Background

Distracted driving is extremely risky behavior that puts everyone on the road in danger. Texting and driving is one of the most commonly referred to type of distracted driving. However, texting is not the only distracted driving behavior. 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 in the backseats, eating, unsecured pets, grooming and makeup application, watching events outside of the vehicle and even 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. FLHSMV placed a particular emphasis on the call to action, “Focus on Driving.”
Data

In 2018, there were 52,129 distracted driving crashes in Florida. That means, on average in 2018, there were more than 1,000 distracted driving crashes every week. Distracted driving crashes have increased 23 percent since 2014. In 2018, distracted driving crashes accounted for 13 percent of all crashes. Crashes involving electronic communication devices accounted for 20 percent of distracted driving crashes for 20-29 year-olds and were highest of any age group. There were 1,608 first offense texting citations given in 2018. Since 2014, FHP has issued 3,818 distracted driving citations, including 548 in 2018.

Target Market

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

Objectives

- Secure at least 25 (41) new stories based off of the department-disseminated press releases
- Disseminate campaign messages through targeted advertisements and earn at least 35 (41) million impressions.
- Garner more than 15,000 (32,416) visits to the Distracted Driving campaign web page on www.flhsmv.gov.
- Obtain at least 250,000 (316,883 earned /7.8M paid) impressions on department social media channels.
- Engage target markets in unique ways, including more outreach events and distributing educational materials.

Expenditures: $66,999.91

Online & Social Media Ads in English/Spanish ($32,000)
Internet radio ($25,000)
Focus on Driving phone wallets ($9,999.91)

Overall Impressions / Reach: 43,987,354

41,619,169 Paid + 1,990,304 Earned + 316,883 Social Media + 32,416 FLHSMV.gov + 28,582 Outreach & Events

Partners

- Tax Collector Motor Vehicle Network graphics in 20 counties
- Highway message boards and posters in all FDOT rest areas
- FPCA Green Alert with campaign information to all members

Social Media: 316,883 Earned Impressions

81 Total Posts · 6,943 Total Engagements
29 Facebook posts · 158,209 impressions · 3,294 engagements
36 Twitter posts · 117,168 impressions · 1,827 engagements
16 Instagram posts · 41,506 impressions · 1,822 engagements

Followers Gained: 452 Facebook | 655 Twitter | 197 Instagram

Best Performing Social Media Posts

Website Analytics: 32,416 Total Pageviews · 1,040 Total Downloads*

9,554 Spanish Pageviews
3,514 Clicks from Home Page
2:15 Average Time Spent on campaign pages*

*Based on 13.46% of sessions.
Events

Total Print/Online News Stories: 364 Total TV & Radio Stories: 28

Average Publicity Value: $1.26 per 30 seconds

Total Outreach Events: 28,582

78 Total Events · 8 Troops

Outreach Events: 28,582 Total Participants

G · 11 Events
2,545 Participants

A · 6 Events
2,770 Participants

B · 8 Events
6,420 Participants

C · 13 Events
3,645 Participants

D · 14 Events
5,797 Participants

F · 16 Events
4,885 Participants

L · 4 Events
820 Participants

E · 6 Events
1,700 Participants

24 Community Events/Fairs

20 Organization Safety Talks

16 High School/College Events

9 School/Children Events

9 State Partner Events (FDOT, Law Enforcement, etc)

Earned Media: 1,990,304 Total Online Circulation/Views · 41 Total News, TV & Radio Stories

36 total print and/or online news stories from 28 news outlets with 1,945,165 online circulation

5 total TV and radio stories from 4 news outlets with $2,240.06 average publicity value (per 30 seconds)


TO NOTE: Florida's Wireless Communications While Driving Law was highly publicized during this month because it was in the final stages of getting passed by the House, Senate and Governor Ron DeSantis. The majority of the earned media coverage was centered around the legislature and the passing of the law.