

DROWSY DRIVING

PREVENTION WEEK

YOU SNOOZE YOU LOSE!



DON'T DRIVE DROWSY

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

Campaign Evaluation Report

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 manages and implements all of the agency’s safety and education initiatives, including educating the public regarding all aspects of drowsy driving prevention on Florida roads.

In 2010, the Florida legislature designated the first week of September each year as Drowsy Driving Prevention Week to educate the public on the dangers of driving while drowsy and to honor the memory of 8-year-old Ronshay Dugans. Ronshay was killed in 2008 when her school bus was hit by a driver who fell asleep at the wheel. From September 1 to September 9, 2016, the department worked to educate the public regarding all aspects of drowsy driving prevention, including: getting adequate sleep to prevent drowsiness while driving, the importance of Commercial Motor Vehicle (CMV) hours-of-service regulations, stopping to rest when needed and overall safety measures to maintain alertness while driving.

Preliminarily in 2015, there were 4,386 crashes on Florida roads where at least one driver was asleep or fatigued, a 20 percent increase from 2013. Of those crashes, 1,373 resulted in injury and 23 people were killed. Fatalities related to drowsy driving have increased 64 percent since 2013.

	2013	2014	2015
Crashes	3,650	3,997	4,386
Non-Incapacitating Injuries	924	974	1,035
Incapacitating Injuries	344	330	338
Fatalities (within 30 days)	14	14	23
<i>*Source: Florida Department of Highway Safety and Motor Vehicles preliminary data as of July 27, 2016</i>			

Of the 4,386 drowsy driving crashes in 2015, only two percent involved CMV drivers. Drowsy CMV driver-related crashes decreased 12 percent from 2013 to 2015, while drowsy non-CMV driver-related crashes increased 21 percent. The total injuries in a drowsy CMV driver-related crash has decreased 36 percent, and the total injuries in drowsy non-CMV driver-related crashes have increased 10 percent from 2013 to 2015. A higher percentage of CMV driver-related crashes led to fatalities (3%) than non-CMV driver-related crashes (0.5%) in 2015.

	Drowsy CMV Driver			Non-Drowsy CMV Driver		
	2013	2014	2015	2013	2014	2015
Crashes	118	112	104	3,532	3,885	4,282
Non-Incapacitating Injuries	34	16	23	890	958	1,012
Incapacitating Injuries	8	10	4	336	320	334
Fatalities	1	3	3	13	11	20
<i>Source: Florida Department of Highway Safety and Motor Vehicles preliminary data as of July 27, 2016</i>						

Drowsy driving related violations* as the result of a crash have risen 38 percent since 2012. The citation that is most used with drowsy driving related violations is Careless Driving. Careless Driving violations involving drowsy driving comprise 56 percent of all drowsy driving related violations at 2,673 of the 4,786 citations for 2015. FHP issued 61 percent of these Careless Driving violations that result in a fine and three points on a driver license, four points if it resulted in a crash.

**There is no citation that applies directly to drowsy driving. These numbers are for citations that have been given as a result of a crash and the crash report includes ASLEEP or FATIGUED as the Condition at the Time of the Crash.*

Campaign Objectives (to be met by September 9, 2016)

- Secure at least three 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 500 engagements (shares, comments, retweets) on department social media channels.
- Garner more than 250 visits to the Drowsy Driving Prevention campaign webpage on www.flhsmv.gov.

Target Markets

- CMV Drivers
- Drivers in targeted counties where drowsy driving crashes and violations occur the most, including Spanish speaking markets. (Miami-Dade, Broward, Orange, Palm Beach, Hillsborough and Duval counties)

Budget: \$8,000

- Internet Radio: \$5,000
- Broadcast FM Radio: \$2,500
- Promoted Social Media: \$500

Total Expenditures: \$7,950

- Internet Radio: \$5,000
- Broadcast FM Radio: \$2,500
- Promoted Social Media: \$450

Evaluation

The 2016 Drowsy Driving Prevention campaign met the majority of campaign goals and objectives and garnered nearly six million estimated views to campaign material from September 1 to September 9, 2016. The campaign garnered 13 stories in newspapers, local news channels or local radio stations statewide, garnering over three million estimated views. The overall targeted paid media garnered almost one million impressions. The department used its social media platforms Facebook, Twitter and Instagram to promote the Drowsy Driving Prevention campaign and content was posted a total of 25 times. During the Drowsy Driving Prevention campaign, the department’s social media accounts made a minimum of 178,056 impressions.

While the original launch date for the Drowsy Driving Prevention campaign was September 5, 2016, the department decided to launch the campaign on September 1, 2016 to mitigate interfering messages among safety and enforcement campaigns associated with the Labor Day holiday. It should be noted that on the launch of the Drowsy Driving Prevention campaign, Hurricane Hermine was rapidly approaching Florida’s northwest coast, including the Tallahassee area. The department closed at 12:00 p.m. on Thursday, September 1, 2016 and Hurricane Hermine made landfall later that night, causing state office closures on Friday, September 2, 2016. Severe weather caused the department to focus much of its efforts on driving safety during and after inclement weather in regards to social media, media relations, webpage activity and PAO events. It is for this reason that the department was unable to meet its goal to conduct media relations outreach with at least two consumer reporters in campaign targeted areas. Paid advertisements for the Drowsy Driving Prevention campaign were conducted as contracted throughout the state of Florida mostly in areas not affected by Hurricane Hermine.

Media	Potential Views
Earned	3,756,464
Paid	989,006
Added Value	1,051,800
Social	178,056
TOTAL	5,988,326

Paid Media

The department contracted with a multi-platform media company to run internet radio advertisements and on-air FM radio advertisements for the Drowsy Driving Prevention campaign. All advertisements ran from September 1 through September 9, 2016 and were 30 second spots.

Broadcast On-Air FM Radio PSA

The on-air FM radio advertisement package included streaming audio, in English and Spanish, in the Jacksonville, Miami/Fort Lauderdale, Orlando/Daytona Beach/Melbourne, Tampa/St. Petersburg, and West Palm Beach/Fort Pierce markets on stations that best targeted motorists ages 15 to 34. These PSAs made over 400,000 impressions across eleven different radio stations and an additional 525,900 impressions on the statewide Florida News Network as an added value from the vendor.

Broadcast On-Air FM Radio Advertisements				
Station	Number of Spots	Format	Market	Impressions*
WJBT-FM	16	Urban Contemporary	Jacksonville	24,900
WKSL-FM	14	Pop Contemporary Hit Radio		8,400
WMIB-FM	14	Urban Contemporary	Miami/Fort Lauderdale	27,600
WHYI-FM	16	Pop Contemporary Hit Radio		40,900
WMGE-FM	12	Spanish Contemporary		59,200
WXXL-FM	15	Pop Contemporary Hit Radio	Orlando/Daytona Beach/ Melbourne	26,000
WRUM-FM	14	Spanish Tropical		94,000
WFLZ-FM	14	Pop Contemporary Hit Radio	Tampa/St. Petersburg	44,600
WBTP-FM	14	Urban Contemporary		39,900
WLDI-FM	16	Pop Contemporary Hit Radio	West Palm Beach/Fort Pierce	33,100
WRLX-FM	15	Spanish Contemporary		5,500
FNN	6	Florida News Network	Florida Statewide	525,900
TOTAL IMPRESSIONS*				930,000

*Impressions mean "gross impressions" or the total number of exposures calculated by multiplying the net reach of average listeners by the frequency of the radio spot. Net reach is estimated from the audience data for the Nielsen Radio Market Report and are subject to the qualifications and limitations stated in that Report.

Internet Radio PSA

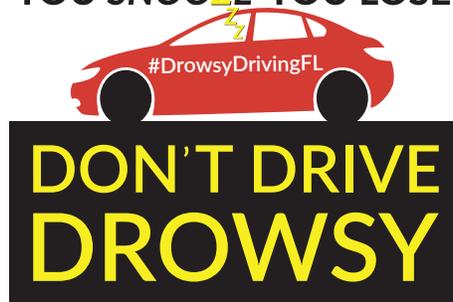
The internet radio contract included streaming audio and a graphic companion banner in English and Spanish in the Jacksonville, Miami/Fort Lauderdale, Orlando/Daytona Beach/Melbourne, Tampa/St. Petersburg/Sarasota, and West Palm Beach/Fort Pierce markets. As an added value, a 30 second PSA on the statewide Florida News Networks was included.

Internet Radio Advertisements		
Creative	Market	Impressions
:30 Radio Streaming Audio and Companion Banner	Jacksonville Miami/Fort Lauderdale Orlando/Daytona Beach/Melbourne Tampa/St. Petersburg/Sarasota West Palm Beach/Fort Pierce	584,906**
Added Value On-air :30 PSA on Florida News Networks (FNN)	Florida News Network – 79 Radio Affiliates Florida Roundtable – 94 Radio Affiliates Better Lawns and Gardens – 30 Radio Affiliates FNN Hispana – 45 Spanish Radio Affiliates FNN Exclusivo – 23 Spanish Radio Affiliates	525,900
TOTAL IMPRESSIONS		1,110,806

**The vendor counts streaming audio and companion banner impressions twice to total 1,169,812. The department counts this number only once, at 584,906, as the streaming audio and companion banner were presented at the same time. There is currently no way to decipher whether audience members experienced the audio and banner separately.

Internet Radio PSA: Companion Banner

YOU SNOOZE YOU LOSE!



Drowsy Driving Prevention Week - September 1-9, 2016

Earned Media

The department disseminated a statewide press release with multiple partners reminding motorists to get adequate rest before getting behind the wheel. The following news outlets ran a story about the campaign:

Date	Vendor	Title	Readership*	Link
9/1/2016	Jackson County Floridan	Sept. 1-9 is Drowsy Driving Prevention Week	Daily circulation: 7,000	https://goo.gl/ZHnwMT
9/1/2016	WFSU	Along With Watching Out For Weather, Fla. Officials Urge Drivers To Avoid Drowsy Driving	Broadcast circulation: 272,520	https://goo.gl/fRnUml
9/1/2016	WTXL	Drowsy Driving Prevention Week	Broadcast circulation: 272,520	https://goo.gl/uz5v1D
9/1/2016	WOKC 100.9 FM	Drowsy Driving Prevention Week Is September 1-9	~ 100 unique web visitors daily	https://goo.gl/pVGKNZ
9/2/2016	Lee Herald	DHSMV Celebrates Drowsy Driving Week: Tips and Tricks to Arrive Alive this Labor Day	137 unique web visitors	https://goo.gl/TjJlZ5
9/5/2016	WPTV	Four Killed in Vehicle Crashes Labor Day Weekend in Palm Beach County	Broadcast circulation: 788,020	https://goo.gl/kd7MCW
9/5/2016	WPBF	What Are The Symptoms of Drowsy Driving	Broadcast circulation: 788,020	https://goo.gl/qnWuLW
9/5/2016	Highlands Today	Drowsy Driving Alert Given	Daily circulation: 19,357	https://goo.gl/l6a5Ma
9/5/2016	WJHG	Troopers: Drowsy Driving Can Be Just as Dangerous as Drunk Driving	20,000 households/28,000 adults reached during evening news	https://goo.gl/fzlbOf
9/6/2016	WFLX FOX 29	Four Killed on PBC Roads Labor Day Weekend	Broadcast circulation: 788,020	https://goo.gl/jDHwnJ
9/6/2016	Vero News	Department of Highway Safety Practices Drowsy Driving Prevention	Broadcast circulation: 788,020	https://goo.gl/c1BmlB
9/7/2016	WFLA 102.5 FM	Campaign to Combat Drowsy Driving	Online audience: 12,750	No URL Available
9/8/2016	Gulf Breeze News	Drowsy Driving Prevention Week is Sept. 1-9	Weekly circulation: 5,000	https://goo.gl/NjF5jq
Total Stories: 13			3,769,464 potential views	

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

Social Media

Facebook

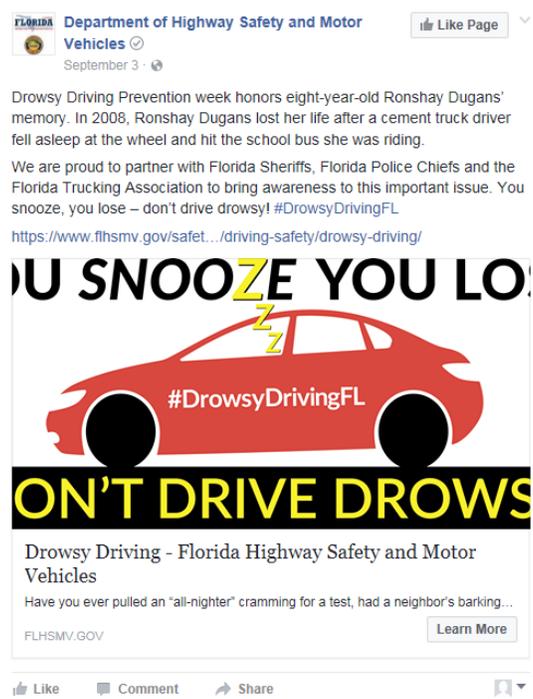
Page Level Data

Posts for the Drowsy Driving Prevention campaign began on September 1, 2016. When the campaign began, the department’s Facebook page had 13,506 likes. The department gained 265 new likes, a two percent increase totaling 13,771 by the end of the Drowsy Driving Prevention campaign on September 9, 2016.

Throughout the Drowsy Driving Prevention campaign, the department’s Facebook account made a total of 22 posts, nine of which were related to the Drowsy Driving Prevention campaign. The department’s content reached a minimum of 385,767 unique users. Posts reached at least 19,147 each day and, at most, 184,900. The page engaged with a minimum of 36,164 unique users and made a minimum of 977,697 impressions over the course of the campaign. When comparing the 2016 Drowsy Driving Prevention campaign to the 2015 campaign, Facebook reach (441 percent), impressions (421 percent) and engagement (296 percent) increased. It should be noted that the 2016 Drowsy Driving Prevention campaign lasted three days longer than the 2015 campaign due to the early start of the 2016 campaign. It should also be noted that the department made inclement weather posts related to Hurricane Hermine, which do contribute to these calculations.

Post Level Data

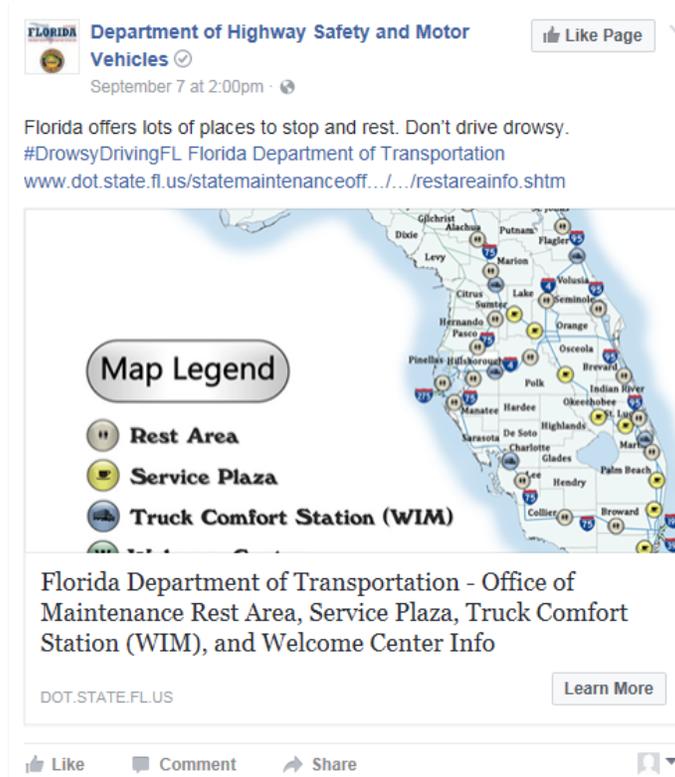
The department promoted three posts out of the nine campaign-related posts during the Drowsy Driving Prevention campaign. The department promoted a post that was posted on September 3, 2016 linking to the department’s Drowsy Driving Prevention campaign webpage. This post reached a total of 13,455 unique Facebook users, 1,171 of which were reached organically. It also garnered 2,084 organic impressions and 13,407 paid impressions, totaling 15,491 impressions and 291 engagements.



The department promoted a post from September 5, 2016 informing Facebook users that driving at times you would normally be asleep is dangerous. This post reached a total of 24,792 unique Facebook users, 4,869 of which were reached organically. It also garnered 16,466 organic impressions and 23,083 paid impressions, totaling 39,549 impressions and 529 engagements.



The department promoted a post from September 7, 2016 discouraging drowsy driving and informing Facebook users of the locations of rest stops along Florida highways. This post reached a total of 11,617 unique Facebook users, 1,629 of which were reached organically. It also garnered 2,596 organic impressions and 11,086 paid impressions, totaling 13,682 impressions and 313 total engagements.



Reach: All Drowsy Driving Prevention campaign posts reached between 1,171 and 5,738 unique users organically. The average organic reach for a campaign post was 3,590 users. The post with the highest organic reach was a post encouraging CMV drivers to get plenty of rest before driving and to follow all hours-of-service regulations. This post reached 5,738 unique Facebook users, made 14,571 impressions and engaged with 42 users.

Engagement: The average number of engagements on an organic Drowsy Driving Prevention campaign post was 45 engagements. The post with the highest number of organic engagements was a post that encouraged motorists to get adequate rest before driving and linked to the Drowsy Driving Prevention press release. This post engaged 61 Facebook users, reached 2,765 unique Facebook users and made 6,050 impressions.

Impressions: The average number of organic impressions made for a Drowsy Driving Prevention campaign post was 9,140 impressions. Each post made at least 2,084 organic impressions and, at most, 16,466 impressions. The post that garnered the most organic impressions was the same post that reached and engaged with the most unique Facebook users, encouraging CMV drivers to get plenty of rest before driving and to follow all hours-of-service regulations.

Facebook Post with the Highest Engagement Rate



Facebook Post with the Highest Reach and Most Impressions



Twitter

At the start of the Drowsy Driving Prevention campaign, the department’s Twitter account had 6,644 followers. By September 9, 2016, the department gained 85 new followers, representing a one percent increase for a total of 6,729 followers. From September 1 through September 9, 2016, the department’s Twitter account garnered over 96,300 impressions, maintained an engagement rate of one percent and was retweeted 194 times.

Compared to the 2015 Drowsy Driving Prevention campaign, the department’s impressions (568 percent), likes (240 percent), replies (60 percent) and retweets (340 percent) increased. Engagement rate was the only metric to remain stagnant, maintaining a rate of one percent. It is important to note that the 2016 Drowsy Driving Prevention campaign was three days longer than the 2015 campaign.

The decrease in engagement is likely attributed to the fact that the department has implemented a new social media strategy since October 2015. The goal of the new social media strategy is to broaden the scope of the department’s social media audience by diversifying the content posted to include safety campaigns, FHP, the *Official Florida Driver’s License Handbook*, and other content as it arises, such as teen driver safety, inclement weather or office closure announcements. The process of reaching a broader audience takes time and diligence in posting the content that communicates the full range of services and safety content the department needs to address.

During the Drowsy Driving Prevention campaign, the department tweeted Drowsy Driving Prevention content ten times. Drowsy Driving Prevention content earned a total of 68 retweets, 61 likes, ten #DrowsyDrivingFL hashtag clicks and 21,547 impressions. On average, each tweet received 2,154 impressions, 24 engagements, was retweeted six times and received six likes.

Two department tweets were also promoted during the campaign in order to garner increased interaction among social media users. The department promoted a tweet that was posted on September 4, 2016 informing Twitter users of the number of drowsy driving crashes in 2015 and discouraging drowsy driving. This tweet made 6,911 organic impressions and 7,399 paid impressions. It garnered a total of 375 engagements. The department also promoted a tweet that was posted on September 5, 2016 informing Twitter users that driving when you would normally be asleep is dangerous. This tweet made 3,795 organic and 5,354 paid impressions. It garnered a total of 210 engagements.

FLORIDA FLHSMV
@FLHSMV

4,386 – the number of drowsy driving crashes in 2015. Don't drive drowsy. 🚗 zzz
[#DrowsyDrivingFL](#)



RETWEETS 25 LIKES 16

2:30 PM - 4 Sep 2016

FLORIDA FLHSMV
@FLHSMV

Driving when you would normally be asleep is dangerous. Pull off the road when drowsy.
[#DrowsyDrivingFL](#) [@HealthyFla](#)



RETWEETS 14 LIKES 26

1:31 PM - 5 Sep 2016

The department tweet that maintained the highest engagement rate, garnered the most impressions and was most retweeted of all organic tweets was a tweet posted on September 8, 2016 warning motorists that drowsy driving is just as dangerous as drunk driving. This tweet was retweeted 15 times, received 10 likes and made 3,277 impressions.

FLORIDA FLHSMV
@FLHSMV

Drowsy driving is as dangerous as drunk driving.
[#DrowsyDrivingFL](#) [@FLSheriffs](#)



RETWEETS 15 LIKES 10

1:20 PM - 8 Sep 2016

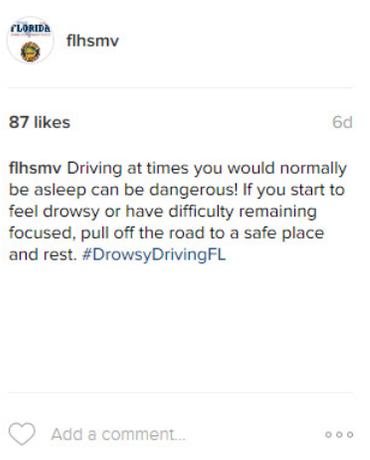
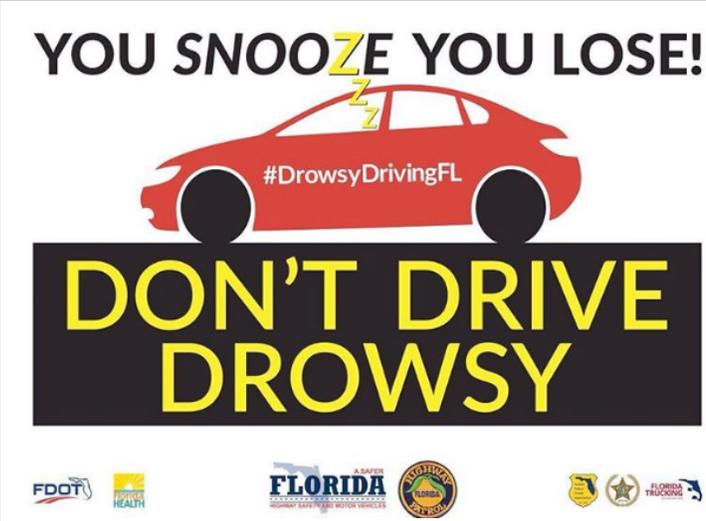
Instagram

The department made six posts that contained Drowsy Driving Prevention content over the course of the campaign. All posts received more than 39 likes and the average likes that a Drowsy Driving Prevention post received was 34 likes. During the middle of the campaign, on September 6, 2016, the department switched its Instagram account from what is classified as a “personal account,” which offers no analytics, to a “business account,” which links to the department’s Facebook business profile, allows customers to contact us directly from Instagram, offers analytics regarding posts and allows posts to be promoted.

Four of the department’s six posts were posted to Instagram after the account was switched to a business profile and one of the posts was promoted. However, as Instagram offers limited analytics and does not differentiate between organic and paid metrics, the promoted Instagram post will not be included in the calculation of average number of impressions and reach.

Each of the four Instagram posts made an average of 1,219 organic impressions. Each post reached 939 average unique users. The post that reached the most unique Instagram users was the September 8, 2016 post informing drivers that drowsy driving can be as dangerous as drunk driving. This post reached a total of 966 unique users.

The department promoted the September 6, 2016 Instagram post urging CMV drivers to get plenty of rest and abide by all hours-of-service regulations. This post made 10,257 impressions and resulted in 107 visits to www.flhsmv.gov. Instagram Business allows users to include a “Learn More” button on their promoted posts. This button takes users to the webpage that the Instagram business account is linked to, which in the department’s case is www.flhsmv.gov. Users could then click the Drowsy Driving Prevention campaign banner located on the department’s home webpage to learn more about the Drowsy Driving prevention campaign.

Date	Department Instagram Post	
9/5/2016		
9/6/2016		

Date	Department Instagram Post	
<p>9/6/2016 (Promoted Post)</p>		<p> flhsmv</p> <hr/> <p>51 likes 5d</p> <p>flhsmv Make sure you get plenty of rest before hitting the road. CMV drivers! Follow all hours-of-serve regulations and be sure to log your Record of Duty Stats (RODS). #DrowsyDrivingFL</p> <hr/> <p> Add a comment... ⋮</p>
<p>9/7/2016</p>		<p> flhsmv</p> <hr/> <p>39 likes 5d</p> <p>flhsmv Drowsy driving is dangerous! If you have been up for 24 hrs or more, don't get behind the wheel. #DrowsyDrivingFL</p> <p>southernrebelcam 17 hours with no sleep is equivalent to .05 BAC and 24 ✕</p> <hr/> <p> Add a comment... ⋮</p>
<p>9/8/2016</p>		<p> flhsmv</p> <hr/> <p>44 likes 3d</p> <p>flhsmv Drowsy driving can be just as dangerous as drunk driving and the consequences just as deadly. You snooze, you lose – don't drive drowsy. #drowsydrivingfl</p> <hr/> <p> Add a comment... ⋮</p>
<p>9/8/2016</p>		<p> flhsmv</p> <hr/> <p>44 likes 3d</p> <p>flhsmv Road trips are always more fun with friends! If you are taking a long trip, use the "buddy system" so you can change drivers when you begin to feel drowsy. You snooze, you lose – Don't drive drowsy. #DrowsyDrivingFL</p> <hr/> <p> Add a comment... ⋮</p>

FLHSMV.gov

The Drowsy Driving Prevention campaign webpage received 5,208 page views between September 1 and September 9, 2016. Of the 5,208 total views, 4,097 (78 percent) page views were from unique web users. The average amount of time that a user spent on the web page was one minute, seven seconds. The Drowsy Driving Prevention campaign web page included links to the Drowsy Driving Prevention campaign logo, sample social media posts, the Drowsy Driving Prevention campaign poster, 2015 crash data by county and vehicle type, CMV hours-of-service violations and the Florida rest area map. There were a total of 66 clicks on these links, 49 (81 percent) of which were unique clicks.

- Drowsy Driving Prevention campaign logo received zero unique clicks
- Drowsy Driving Prevention campaign: Sample social media received nine unique clicks
- Drowsy Driving Prevention campaign poster received 11 unique clicks
- 2015 crashes by county received 15 unique clicks
- Crashes by vehicle type received 13 unique clicks
- CMV hours-of-service violations received 11 unique clicks
- Rest area map for Florida received six unique clicks

In 2015, the Drowsy Driving Prevention campaign web page received 971 page views between September 1 and September 6. Of the 971 total views, 713 (79 percent) page views were from unique web users. From 2015 to 2016, the Drowsy Driving Prevention campaign web page views increased by 436 percent. It is important to note that the 2016 Drowsy Driving Prevention campaign lasted three days longer than the 2015 campaign.

PAO Events

FHP Public Affairs Officers throughout the state hosted events and garnered coverage throughout the Drowsy Driving Prevention campaign.

TROOP F			
Date	Events	Location	Audience
9/9/2016	Lely High School Presentation	Naples, FL	515
9/12/2016	High School Teen Driver Education Class	Desoto, FL	40
TOTAL	2		555

TROOP L			
Date	Events	Location	Audience
9/5/2016	WPBF Channel 25 Morning News Drowsy Driving Interview	Palm Beach County, FL	Broadcast circulation of 788,020*
9/7/2016	WINZ 940 Radio Talk Show Traffic Safety segment	Broward County, FL	67,800 weekly listeners*
TOTAL	2		855,820

*Audience captured for the calculation of earned media.

Partner Outreach

Throughout the Drowsy Driving Prevention campaign, the department partnered with the Florida Department of Health, Florida Department of Transportation, Florida Sheriffs Association, Florida Police Chiefs Association (FPCA) and Florida Trucking Association.

In support of the Drowsy Driving Prevention campaign, the FPCA posted the department’s Drowsy Driving Prevention campaign press release to its Facebook account. This post garnered 163 impressions, six engagements and two link clicks.



Florida Police Chiefs Association, (FPCA)
September 1 · 🌐

DROWSY DRIVING PREVENTION WEEK IS SEPTEMBER 1-9
~ You snooze, you lose, Floridal Motorists should get adequate rest before getting behind the wheel. DHSMV offers safety tips for driving during inclement weather. ~

TALLAHASSEE, Fla. –The Florida Department of Highway Safety and Motor Vehicles (DHSMV) is reminding motorists not to drive drowsy this Labor Day weekend. DHSMV is partnering with the Florida Sheriffs Association, Florida Police Chiefs Association and the Florida Tru...

[Continue Reading](#)

Florida Highway Safety and Motor Vehicles
Renew or replace your Florida driver license, ID card, motor vehicle, vessel or mobile home registration, or obtain a paper title.
WWW.FLHSMV.GOV

Additionally, the department worked with its Tax Collector partners to spread the Drowsy Driving Prevention campaign message. The Drowsy Driving Prevention campaign logo and a brief safety message ran on the Motor Vehicle Network in offices in the following counties:

- | | |
|---------------|-------------|
| 1. Broward | 7. Monroe |
| 2. Columbia | 8. Nassau |
| 3. Duval | 9. Pinellas |
| 4. Hendry | 10. Volusia |
| 5. Leon | 11. Walton |
| 6. Miami-Dade | |

YOU SNOOZE YOU LOSE!



DON'T DRIVE DROWSY



YOU SNOOZE YOU LOSE!



DON'T DRIVE DROWSY

- On long trips, take a break every 100 miles or 2 hours. If you feel tired, pull over and take a break.
- Use the "buddy system" so you have a companion and can switch drivers when needed.
- Always drive sober and do not drive after taking medications that can make you drowsy.

The department also displayed the Drowsy Driving Prevention campaign logo on its digital message sign at headquarters from September 5 through September 12, 2016. The logo was not added to the digital message sign at the launch of the campaign due to severe weather conditions in the Tallahassee area. Inclement weather and office closure signs dominated the digital message board.

The Drowsy Driving Prevention campaign was promoted internally among department members through use of its internal website, SafetyNet. The Drowsy Driving Prevention campaign logo was posted on the homepage of SafetyNet and on the FHP SafetyNet homepage from September 1, 2016 until the end of the month of September. The Drowsy Driving Prevention campaign message was also disseminated on September 9 to the approximately 4,500 department employees around the state through the Executive Director's internal biweekly newsletter, *DHSMV Connections: Agency Accomplishments & Kudos*. The newsletter highlights department members' accomplishments, safety education initiatives and messages from the executive leadership team.

YOU SNOOZE YOU LOSE!



DON'T DRIVE DROWSY

- On long trips, take a break every 100 miles or 2 hours. If you feel tired, pull over and take a break.
- Use the "buddy system" so you have a companion and can switch drivers when needed.
- Always drive sober and do not drive after taking medications that can make you drowsy.

Drowsy Driving Campaign

Have you ever pulled an "all-nighter" cramming for a test, had a neighbor's barking dog keep you up all night or pulled a double shift at work? Each of us has likely encountered situations similar to these and found it difficult to stay awake the next day due to fatigue and drowsiness. Getting behind the wheel of a vehicle while fatigued and drowsy can have dangerous, and sometimes deadly, consequences.

The Florida Legislature designated the first week of September each year as Drowsy Driving Prevention Week to educate the public on the dangers of driving while drowsy and to honor the memory of 8-year-old Ronshay Dugans. Ronshay was killed in 2008 when her school bus was hit by a driver who fell asleep at the wheel.

For more information and resources, click the button below to be directed to the campaign webpage.

Snooze You Loose

To create awareness among drivers ages 18 to 24, the department sent Drowsy Driving Prevention campaign posters to the 40 public state universities and colleges throughout Florida. Letters were addressed to either the President or Dean of Student Affairs and sent with one to three posters, urging them to help spread the important message among the students and faculty at their institutions.



Terry L. Rhodes
Executive Director

2900 Apalachee Parkway
Tallahassee, Florida 32399-0500
www.flhsmv.gov

Dear Dr. Hudson,

The Florida Legislature designated the first week of September each year as Drowsy Driving Prevention Week to educate the public on the dangers of driving while drowsy and to honor the memory of 8-year-old Ronshay Dugans, who died in 2008 when her school bus was hit by a driver who fell asleep at the wheel. This year, the Department of Highway Safety and Motor Vehicles (DHSMV) is recognizing Drowsy Driving Prevention Week in partnership with the Florida Department of Transportation, Florida Department of Health, Florida Police Chiefs Association, Florida Sheriffs Association and the Florida Trucking Association.

During the week of September 1-9 and throughout the year, DHSMV will be educating the public regarding all aspects of drowsy driving prevention, including: getting adequate sleep to prevent drowsiness while driving, the importance of Commercial Motor Vehicle (CMV) hours-of-service regulations, stopping to rest when needed while driving and overall safety measures to maintain alertness while driving.

We are reaching out to you to help us spread the word about the dangers of drowsy driving. So far in 2016, 36 percent of fatalities from drowsy driving crashes involved 20-24 year olds. As students commute to school and travel throughout Florida, we want to make sure they are not driving drowsy by educating them on how to know when they are too drowsy to drive, the risks involved and tips to stay safe.

We are hoping that you will help us spread this important message, and have provided copies of our campaign posters for you in the hopes that you will hang this in visible, high-traffic areas for your students. In addition, please feel free to visit our campaign page at: www.flhsmv.gov/safety-center/driving-safety/drowsy-driving. There you will find the resources you need including a social media guide, the poster, statewide data on drowsy driving, the press release and more. Please join our campaign on social media using the hashtag #DrowsyDrivingFL.

Drowsy driving is not just a problem the first week of September, it is a yearlong issue, especially when students are sleep-deprived during midterms or finals, traveling home for breaks or holidays, and commuting to work and school at all hours of the day. We appreciate you helping us spread the message of safety on Florida roads.

If you have any questions about this campaign, please reach out me, DHSMV's Safety & Education Campaign Manager, Natalia Kimrey, at (850) 617-2372 and NataliaKimrey@flhsmv.gov. Without partners like you, DHSMV would not be able to accomplish its mission of *A Safer Florida*. We sincerely thank you for your support!

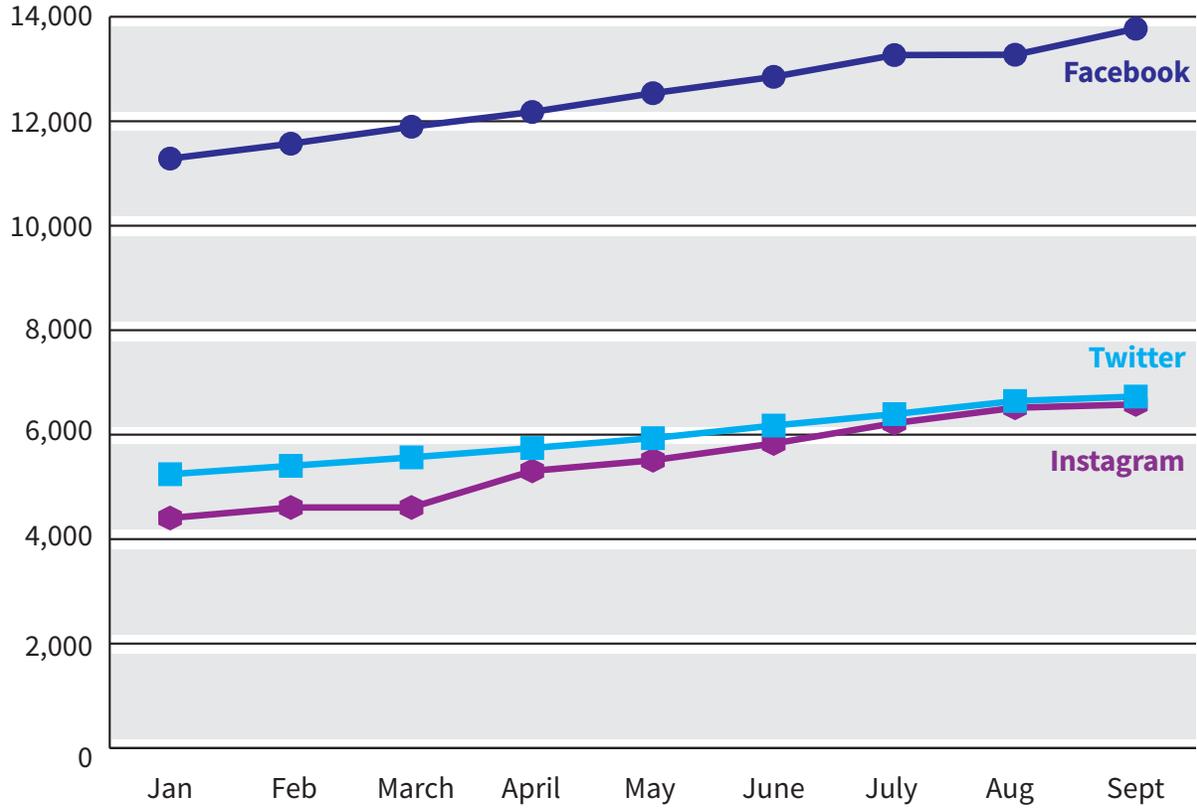
Best Regards,

Natalia Kimrey
Safety & Education Campaign Manager

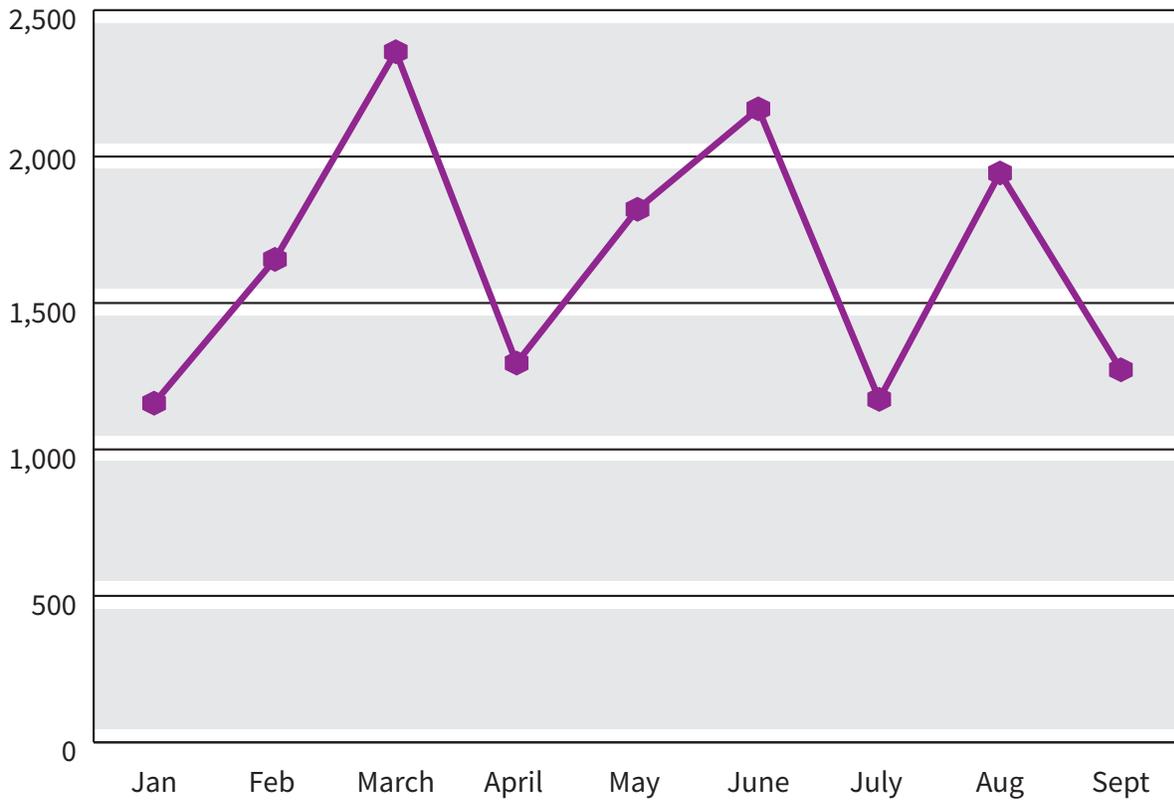
• Service • Integrity • Courtesy • Professionalism • Innovation • Excellence •
An Equal Opportunity Employer

2016 DHSMV Campaign Outreach

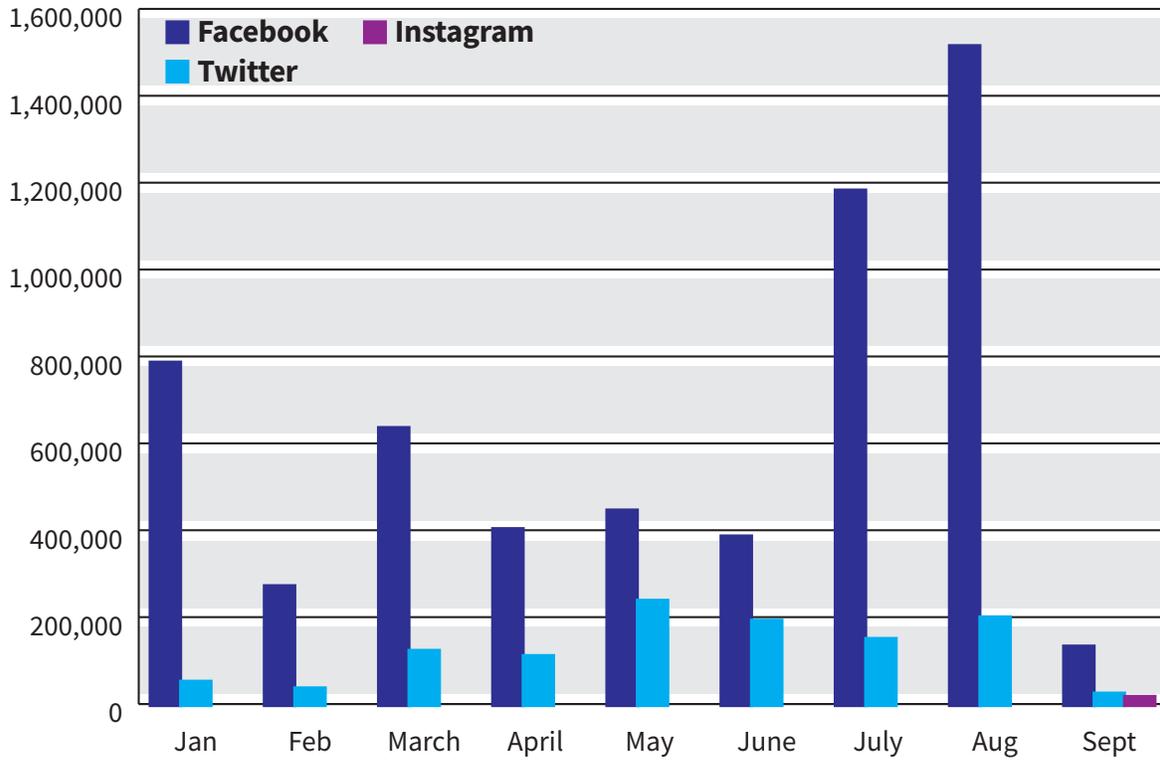
Social Media Followers



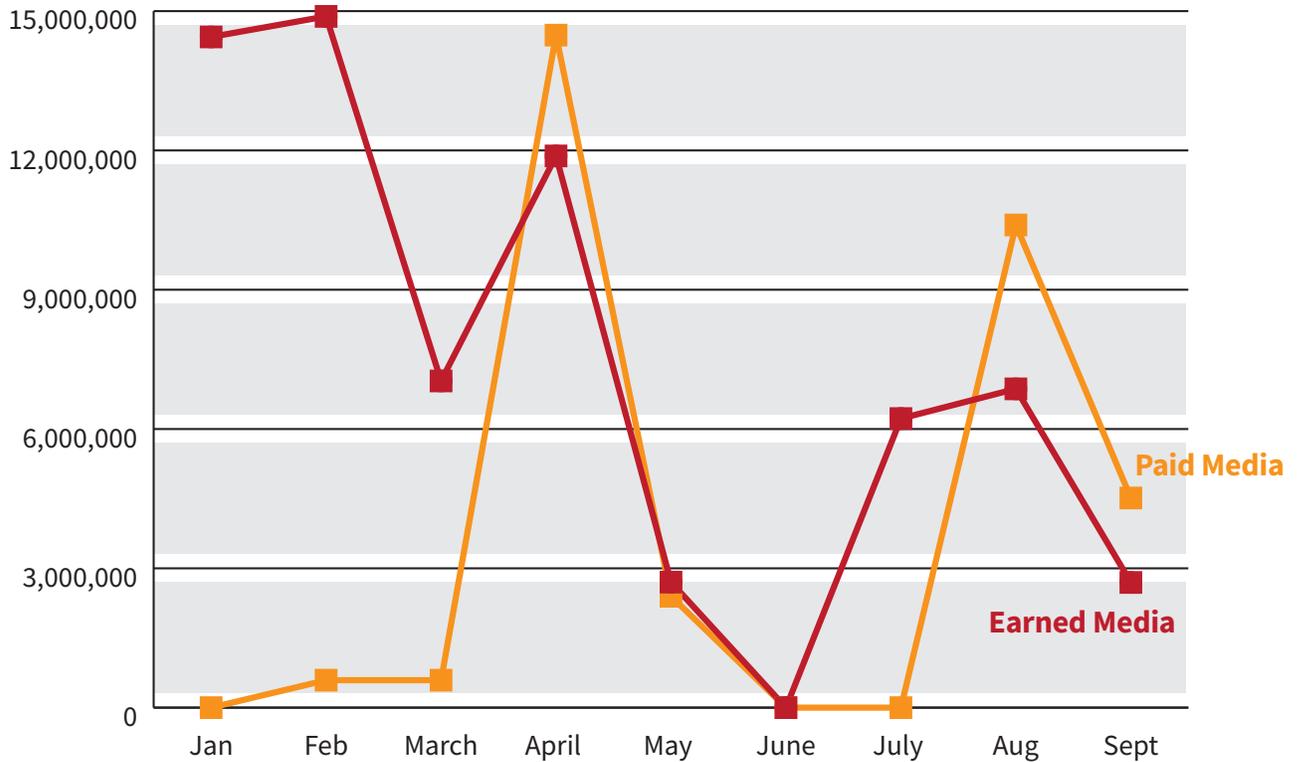
Instagram Likes



Facebook & Twitter Impressions

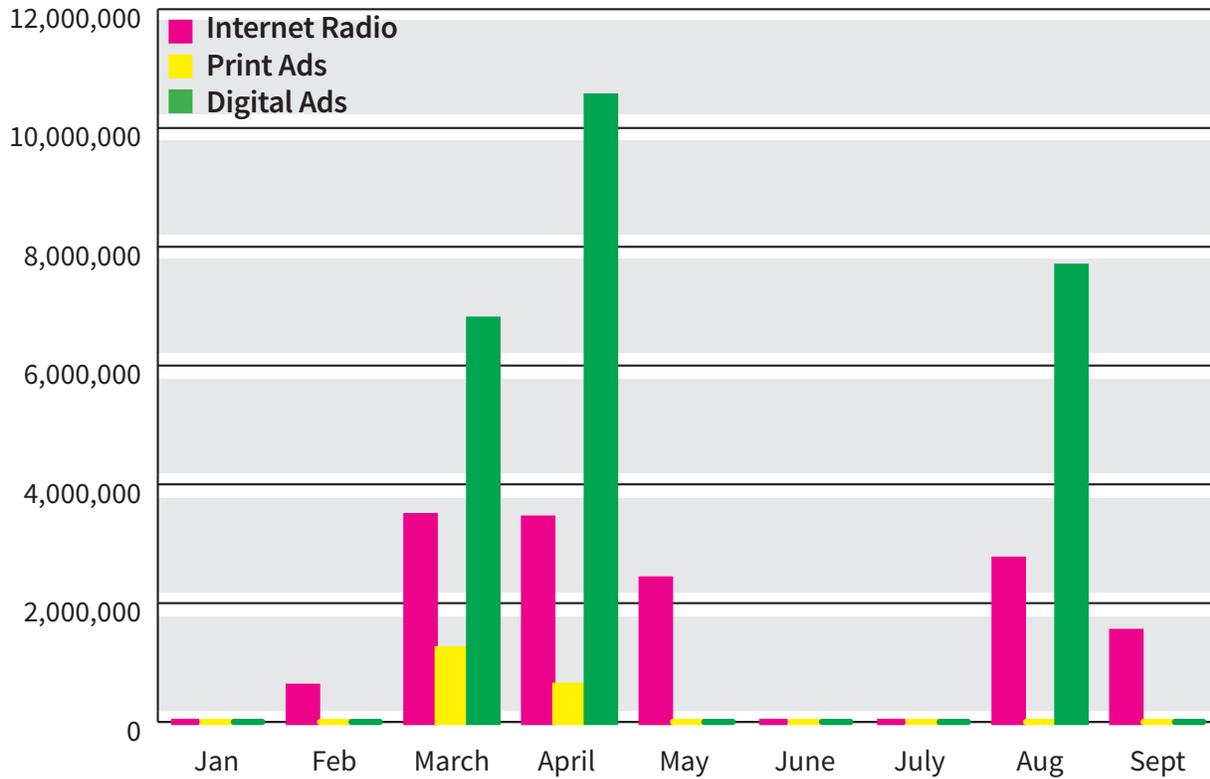


Media Reach*



*Please note that during the months of January, June and July the department did not purchase any paid media. Media Reach and Paid Media Reach do not include billboard advertisements.

Paid Media Reach*



**Please note that during the months of January, June and July the department did not purchase any paid media. Media Reach and Paid Media Reach do not include billboard advertisements.*

Please note that January, March, April, May and July 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. There was no A-level campaign in June.

LEADERS IN SERVICE • AGENTS OF PROGRESS • CHAMPIONS FOR SAFETY

