

Distracted Driving Awareness Month: *Focus on Driving* Campaign Evaluation Report



FOCUS ON DRIVING



“When you drive distracted, you are putting the lives of everyone in your car, and on the road around you, in danger.”

- Colonel Gene S. Spaulding
Director of the Florida Highway Patrol



EYES  N THE ROAD **DON'T DRIVE
DISTRACTED**

#FocusOnDrivingFL



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



April 2017

Background

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 to manage and implement all of the department’s safety and education campaign initiatives, including educating the public on the dangers of distracted driving.

Distracted driving is extremely risky behavior that puts everyone on the road in danger. There are different types of distracted driving:

Types of Distracted Driving	
VISUAL	Taking your eyes off the road
MANUAL	Taking your hands off the steering wheel
COGNITIVE	Thinking about anything other than driving

Texting and driving is one of the most commonly referred to type of distracted driving. Texting requires all three types of distracted driving making it one of the most dangerous of distracted driving behaviors. Other common distracted driving behaviors include: talking on your cell phone, adjusting radio or other car controls, tending to and interacting with children or passengers, eating, unsecured pets, grooming and makeup application, watching events outside of the vehicle and daydreaming.

Throughout the Distracted Driving Awareness Month: *Focus on Driving* campaign, the department educated the public regarding all aspects of distracted driving, including: overall awareness for the different types of distracted driving, how to properly focus on driving at all times and the deadly consequences if motorists fail to focus on driving. The department placed a particular emphasis on the call to action, “Keep your eyes on the road and focus on driving.”

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

Objectives

- Secure at least 25 news stories off of the department-disseminated press release.
2016 Objective: Secure at least ten news stories based off of a department-disseminated press release.
- Disseminate campaign message through targeted online advertisements and earn at least 25 million impressions in target areas.
2016 Objective: No comparable objective.
- Obtain at least 10,000 impressions on department social media channels.
2016 Objective: Obtain 1,500 engagements (shares, comments, retweets) on department social media channels.
- Garner more than 10,000 visits to the Distracted Driving campaign webpage on www.flhsmv.gov.
2016 Objective: Garner more than 750 visits to the Distracted Driving webpage on www.flhsmv.gov.

Target Market

Teen and young adult motorists in counties with the highest numbers of distracted driving crashes, fatalities and citations: Alachua, Brevard, Broward, Duval, Hillsborough, Lee, Marion, Miami-Dade, Orange, Osceola, Palm Beach, Pasco, Pinellas, Polk, Sarasota and Seminole counties.

Budget: \$30,250

- Online advertisements to include social media advertisements (English and Spanish): up to \$20,000
- Radio PSAs (English and Spanish): up to \$10,000
- Printing and Mailing: up to \$250

Expenditures: \$30,178.71

- Online advertisements to include social media advertisements (English and Spanish): \$20,000
- Radio PSAs (English and Spanish): \$10,000
- Printing and Mailing: \$178.71

Evaluation

The department led the Distracted Driving Awareness Month: *Focus on Driving* campaign from April 3 to 30, 2017, raising awareness and educating motorists on the dangers of distracted driving. The campaign was successful in reaching all campaign goals and objectives, with more than 38 million views through paid media, earned media, social media and community outreach.

The online and radio advertisements made more than 35.5 million impressions through Facebook, Instagram, YouTube and broadcast radio. Throughout the month, the campaign garnered 27 news stories in newspapers, local news channels or local radio stations statewide, with more than 2.5 million views across multiple platforms. The department used its Facebook, Twitter and Instagram accounts to promote the Distracted Driving Awareness Month: *Focus on Driving* campaign, posting content a total of 50 times and delivering a minimum of 186,156 impressions. The Distracted Driving Awareness Month: *Focus on Driving* campaign web page on FLHSMV.gov received 35,457 page views. In addition, FHP Public Affairs Officers (PAO) conducted community safety events throughout Florida to spread the Distracted Driving Awareness Month: *Focus on Driving* campaign message to 15,689 people.

Media	Views
Paid	35,535,507
Earned	2,545,440
Social	186,156
FLHSMV.gov	35,457
Community Safety Events	15,689
Partner Outreach	766
TOTAL	38,319,015

Branding and Design

The department created new Distracted Driving Awareness Month: *Focus on Driving* campaign artwork and branding for 2017. The new designs included an updated version of the steering wheel with a bright blue color, as well as more serious FHP focused designs. The new Distracted Driving Awareness Month: *Focus on Driving* campaign branding was used across platforms, in campaign advertisements, social media posts, the FLHSMV.gov website and in all printed materials distributed to partners.

2016

Main Logo



Secondary Logo

EYES ON ROAD • HANDS ON WHEEL
MIND ON DRIVING

MIND  ON DRIVING

Newspaper Ad / MVN



Poster

FOCUS ON DRIVING FLORIDA

EYES ON ROAD • HANDS ON WHEEL • MIND ON DRIVING

- More than 45,000 crashes occurred by distracted drivers in Florida in 2015, resulting in more than 200 fatalities and more than 39,000 injuries.
- Distracted driving can include texting, putting on makeup, reaching behind you to comfort a child in the back seat, eating, tuning the radio, checking your phone's navigation system, or daydreaming.
- Almost 20,000 drivers under 30 were involved in a crash in 2015 from driving distracted. Parents should talk with their kids about responsible driving and always model good driving behavior while behind the wheel.

www.flhsmv.gov #FocusOnDrivingFL

2017

Main Logo



Secondary Logo



11x17 Poster



8.5x11 Poster



Postcard Size Handout



Paid Media

Online Advertisements

The department contracted with a full-service strategic planning and media buying agency to implement the Distracted Driving Awareness Month: *Focus on Driving* campaign advertisements, disseminated to English and Spanish-speaking motorists. The agency created a :15 video for the advertisement to provide education and awareness to Florida’s motorists about the deadly consequences if motorists fail to focus on driving.

Focus on Driving :15 Video Storyboard



The video advertisements were targeted to motorists age 15 to 29 in Florida, with an emphasis on Alachua, Brevard, Broward, Duval, Hillsborough, Lee, Leon, Miami-Dade, Orange, Pasco, Palm Beach, Pinellas, Polk, Sarasota and Seminole counties. These counties had the highest numbers of distracted driving crashes in 2016. Targeted video advertisements made more than 27 million impressions with an overall cost per 1,000 impressions (CPM) of \$0.66. The video advertisements received 855,352 views with a total cost per view (CPV) of \$0.04.

Online Advertisements				
	Total Impressions	CPM	Total Views	CPV
Facebook/Instagram	23,750,834	\$0.48	186,654	\$0.06
YouTube	3,518,477	\$1.80	668,698	\$0.01
TOTAL/AVERAGE	27,269,311	\$0.66	855,352	\$0.04

Facebook/Instagram

The department purchased English and Spanish online advertisements on the Facebook advertisement network, which places advertisements based on demographic criteria on Facebook and Instagram on desktop and mobile. These video

advertisements made more than 23 million impressions, 17,437 clicks at \$0.66 per click, and 186,654 total views.

	Total Impressions	CPM	Total Views	CPV	View Rate	Reactions	Comments	Shares	Engagement
English	16,850,932	\$0.49	108,717	\$0.08	.65%	376	61	91	9,841
Spanish	6,899,902	\$0.46	77,937	\$0.04	1.13%	399	25	144	8,692
TOTAL/AVERAGE	23,750,834	\$0.48	186,654	\$0.06	.89%	775	86	235	18,533

Facebook Mobile English / Desktop Spanish Video Advertisement

Department of Highway Safety and Motor Vehicles
Sponsored · 🌐

Distracted Driving is extremely risky behavior that puts everyone on the road in danger.

Focus on Driving
Eyes on the Road, Hands on the Wheel
www.flhsmv.gov/safety-center/dri...

137 Reactions · 20 Comments · 43 Shares

Department of Highway Safety and Motor Vehicles
April 6 at 4:45pm · 🌐

Quando conduces distraído, pones las vidas de todos en tu carro y en la carretera en peligro.

When you drive distracted, you put the lives of everyone in your car and on the road in danger.

Enfócate en conducir
Ojos en la carretera, manos en el timón y enfócate en conducir.

21K Views · 177 Reactions · 10 Comments

Instagram English / Spanish Video Advertisement

flhsmv · 17,822 views · 3w

seandun10: wonder he call it "distracted driving"?

guy: @flhsmv, you've had plenty of time to focus.

flhsmv: @seandun10 that's fairly well. innocent children killed in back seats because of people texting, really?

flhsmv · 8,047 views · 3w

pones las vidas de todos en tu carro y en la carretera en peligro.

suiflpackett: She never let go of her phone cell

marisastenclede24: Vaina pero no está el móvil.

YouTube

The department ran advertisements on YouTube in English and Spanish, resulting in more than 3.5 million impressions and 668,698 views throughout the campaign. The view rate for the videos was 20.02 percent for English and 16.73 percent for Spanish YouTube video advertisements, 17 percent better than the view rate for Facebook and Instagram video advertisements.

YouTube Video Advertisements					
	Total Impressions	CPM	Total Views	CPV	View Rate
English	2,433,386	\$1.93	1487,183	\$0.01	20.02%
Spanish	1,085,091	\$1.66	181,515	\$0.01	16.73%
TOTAL/AVERAGE	3,518,477	\$1.80	668,698	\$0.01	18.38%

Broadcast Radio Advertisements

The department contracted with a multimedia radio company to run Distracted Driving Awareness Month: *Focus on Driving* campaign broadcast radio advertisements, directed to English and Spanish-speaking motorists. The purpose of these advertisements was to provide education and awareness to Florida’s motorists about the importance of focusing on driving to ensure everyone on the roads can Arrive Alive. The audio for the radio advertisement was as follows:

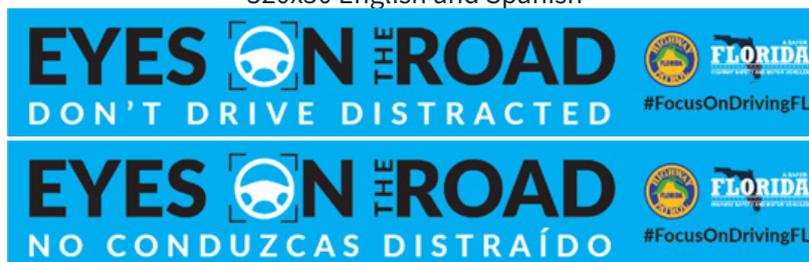
(Text Message Sound Effect) If you’re driving, keep your eyes on the road. This April during Distracted Driving Awareness Month, the Florida Highway Patrol reminds you to always focus on driving to ensure you Arrive Alive. Last year there were more than five distracted driving crashes every hour. When you are not focused on the road, you limit your ability to come to a stop and avoid a crash. Don’t become another statistic. Brought to you by the Florida Department of Highway Safety and Motor Vehicles.

The advertisements were targeted to motorists age 15 to 29, teens and young adult motorists involved in the most distracted driving crashes in 2016, and in the counties with the highest numbers of distracted driving crashes in 2016. These targeted radio advertisements made 5,445,000 impressions in addition to more than 2.8 million impressions through ads on the Google Display Network. The advertisements that were run on the Google Display Network included English and Spanish messages of keeping eyes on the road, don’t drive distracted and ultimately, *Focus on Driving*.

Broadcast Radio Stations	Total Impressions
WDUV – 105.5 FM	1,584,000
WHPT – 102.5 FM	477,000
WPOI – 101.5 FM	810,000
WSUN – 97.1 FM	288,000
WWRM – 94.9 FM	918,000
WXGL – 107.3 FM	1,368,000
Google Display Advertisements	2,821,196
TOTAL	8,266,196

Google Display Advertisements Examples

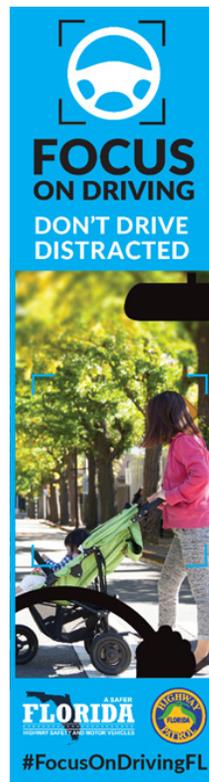
320x50 English and Spanish



300x250 - English and Spanish



160x600 - English and Spanish



Earned Media

The department disseminated a statewide press release on April 3, 2017, announcing the Distracted Driving Awareness Month: *Focus on Driving* campaign and PAOs hosted media events throughout the month. The following news outlets ran a story about the campaign:

	Date	Publication	Title	Readership*
1	3/31/2017	<i>Apopka Voice</i>	Distracted driving caused 4,000 Florida deaths in 2016	835 unique daily web visitors
2	3/31/2017	Gainesville Sun	Mark Avera: Avoid Distractions while driving	Daily circulation of 47,696
3	4/2/2017	<i>Florida Record</i>	Florida bill proposes reclassifying texting and driving laws	Readership not available
4	4/3/2017	CNN	Driving while distracted: Which countries have toughest laws?	Online circulation of 20,185
5	4/3/2017	WJXT	To reduce distracted driving crashes, officials urge drivers to keep eyes on road	Online circulation of 19,749
6	4/3/2017	WWSB	Drivers focus on the road during Distracted Driving Awareness Month	Online circulation of 20,212
7	4/3/2017	WFLA	Save A Life Don't Drive Distracted	Online circulation of 31,600
8	4/3/2017	<i>Florida Politics</i>	Pam Bondi's office to Emily Slosberg: Local government can't outlaw texting while driving	Online Circulation of 5,000
9	4/4/2017	<i>The Ledger</i>	Editorial: With a nod to technology, real life may be the best teacher	24,433 daily web visitors
10	4/5/2017	<i>Naples Daily News</i>	Editorial: Good time to remind drivers to stay alert	Daily circulation of 55,895
11	4/6/2017	<i>News-Press</i>	Toughen laws to help stop distracted driving	Daily circulation of 84,886
12	4/6/2017	<i>USA Today</i>	Toughen laws to help stop distracted driving	Average daily circulation of 895,464
13	4/9/2017	<i>Orlando Sentinel</i>	Repeat after me: Don't text and Drive	Daily circulation of 327,042
14	4/10/2017	KRMG	50,000 Florida crashes in 2016 involved distracted driving	Readership not available
15	4/10/2017	WAWS	50,000 Florida crashes in 2016 involved distracted driving	125,000 average daily unique web visitors
16	4/12/2017	<i>Sun Sentinel</i>	Florida second-worst state for distracted driving, study says	Daily circulation of 214,506
17	4/13/2017	<i>Orlando Sentinel</i>	Editorial: State push to toughen texting while driving law deserves local support	Daily circulation of 220,130
18	4/13/2017	<i>Huffington Post</i>	Where Are The Most Distracted Drivers? Where Are The Safest?	Readership not available
19	4/13/2017	<i>TC Palm</i>	Our view: Distracted drivers putting all of us at risk	Online circulation of 19,864
20	4/13/2017	<i>Orlando Weekly</i>	Study suggests Florida drivers need to put down their damn phones	Daily circulation of 28,571
21	4/14/2017	<i>Tallahassee Democrat</i>	Brand: Distracted driving must be top of Legislature's agenda	Daily circulation of 49,112
22	4/19/2017	<i>Miami Herald</i>	Texting junkies: Florida's distracted drivers rank second worst in U.S.	Daily circulation of 255,844
23	4/19/2017	WFSU	TCC Students Launch Multi-Media Attack on Distracted Driving	Online circulation of 22,150
24	4/20/2017	WCTV	Taking Action on Distraction	Online circulation of 19,718
25	4/25/2017	WKMG	Driving Change: Too little too late?	Online circulation of 19,545
26	4/27/2017	<i>CBS Miami</i>	App Reveals Miami's Top Distracted Roads	Online circulation of 16,800
27	4/28/2017	<i>Daily Commercial</i>	Bikers face risks on the road, distracted drivers being one of many	Daily circulation of 21,203
27 TOTAL STORIES				2,545,440

*Broadcast circulation numbers are an estimated number of viewers based on the populations in that area and are not guaranteed.

Social Media

The Distracted Driving Awareness Month: *Focus on Driving* campaign content made a total of 186,156 organic or unpaid impressions on department social media platforms during the month of April. *Focus on Driving* campaign content on Twitter made 53,064 impressions and 798 engagements. Due to limitations in Facebook and Instagram analytics, the department is currently unable to calculate a total reach and engagement of campaign content without counting unique social media users twice.

Facebook

At the start of the campaign, the department's Facebook page had 16,152 likes. Over the course of the *Focus on Driving* campaign, the department gained 319 new likes, totaling 16,471 by April 30, 2017. The department's 21 *Focus on Driving* campaign related posts garnered a total of 118,931 impressions. The average *Focus on Driving* campaign post reached 3,384 unique users and engaged with 43 unique users.

The most popular campaign post included the 8.5x11 poster graphic of a driver's perspective focusing on the road ahead. This post from April 17, 2017 garnered 13,901 impressions, reached 7,863 unique users and engaged with 20 unique users.

(Most Popular Facebook Post with 13,901 Impressions)



Twitter

At the start of the Distracted Driving Awareness Month: *Focus on Driving* campaign, the department's Twitter account had 9,018 followers. By April 30, 2017, the department gained 214 new followers, totaling 9,232 followers. The department tweeted *Focus on Driving* campaign content 21 times and campaign-specific tweets garnered 53,064 impressions and 798 engagements.

The most popular campaign tweet featured the main *Focus on Driving* graphic and garnered 5,975 impressions and 74 engagements.

(Most Popular Twitter Post with 5,975 Impressions)



Instagram

At the start of the Distracted Driving Awareness Month: *Focus on Driving* campaign, the department’s Instagram account had 8,446 followers. By April 30, 2017, the department gained approximately 158 new followers, totaling 8,604 followers. The department made eight posts containing *Focus on Driving* campaign content, garnering 14,161 impressions. The average campaign Instagram post reached 1,409 unique Instagram users and engaged 82 unique Instagram users.

The most successful *Focus on Driving* campaign post in terms of impressions included Colonel Gene S. Spaulding’s quote about distracted driving. This post garnered 3,592 impressions, reached 2,967 users and had 243 engagements (likes and comments).

Most Popular Instagram Post with 3,592 Impressions



FLHSMV.gov

For the Distracted Driving Awareness Month: *Focus on Driving* campaign, the department updated the campaign web page to include new graphics and resources. The *Focus on Driving* campaign web page received 35,457 page views between April 3 and 30, 2017. Of the 35,457 total views, 28,566 (81 percent) page views were from unique web users. The average amount of time that a user spent on the webpage was 1:21.

The *Focus on Driving* campaign webpage included downloadable resources for social media, posters and statewide data. Google Analytics only recorded clicks for a 32.22 percent sample size of sessions on the web page, so it is unknown if there were downloads for certain campaign resources.¹ The Social Media Posts PDF that included sample posts for partners and other people or organizations to post on their own social media channels had 35 clicks. The English FHP focused 11x17 poster had 53 clicks, the Spanish FHP focused poster had 32 clicks and the card handout had 32 clicks. The data PDF with the most clicks was the 2016 Distracted Driving Crashes by County with 126 clicks.

Resources

Press Release

Social Media Kit

Download the Social Media Posts PDF and click on the thumbnails below to make posting on social media quick and easy! Make sure to use hashtag #FocusOnDrivingFL too.

#FocusOnDrivingFL Social Media Posts

Facebook Cover and Post Images



Twitter Cover and Post Images



Instagram Image



Additional Social Images



¹ Google Analytics generates number of clicks by using only a percentage or sample of all the clicks on a certain 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 Distracted Driving Awareness Month: *Focus on Driving* campaign, with a total audience size of 15,689 people.

PAO Community Safety Events

TROOP A			
Date	Events	Location	Audience
4/14/2017	Motorcycle Safety Presentation	Eglin Airforce Base	500
4/25/2017	Fort Walton Fair Grounds Safety Presentation	Fort Walton, FL	400
4/5/2017	Chipola College Safety Presentation	Marianna, FL	20
TOTAL	3		920

TROOP B			
Date	Events	Location	Audience
4/17/2017	University of Florida Football Team Safety Presentation	Gainesville, FL	100
4/21/2017	Ft. White High School Safety Presentation	Ft. White, FL	500
TOTAL	2		600

TROOP C			
Date	Events	Location	Audience
4/12/2017	Tampa Bay Career Day Safety Presentation	Tampa, FL	1,500
4/13/2017	Prom Promise Hudson High School Safety Presentation	Hudson, FL	900
4/19/2017	Helping Rock Shelter Safety Presentation	Zephyrhills, FL	100
4/21/2017	Pepin Academy Safety Presentation	Tampa, FL	50
4/25/2017	Hillsborough County Bus Drivers Safety Presentation	Tampa, FL	50
4/28/2017	Prom Promise Anclote High School Safety Presentation	Anclote, FL	800
4/5/2017	Prom Promise Wesley Chapel High School Safety Presentation	Anclote, FL	1,500
TOTAL	7		4,900

TROOP D			
Date	Events	Location	Audience
4/26/2017	Meridian Club of Winter Park Safety Presentation	Meridian Club	55
TOTAL	1		55

TROOP E			
Date	Events	Location	Audience
04/06/2017	Edison Park Elementary Career Day Safety Presentation	Miami, FL	200
04/21/2017	South Dade Child Care Safety Presentation with Rollover Simulator	Miami, FL	200
TOTAL	2		600

TROOP F			
Date	Events	Location	Audience
4/11/2017	Sarasota Military Academy Safety Presentation	Sarasota, FL	900
4/13/2017	UPS Safety Presentation	Sarasota, FL	4
4/17/2017	RT Moore Safety Presentation	Fort Myers, FL	35
4/19/2017	State College of Florida Safety Presentation	Sarasota, FL	200
4/21/2017	Palmetto Ridge High School Safety Presentation	Naples, FL	110
4/24/2017	YMCA Bradenton Safety Presentation	Bradenton, FL	4000
4/25/2017	Pinecrest High School Safety Presentation	Sarasota, FL	100
TOTAL	7		5,349

TROOP G			
Date	Events	Location	Audience
04/12/2017	Distracted Driving Safety Talk at Edward White High School	Jacksonville, FL	50
04/13/2017	Distracted Driving Safety Talk at Edward White High School	Jacksonville, FL	30
04/14/2017	Distracted Driving Safety Talk at Edward White High School	Jacksonville, FL	30
04/28/2017	Distracted Driving Safety Talk at the Naval Air Station	Jacksonville, FL	600
04/28/2017	Distracted Driving Safety Talk for the Northeast Florida Safety Council	Jacksonville, FL	60
04/28/2017	Safety Talk for the CCSB Student Health Expo	Jacksonville, FL	900
04/29/2017	Farmshare Food Bank Safety Talk/ Outreach	Jacksonville, FL	800
TOTAL	7		5,349

TROOP L			
Date	Events	Location	Audience
4/4/2017	UPS Driver Safety Presentation	Miami, FL	35
4/5/2017	WINZ Radio Talk Show Safety Segment	Miami, FL	67,800 weekly listeners*
4/6/2017	UPS Driver Safety Presentation	Hollywood, FL	40
4/6/2017	Keiser University Student Safety Presentation		20
4/11/2017	WINZ Radio Talk Show Safety Segment	Miami, FL	67,800 weekly listeners*
4/20/2017	WINZ Radio Talk Show Safety Segment	Miami, FL	67,800 weekly listeners*
4/21/2017	Nextera Energy and FP&L Safety and Innovation Expo	Juno Beach, FL	300
4/26/2017	WINZ Radio Talk Show Safety Segment	Miami, FL	67,800 weekly listeners*
4/28/2017	Wellington High School Safety Presentation	Wellington, FL	600
TOTAL	9		995

*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 Police Chiefs Association (FPCA), Florida Sheriffs Association (FSA) and AAA – The Auto Club Group to disseminate Distracted Driving Awareness Month: *Focus on Driving* campaign messaging throughout Florida.

FDOT supported the campaign sharing or retweeting the department’s *Focus on Driving* campaign social media throughout the month. The FSA supported the campaign by including a quote in the department’s press release, from Sheriff Demings, FSA President. The FPCA included a quote in the department’s press release and shared the campaign message and materials with their members by sending out a Green Alert to 766 people and shared two posts on Facebook on April 7 and 10.



Quick Links

[66th Annual Summer Training Conference Registration](#)

[Future Chiefs Seminar](#)

[CORE Training](#)

[FPCA Building Fund](#)

[Jobs Central](#)

[FPCA Disclaimer](#)

 Like us on Facebook



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 >>](#)

Members,
Again this year, the FPCA will be partnering with the Department of Highway Safety and Motor Vehicles (DHSMV) to promote the Distracted Driving Awareness Month campaign. We encourage you to participate.
Thank you, Amy

**Distracted Driving Awareness Month
April 3 -30**

The Florida Department of Highway Safety and Motor Vehicles (DHSMV) has launched April's Distracted Driving Awareness Month campaign today (click to view the [press release](#)). In partnership with the Florida Department of Transportation, Florida Police Chiefs Association, Florida Sheriffs Association and AAA - The Auto Club Group, DHSMV is emphasizing to motorists all month long about the dangers of distracted driving and urging motorists to keep eyes on the road and Focus on Driving. campaign.

We encourage you to participate in this campaign. Please visit the updated Distracted Driving Awareness [campaign page](#) in order to view and download all the campaign materials. Our social media kit is complete with posts and graphics to make it easy to share with your social media audience to spread the campaign message. You will also find the print materials, including multiple posters in English and Spanish, a post card in English and Spanish, statewide crash data and other campaign resources for your use.

Natalia KIMREY
Safety & Education Campaign Manager
Office of Communications
Florida Department of Highway Safety and Motor Vehicles
2900 Apalachee Pkwy, Tallahassee, FL 32399
Office (850) 617-2372
Cell (850) 445-3794
www.flhsmv.gov

AAA - The Auto Club Group supported the campaign by providing a quote from Amy Stracke, Managing Director of Traffic Safety Advocacy, displaying the *Focus on Driving* campaign poster in the AAA - Auto Club Group Traffic Safety Foundation offices in Tampa and their own messaging on social media for their Be a Good Passenger campaign. They also received news coverage through WTSP News and CBS Tampa related to the campaign and posted information about the campaign on their AAA Intranet for employee awareness.

The department and its Tax Collector partners spread the *Focus on Driving* 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:

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

Motor Vehicle Network Graphics

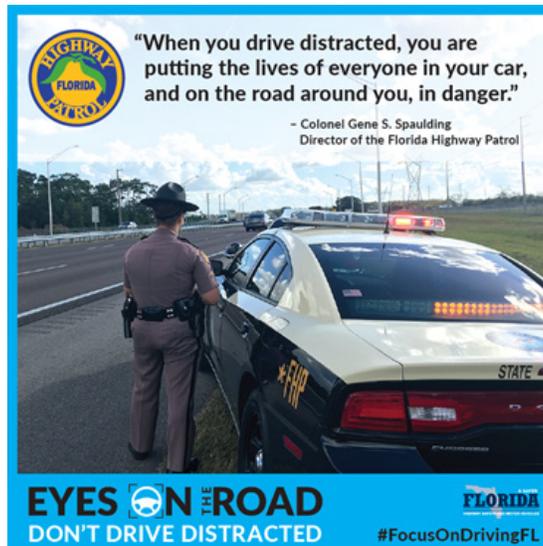


The department displayed the *Focus on Driving* campaign logo and safety message on its digital message board at headquarters from April 3 to 30, 2017. FHP troops D, F, G and H also displayed the graphic on their troop headquarters' digital message boards.



Internal Outreach

The Distracted Driving Awareness Month: *Focus on Driving* 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.



2016 vs. 2017 Campaign Results

Earned Media

Year	Number of Stories	Total Readership
2016	31	1,834,317
2017	27	2,545,440
Percent Change:		39% increase

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	29	155,533	2,811	141
2017	21	118,931	3,384	43
Percent Change:		23% decrease	20% increase	69% decrease

The total impressions, reach and engagement in this table do not include paid media posts on Facebook. The department used paid media efforts on Facebook, community safety events and partner outreach to reach the target market for the Focus on Driving campaign.

Twitter

Year	Total Number of Posts	Average Impressions per Post	Average Engagement per Post
2016	25	67,087	969
2017	21	53,064	798
Percent Change:		20% decrease	17% decrease

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 Focus on Driving campaign could be due to the fact that the department's Twitter followers are only 11.5 percent age 13 to 24. For that reason, the department used paid media efforts on social media, community safety events and partner outreach to reach the target market for the campaign.

Instagram

Year	Number of Posts	Average Engagement per Post
2016	31	22
2017	8	82
Percent Change:		273% increase

FLHSMV.gov

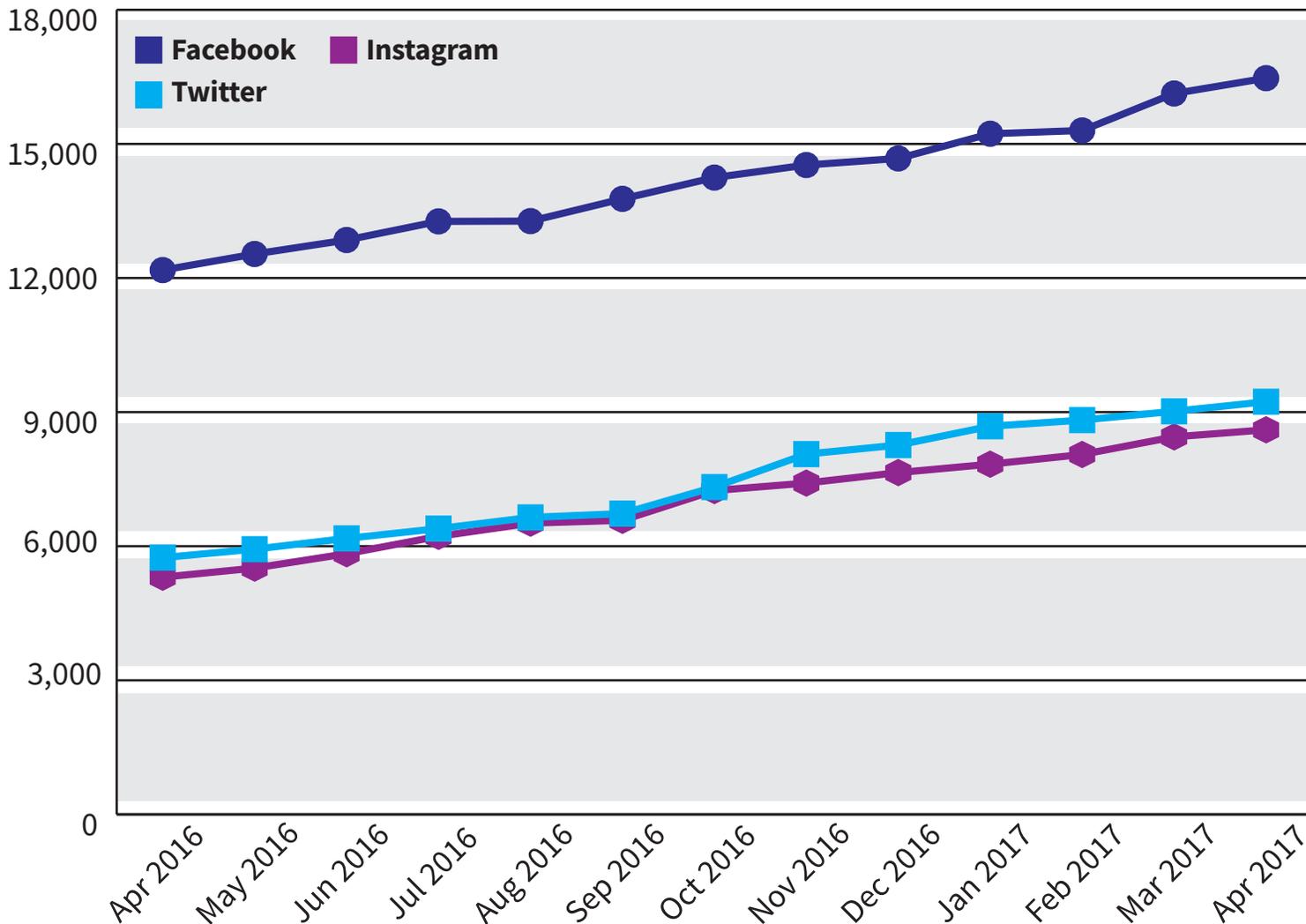
Year	Average Time Spent on Page	Average Daily Page Views	Average Daily Unique Page Views
2016	1:44	43,993	35,088
2017	1:21	35,457	28,566
Percent Change:		19% decrease	19% decrease

Unlike other campaigns, the main goal of paid media efforts from Facebook, Instagram and YouTube was to garner the most video views and not clicks to the department's campaign page. The decrease in page views for the Distracted Driving campaign could be caused by this different paid media goal and the fact that radio advertisements were only through broadcast radio for this campaign and not online.

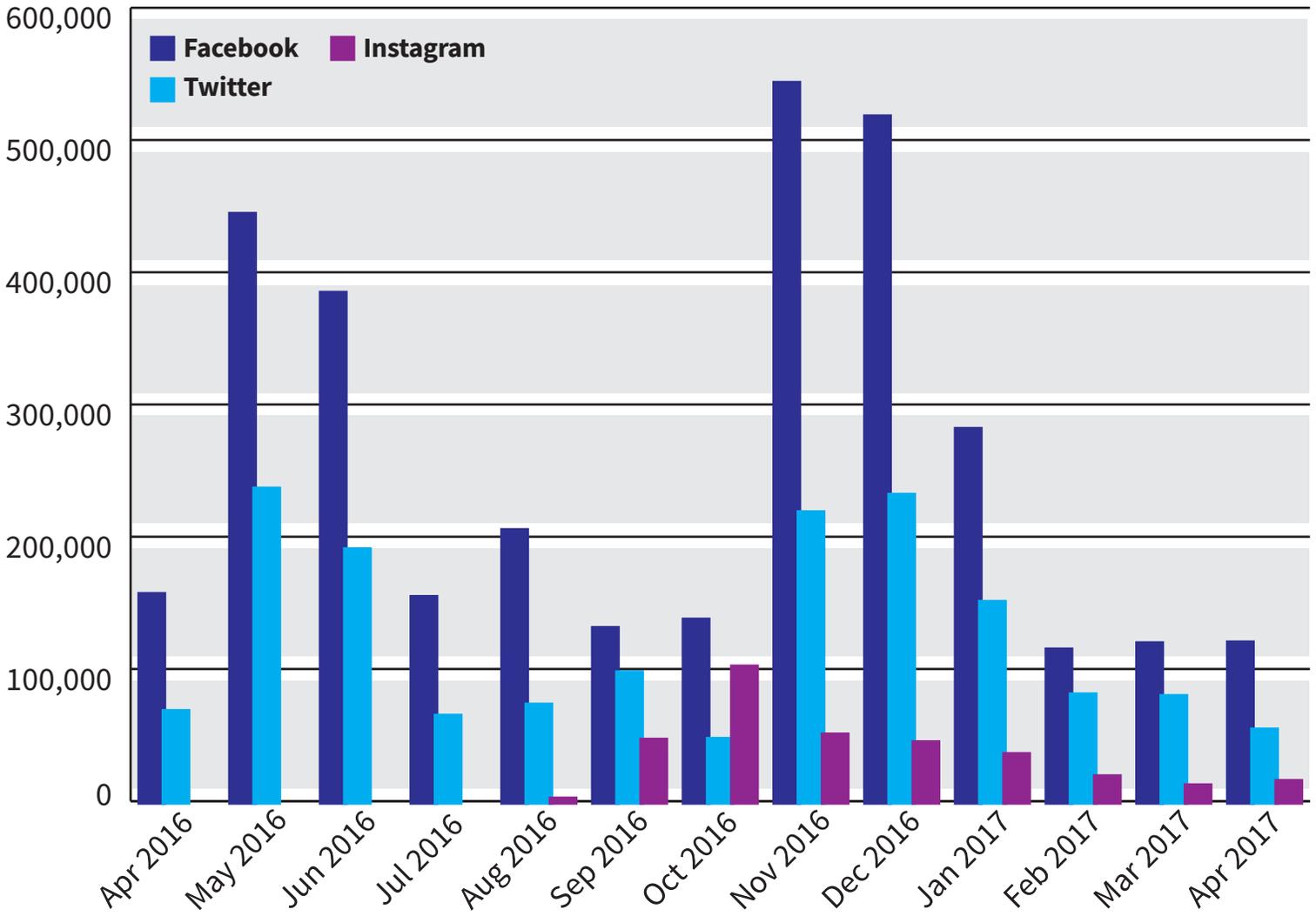
Community Safety Events

Year	Number of Stories	Total Readership
2016	27	12,370
2017	38	15,689
Percent Change:		27% increase

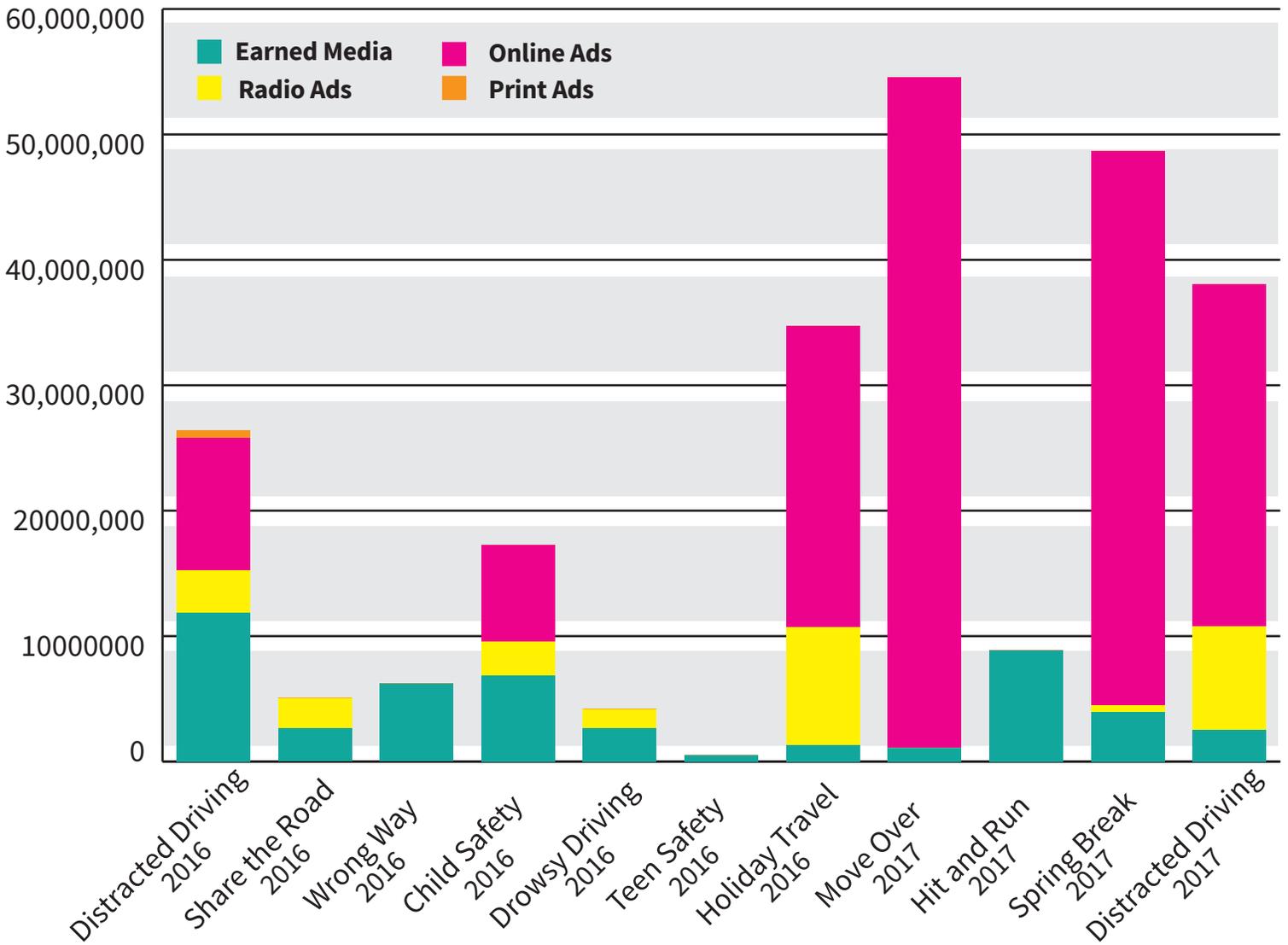
Social Media Followers



Social Media Impressions



Media Reach*



*Please note that Media Reach does not include billboard advertisements, so it is not included for the Move Over Awareness or Share the Road campaigns. No paid media was purchased by the department for the Wrong Way Driving Awareness or Teen Driver Safety campaigns. It is also important to note that the Holiday Travel campaign was two months long.

LEADERS IN SERVICE • AGENTS OF PROGRESS • CHAMPIONS FOR SAFETY

