 Colors

**COX MEDIA**  
 GROUP Palm Beach The Palm Beach Post Palm Beach Daily News

**Publication Date: 04/03/2016**

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INDEX  
 Classifieds E1 Horoscopes F2  
 Crosswords E5 Lottery B2  
 Dear Abby F2 Movie Listings F6  
 Deaths B4 Scoreboard C11

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**Added Value Print Advertisements**

Vendor	Channel	Run Dates	Circulation
Tampa Bay Times	Tampa Bay Times	4/1/2016-4/14/2016	245,555
		4/16/2016-4/22/2016	
		4/24/2016-4/28/2016	
		4/30/2016	
Palm Beach Post	Palm Beach Post	4/3/2016	128,917
		4/10/2016	
		4/17/2016	
		4/24/2016	
Florida Times-Union	The Times Union	4/3/2016	157,559
		4/10/2016	
		4/17/2016	
		4/24/2016	
<b>Total</b>			<b>532,031</b>

**Distracted Driving Internet Radio PSA**

The department contracted with Hearst Audience Platform to air mobile internet radio advertisements throughout the Distracted Driving Campaign. The advertisements targeted specific counties based on distracted driving crash data in order to encourage drivers to focus on driving.

The Distracted Driving Campaign PSA ran from April 1, 2016 to April 30, 2016 over Hearst local internet streaming radio stations across desktop, mobile and tablet platforms. The target audience was drivers ages 18–25, and the spot was broadcast in both English and Spanish. Targeted areas included:

**County Impressions**

Broward	562,988
Palm Beach	570,552
Pinellas	571,101
Hillsborough	572,087
Miami-Dade	572,106
Orange	572,154
<b>Total</b>	<b>3,421,988</b>

## Earned media

The department distributed a statewide press release with multiple partners reminding motorists to focus on driving. The following news outlets ran a story about the campaign:

Date	Publication	Title	Readership	Link
3/30/2016	WFTV	Florida Drivers Most Concerned About Texting While Driving, AAA Says	Broadcast circulation of 1,465,460	<a href="http://goo.gl/hTCRq6">http://goo.gl/hTCRq6</a>
4/1/2016	Foster Folly News	April is 'Distracted Driver Awareness' Month	3,000 hits a day	<a href="http://goo.gl/v5m6jm">http://goo.gl/v5m6jm</a>
4/2/2016	Osceola News-Gazette	April is Distracted Driving Awareness Month	Weekly circulation of 40,000	<a href="http://goo.gl/uBFXqe">http://goo.gl/uBFXqe</a>
4/3/2016	Ocala Star Banner	Lane Ranger: Florida Highway Patrol has announced that April is Florida Distracted Driving Awareness Month	Daily circulation of 45,000	<a href="http://goo.gl/jNX7Ft">http://goo.gl/jNX7Ft</a>
4/4/2016	iHeart Media 970 Radio	Distracted Driving Interview given by Sergeant Steve Gaskins	Specific audience information unavailable. 80,000,000 iHeart Media registered users.	Not Applicable
4/5/2016	WUSF Public Radio	Distracted Driving Interview given by Sergeant Steve Gaskins	224,000 weekly listeners	Not Applicable
4/5/2016	News Talk Florida	Distracted Driving: A Growing Menace	100,000 monthly unique web visitors	<a href="http://goo.gl/HPpoGI">http://goo.gl/HPpoGI</a>
4/5/2016	WKMG Orlando	FHP's Distracted Driver Awareness Month underway	Broadcast circulation of 1,465,460	<a href="http://goo.gl/ODvhWj">http://goo.gl/ODvhWj</a>
4/6/2016	WJHG	FHP Warns of the Dangers of Distracted Driving	20,000 households reached during evening news/ 28,000 adults reached	<a href="http://goo.gl/3ALPL9">http://goo.gl/3ALPL9</a>
4/6/2016	The Ledger	Post From Polk Delivery Driver Bragging About Texting, Driving goes Viral	Daily circulation of 70,607	<a href="http://goo.gl/B36Qs0">http://goo.gl/B36Qs0</a>
4/6/2016	iHeart Media WINZ 940	Distracted Driving Interview given by Sergeant Mark Wysocky	67,800 weekly listeners	Not Applicable
4/8/2016	Oyster Radio	April is Distracted Driving Month in Florida	18,811 unique monthly web visitors	<a href="http://goo.gl/MWTHqM">http://goo.gl/MWTHqM</a>
4/8/2016	WFTS ABC Action News	Sarasota Family Still Recovering from Distracted Driving Accident April is Distracted Driving Awareness Month	Broadcast circulation of 1,788,240	<a href="http://goo.gl/j1ciKv">http://goo.gl/j1ciKv</a>
4/10/201	Jackson County Floridian	Trouble Waiting to Happen	Daily circulation of 7,000	<a href="http://goo.gl/jsJLbz">http://goo.gl/jsJLbz</a>
4/10/2016	Bradenton Herald	She Survived Her First Driving-While-Texting Accident- But Not Her Second	Daily circulation of 46,030	<a href="http://goo.gl/Vut4OK">http://goo.gl/Vut4OK</a>

Florida Department of Highway Safety and Motor Vehicles

Date	Publication	Title	Readership	Link
4/11/2016	Herald Tribune	Distracted Driving Cited as Factor in Crashes (video)	Daily circulation of 107,912	<a href="http://goo.gl/hxdLHj">http://goo.gl/hxdLHj</a>
4/14/2016	Radio Caracol 1260	Distracted Driving Interview given by Trooper Joe Sanchez	International audience data unavailable	Not Applicable
4/16/2016	Palm Beach Post	Distracted Driving Crashes Surge in County Since 2012	Daily circulation of 204,847	<a href="http://goo.gl/XMc4CO">http://goo.gl/XMc4CO</a>
4/16/2016	CBS Miami	Video Highlights South Florida's Distracted Driver Dilemma	Broadcast circulation of 1,583,800	<a href="http://goo.gl/ZQ8dMS">http://goo.gl/ZQ8dMS</a>
4/17/2016	Orlando Sentinel	FHP: Orange Tops State in Distracted-Driving Crashes	Daily circulation of 213,406	<a href="http://goo.gl/S8gp9S">http://goo.gl/S8gp9S</a>
4/18/2016	Sun Sentinel	Distracted Driving Can Ruin Your Day or Take your Life	Daily circulation of 131,741	<a href="http://goo.gl/mkAjXO">http://goo.gl/mkAjXO</a>
4/19/2016	WCTV	Distracted Driving Claiming Lives	Broadcast circulation of 272,520	<a href="http://goo.gl/zNSAfh">http://goo.gl/zNSAfh</a>
4/19/2016	WFLA	Update: Distracted Driving Caused 45,000+ Crashes in Florida Last Year	Broadcast circulation of 1,788,240	<a href="http://goo.gl/nFOYHu">http://goo.gl/nFOYHu</a>
4/20/2016	FOX 30 Jacksonville	Dangers of Distracted Driving - Video	Broadcast circulation of 669,840	<a href="http://goo.gl/ZWqno9">http://goo.gl/ZWqno9</a>
4/20/2016	ClaimsJournal.com	Insurers, States Work to Combat Distracted Driving	102,000 unique visitors per month	<a href="http://goo.gl/JCwJBM">http://goo.gl/JCwJBM</a>
4/21/2016	WOKV Jacksonville	Nearly 3,000 Crashes in Northeast Florida are Due to Distracted Driving	Over 250,000 listeners	<a href="http://goo.gl/z99hXe">http://goo.gl/z99hXe</a>
4/21/2016	Orlando Sentinel	Strengthen Ban on Texting While Driving: Where We Stand	Daily circulation of 213,406	<a href="http://goo.gl/HFB2qV">http://goo.gl/HFB2qV</a>
4/21/2016	Naples Daily News	Focus on Distracted Driving, Deadly Highways in Year-Round Concern	Daily circulation of 58,213	<a href="http://goo.gl/zHixV1">http://goo.gl/zHixV1</a>
4/21/2016	Lexology	Death By Distraction: 214 People Died in 2015 From Distracted Driving Crashes In Florida	Subscription information unavailable	<a href="https://goo.gl/ZonJGK">https://goo.gl/ZonJGK</a>
4/25/2016	WPBF West Palm Beach	Safe Drive 25: Distracted Driving Awareness Month is in April	Broadcast circulation of 788,020	<a href="http://goo.gl/vllrU5">http://goo.gl/vllrU5</a>
4/27/2016	WINZ 940	Distracted Driving Interview given by Sergeant Mark Wysocky	67,800 weekly listeners	Not Applicable
4/26/2016	WTSP	AAA, FDOT Remind People to be Alert on Roads	Broadcast circulation of 1,788,240	<a href="http://goo.gl/3bD7F5">http://goo.gl/3bD7F5</a>
4/29/2016	Foster Folly News	Save Lives During National Distracted Driving Awareness Month	3,000 hits a day	<a href="http://goo.gl/GRPiLU">http://goo.gl/GRPiLU</a>
<b>31 total news stories</b>			<b>At least 12,991,982 reached</b>	

## Social media

### Facebook: Page Level Data

Posts for the Distracted Driving Campaign began on April 1, 2016. When the campaign began, the department’s Facebook page had 11,912 likes. Over the course of the campaign, the department gained 265 new likes, a 2.2 percent increase totaling 12,177 by May 1, 2016.

Throughout April 2016, the department’s Facebook account reached a minimum of 97,000 unique users, reaching at least 3,230 each day and, at most, 19,066 on a single day. The page engaged with a minimum of 8,100 unique users and made a minimum of 400,150 impressions over the course of the campaign. The department increased its reach (56 percent) and impressions (54 percent) compared to April 2015. Engagements, however, decreased by six percent in April 2016 from the year before.

### Facebook: Post Level Data

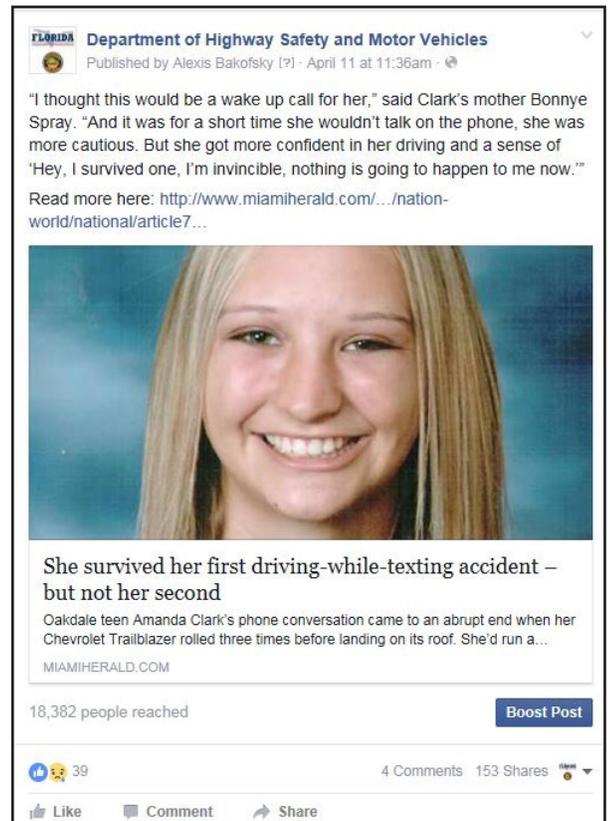
All posts containing Distracted Driving Campaign content created by the department reached between 1,124 and 18,382 unique users. The average reach for a campaign post was 2,811 users. The average reach of a campaign post to those users who did not previously follow the department’s Facebook page was 1,345. The post with the highest reach was a post linking to a Miami-Herald article titled *“She survived her first driving-while-texting accident – but not her second.”*

This post reached more than 18,000 users (147 percent of the department’s Facebook likes). This indicates that the department’s Distracted Driving Campaign content reached Facebook users who had not previously “liked” the department’s page, ultimately reaching a new set of users.

The average rate of engagement per Distracted Driving Campaign post was four percent among Facebook users. The minimum engagements on a single Distracted Driving post were 24 engagements, while the maximum engagements on a single post were 1,709. The post with the highest engagement rate, over nine percent, was the same post linking to the Miami-Herald article, *“She survived her first driving-while-texting accident – but not her second,”* that reached the most Facebook users.

The average number of impressions made per Distracted Driving Campaign post was 5,328 impressions. Each post made at least 1,923 impressions and, at most, 33,239 impressions. The post that garnered the most impressions, more than 33,000, was the same post that reached the most people and had the highest engagement rate: the post linking to the Miami-Herald article *“She survived her first driving-while-texting accident – but not her second.”*

In addition to the department page and post level data, there were more than 100 unique Facebook posts made that included either DHSMV Distracted Driving Campaign content or the campaign hashtag, #FocusonDrivingFL. Facebook accounts include tax collector offices throughout the state, police departments, such as West Melbourne Police Department, Miami Beach Police Department, Atlantic Beach Police Department, Lake City Police Department & Orlando Police Department, and Sheriffs’ offices, such as the Seminole County Sheriff’s Office.



## Twitter

At the start of the Distracted Driving Campaign, the department’s Twitter account had 5,572 followers. By May 1, 2016, the department gained 174 new followers, representing a three percent increase totaling 5,746 followers. Over the course of the campaign, the department received over 108,100 impressions, 2,743 profile visits, 186 mentions and maintained an engagement rate of .8 percent.

Compared to April 2015, the department’s impressions (30 percent), likes (10 percent) and replies (6 percent) increased, while link clicks (28 percent) and retweets (10 percent) decreased. The department tweeted 23 more links in April 2015 than it did in April 2016, accounting for the 28 percent decrease.

The department posted 25 Distracted Driving Campaign tweets throughout April 2016. Distracted Driving earned a total of 222 retweets, 140 likes, 11 #FocusonDrivingFL hashtag clicks and 11 replies. On average, each tweet received 2,683 impressions, 38 engagements, was retweeted eight times and received five likes.

Below is the department’s tweet with the highest engagement rate. This tweet linked to a Miami-Herald article “She survived her first driving-while-texting accident – but not her second.” The tweet exceeded the department’s average page engagement rate of .8 percent by 525 percent.

In addition to department tweets, there were more than 100 unique tweets made by other twitter accounts that included either DHSMV Distracted Driving Campaign content or the campaign hashtag, #FocusonDrivingFL. Twitter accounts include tax collector offices throughout the state, police departments, such as West Melbourne Police Department, Miami Beach Police Department, West Palm Beach Police Department, Lakeland Police Department & Orlando Police Department, and Sheriff’s offices, such as Sarasota County Sheriff’s Office, Volusia County Sheriff’s Office and Seminole County Sheriff’s Office.



**Instagram**

The department made 13 posts that contained Distracted Driving content over the course of the campaign. All posts received more than 35 likes, and the average likes that a Distracted Driving Campaign post received was 51. The top two Distracted Driving Campaign posts, both receiving 63 likes, were posted on April 18 and April 22, 2016.

**Date Department Instagram Post**

4/1/2016

fhsmv

52 likes

fhsmv April is Distracted Driving Awareness Month and DHSMV wants to remind all motorists to focus on driving! In 2015, there were more than 45,700 distracted driving crashes in Florida resulting in more than 39,000 injuries and more than 200 fatalities. Focusing on driving helps prevent crashes overall and saves lives. Operating a motor vehicle is a tremendous responsibility, one which requires you to keep your hands on the wheel, your eyes on the road and your mind on driving. #FocusonDrivingFL #EyesontheRoad

Add a comment...

4/7/2016

fhsmv

51 likes

fhsmv ATTENTION NEW DRIVERS: Keep your eyes on the road, your hands on the wheel and your mind on driving. In 2015, more than 5,000 teen drivers were involved in distracted driving crashes. Focus on driving, teens! #FocusonDrivingFL

gracerodrig @selena.nicole

Jrt305 @dallilatorres31 @xoxolexy\_

Add a comment...

4/8/2016

fhsmv

61 likes

fhsmv If you are reading a road map, reading directions or entering information into a navigation system, remember to pull over and do so while stopped. Don't drive distracted. #FocusonDrivingFL

Add a comment...

Date Department Instagram Post

4/12/2016

**Distracted Driving:**  
extremely risky behavior that puts us all in danger

**CATEGORIES OF DISTRACTION**

Visual	taking your eyes off the road
Manual	taking your hands off the steering wheel
Cognitive	thinking about anything other than driving

**Keep your eyes on the road, your hands on the wheel and your mind on driving.**

Visit [flhsmv.gov](http://flhsmv.gov) for the Official Florida Driver Handbook.

flhsmv There are three types of distractions that interfere with driving: visual, manual and cognitive. Texting requires all three types of distractions, making it one of the most dangerous distracted driving behaviors. #FocusonDrivingFL #DriverHandbookFL

54 likes 3w

Add a comment...

4/14/2016

Put the phone down. The text can wait till you are parked.

FOCUS ON DRIVING FLORIDA

flhsmv The best way to avoid a crash is defensive driving. In order to practice defensive driving, motorists must NOT practice distracted driving. Keeping your hands on the wheel, your eyes on the road and your mind on driving allows you to take all possible precautions against a crash. #FocusonDrivingFL

gracerodrig @selena.nicole

54 likes 3w

Add a comment...

4/18/2016

**This is NOT driving.**

FOCUS ON DRIVING FLORIDA EYES ON ROAD • HANDS ON WHEEL MIND ON DRIVING

flhsmv Take that road trip selfie at a rest stop. Not only would the view be better outside of the car, but you would live long enough to see how many likes it gets. #FocusonDrivingFL #EyesontheRoad

alarmfather Great message @flhsmv

southernrebelcam I mean technically that is distracted driving 😏 @flhsmv

63 likes 2w

Add a comment...

Date Department Instagram Post

4/21/2016

**FLORIDA** flhsmv

40 likes 2w

flhsmv When you take your attention off of the road, even just to take a bite, you are not driving. Eating while driving causes you to be inattentive to what is happening around you. #FocusonDrivingFL

fle\_nick Lmaoooo he using a fork🍴🍴🍴🍴

blue\_sentinel\_gear

adam\_bouya We could use posts like this were I live in Pennsylvania. Good job FHP!!!! Plus ur uniforms are unique and very very cool!!!!!!!!

ruthl3ssme @albj001 omg it looks like ken.🍴🍴🍴

albj001 @ruthl3ssme🍴🍴🍴

Add a comment...

**FOCUS ON DRIVING FLORIDA** EYES ON ROAD • HANDS ON WHEEL **MIND ON DRIVING**

4/22/2016

**FLORIDA** flhsmv

63 likes 2w

flhsmv Don't let your most precious distraction be the reason you put both of your lives at risk. #FocusonDrivingFL

nick97colt @woah\_amber

Add a comment...

#FocusonDrivingFL

Don't let your most **precious distraction** be the reason you get in a crash.

**FOCUS ON DRIVING FLORIDA** EYES ON ROAD • HANDS ON WHEEL **MIND ON DRIVING**

4/27/2016

**FLORIDA** flhsmv

50 likes 1w

flhsmv The mortician won't care what color eyeshadow you are wearing. Keep your eyes on the road, hands on the wheel and mind on driving. #FocusonDrivingFL

Add a comment...

**This is NOT driving.**

**FOCUS ON DRIVING FLORIDA** EYES ON ROAD • HANDS ON WHEEL **MIND ON DRIVING**

**FLHSMV.gov**

The department’s Distracted Driving Campaign webpage received 43,993 page views between April 1, 2016 and April 30, 2016. Of the 43,993 total views, there were 35,088 (80 percent) page views from unique web users. The average amount of time that a user spent on the webpage was 1:44.

The DHSMV Distracted Driving Campaign page included the campaign press release, talking points, sample social media posts, distracted driving crash data, texting citation data, texting or wearing headphone citation data, sample advertisements and the campaign poster. There was a total of 1,937 clicks on these links, 940 (48 percent) of which were from unique web users. The campaign press release received 164 unique clicks, talking points received 204 unique clicks, sample social media posts received 159 unique clicks, distracted driving crash data received 363 unique clicks, texting citation data received 193 unique clicks, texting and headphone citations data received 142 unique clicks, sample advertisements received 340 unique clicks and the campaign poster received 74 unique clicks.

Compared to the April 2015 Distracted Driving Campaign webpage, the April 2016 webpage garnered significantly more web users. Page views increased by 85 percent, the unique page views increased by 88 percent and the time users spent on the webpage increased by 29 percent.

**PAO Events**

FHP Public Affairs Officers throughout the state also hosted events and garnered campaign coverage for the Distracted Driving Campaign through various community events.

**Troop C:**

Date	Event	Location	Audience
4/5/2016	Child Abuse Prevention, including Distracted Driving	Tampa, Florida	100 People
4/7/2016	Child Abuse Prevention, including Distracted Driving	Tampa, Florida	75 People
4/8/2016	Traffic Safety Presentation	Palm Harbor High School, Tampa, Florida	800 Students
4/11/2016	Hillsborough Bus Drivers Traffic Safety Presentation	Tampa, Florida	25 Drivers
4/15/2016-4/23/2016	Hernando County Fair Traffic Safety Presentation	Brooksville, Florida	9000 People
4/23/2016	Touch-A-Truck Traffic Safety Presentation	Tampa, Florida	800 People
4/26/2016	Hillsborough Bus Driver Traffic Safety Presentation	Tampa, Florida	50 Drivers
4/28/2016	ICE- Take Kids to Work Day General Safety Presentation	Tampa, Florida	40 People
4/28/2016	FDOT- Take Kids to Work Day General Safety and K-9 Presentation	Tampa, Florida	90 People
<b>Total Distracted Driving Events: 9</b>			<b>Total: 10,980</b>

**Troop D:**

Date	Event	Location	Audience
4/7/16	Weapons of Mass Distraction/ Montes	Valencia Community College	50 students
4/7/16	Weapons of Mass Distraction/ Montes	University Of Central Florida	100 students
4/25/16	Rollover Simulator and Weapons of Mass Distraction/ Auxiliary	Seminole County High School	50 students
4/26/16	Rollover Simulator and Weapons of Mass Distraction/ Auxiliary	Seminole County High School	50 students
4/28/16	Rollover Simulator and Weapons of Mass Distraction/ Auxiliary	Florida Power and Light	100 people
<b>Total Distracted Driving Events: 5</b>			<b>Total: 350</b>

Florida Department of Highway Safety and Motor Vehicles

**Troop F:**

Date	Event	Location	Audience
4/6/2016	Safe driving talk, focusing on Distracted Driving	Leadership Development Middle School, Bradenton, Florida	120 Students
4/8/2016	Distracted Driving talk	Elevation Prep Academy Exchange Student Program, Bradenton, Florida	18 Students
4/10/2016	Distracted Driving and rollover simulator Presentation	Florida Gulf Coast Safety Fair, Fort Myers, Florida	500 People
4/12/2016	Young Driving Presentation	Lee Memorial Hospital, Fort Myers, Florida	12 Teenagers
4/19/2016	CarFit Event, focusing on the Distracted Driving	Fort Myers, Florida	27 People
4/24/2016	CarFit Event, focusing on Distracted Driving	Bradenton, Florida	36 People
4/16/2016	Court mandated Teen Driver class, including Distracted Driving	Lee Memorial Hospital, Fort Myers, Florida	25 Teenagers
4/30/2016	Charlotte County Safety Fair Presentation	Port Charlotte, Florida	25 Teenagers
<b>Total Distracted Driving Events: 8</b>			<b>Total: 763</b>

**Troop L:**

Date	Event	Location	Audience
4/2/2016	No Zone Safety Presentation	West Broward High School, Hollywood, Florida	72 Students
4/6/2016	No Zone Safety presentation	Dillard High School, Fort Lauderdale, Florida	51 Students
4/9/2016	No Zone Safety presentation	Dillard High School, Fort Lauderdale, Florida	40 Students
4/24/2016	Walk Like MADD	Fort Lauderdale, Florida	100 People
4/24/2016	Cub Scout Safety Day	Coral Springs, Florida	14 People
<b>Total Distracted Driving Events: 5</b>			<b>Total: 277</b>

## Partner Outreach

Throughout the month of April, the department partnered with the Florida Department of Transportation, Florida Sheriffs Association, Florida Police Chiefs Association and Students Against Destructive Decisions (SADD) to promote the Distracted Driving Campaign.

Additionally, the department mailed a total of 1,613 Distracted Driving posters to its partners to display throughout the month of April. The posters were sent to Florida Highway Patrol troop offices, Florida Department of Transportation districts, SADD Chapter high schools, Driver Education Licensing Assistance Program high schools and police departments throughout the state.

Distracted Driving Campaign graphic was featured on the Motor Vehicle Network in Tax Collector/ Driver License offices in the following counties:

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

Throughout the month, the department displayed the Distracted Driving Campaign logo “Focus on Driving, Florida!” on its digital sign at headquarters as well as FHP offices in Duval, Orange and Leon counties.

The department worked with the Florida Department of Transportation (FDOT) to promote a proclamation issued by Governor Rick Scott raising awareness for Distracted Driving.



FDOT also featured the department's Distracted Driving advertisement on its home page and displayed the Distracted Driving Campaign message on Florida highways.

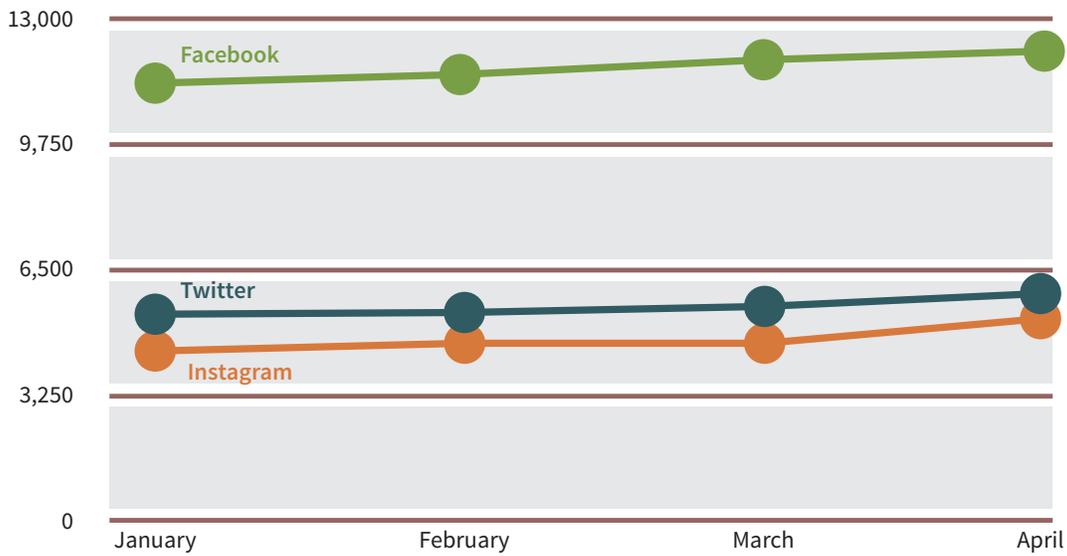


The following Distracted Driving Campaign message was displayed for two hours daily from April 3-9 and April 17-23 on 375 FDOT digital message boards statewide:

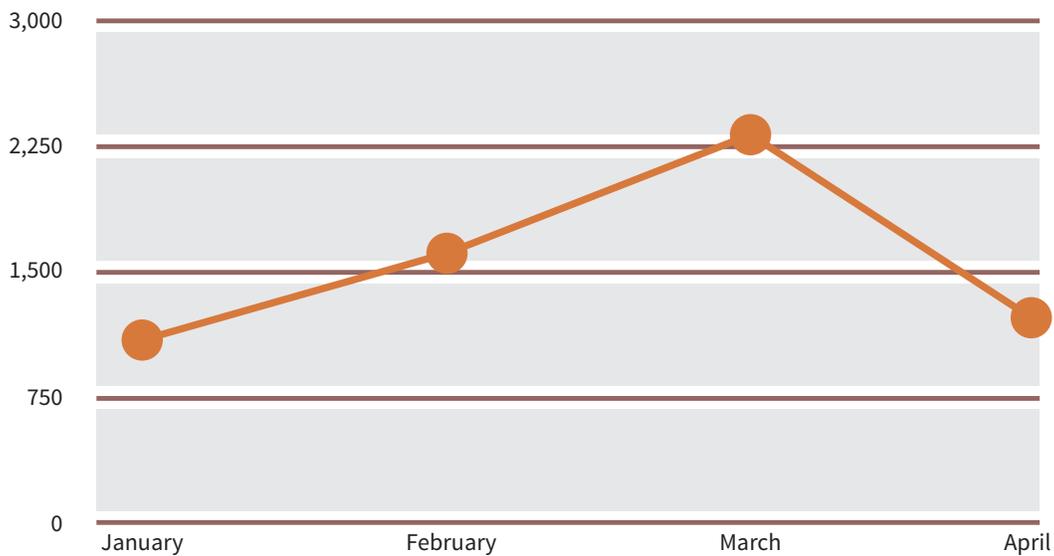
DISTRACTED DRIVING  
AWARENESS MONTH  
FOCUS ON DRIVING

## 2016 DHSMV Campaign Outreach

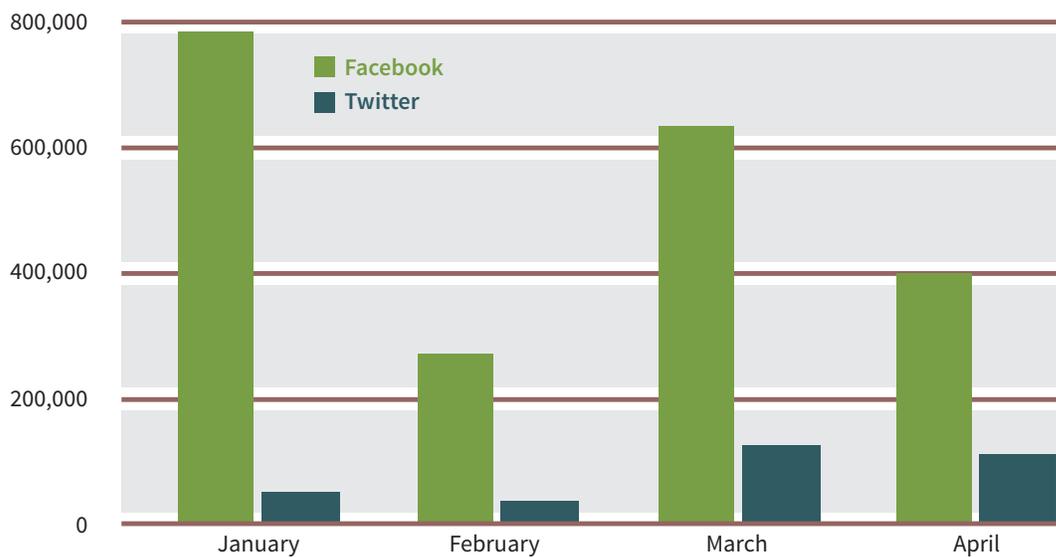
### Social Media Followers



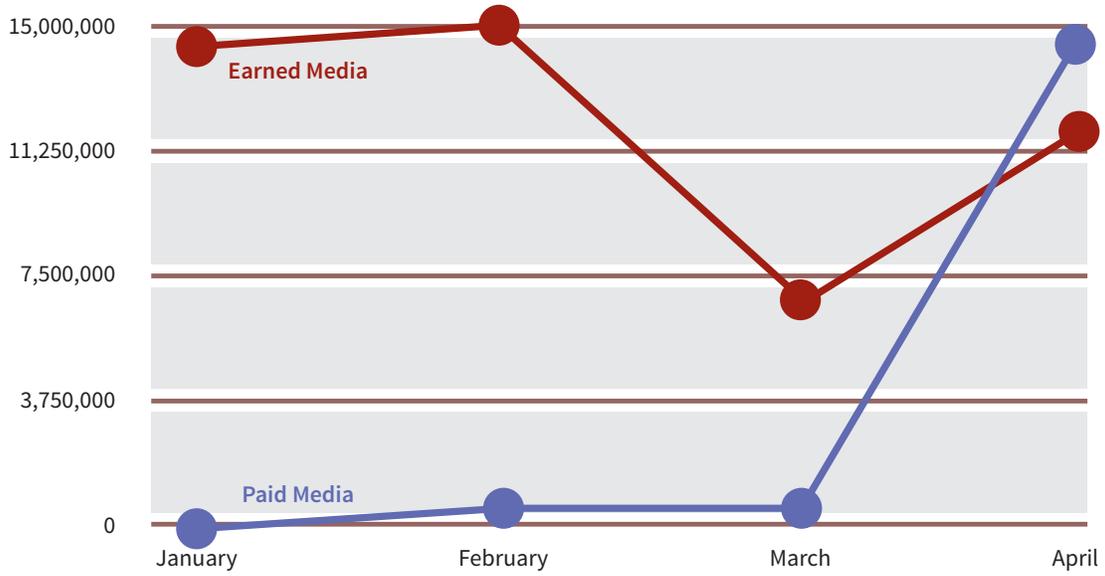
### Instagram Likes



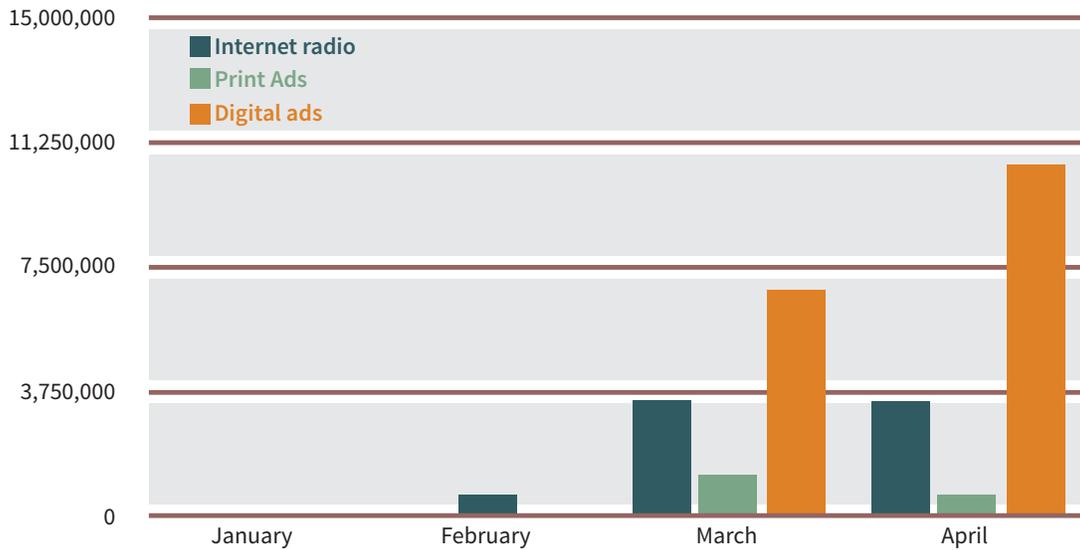
### Facebook/Twitter Impressions



**Media Reach**



**Paid Media Reach**



*Please note that January, March and April 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.*





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

