Background

Drowsy Driving Prevention Week was established in 2010 with the Ronshay Dugans Act (Section 683.332, Florida Statutes), as a time to remind everyone of the risks associated with drowsy driving. In 2008, eight-year old Ronshay Dugans lost her life after a cement truck driver fell asleep at the wheel and hit the school bus she was riding. Drowsy Driving Prevention Week honors her memory by reminding Florida of the deadly impact of drowsy driving.

The Florida Department of Highway Safety and Motor Vehicle (FLHSMV) lead the Drowsy Driving Prevention Week: You Snooze, You Lose, Don't Drive Drowsy campaign from August 31 - September 9, 2018. Throughout the campaign, the department focused on educating motorists on 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.
Data
In 2017, there were 4,329 crashes in Florida where at least one driver was asleep or fatigued, resulting in 305 serious bodily injuries (SBI) and 28 fatalities. The number of crashes and SBI have decreased since 2015, but the number of fatalities has doubled from 2014 to 2017. There are an average of 484 drowsy driving related crashes in September. After age 20-29, drivers age 90 and up had the second highest number of drowsy driving fatalities. For CMV drivers in 2017, there were 8,864 total violations involving hours-of-service regulations, a 23 percent increase from 2016.

Expenditures: $52,455.83
Internet radio ($15,000)
Social Media Video Ads ($2,223.18)
Drowsy Driving Poster Printing ($332.65)
MCSAP* Funded Billboards ($34,900)
*Motor Carrier Safety Assistance Program

Objectives Actual in "(BOLD)"
✔ Disseminate campaign messages through targeted advertisements and earn at least 20 (38+) million impressions.
✔ Garner more than 2,500 (4,842) visits to the Drowsy Driving Prevention campaign web page on www.flhsmv.gov.
✔ Obtain at least 250,000 (84,555 earned / 984,376 paid) paid and earned impressions on department social media channels.
☐ Secure at least 10 (6) news stories based off of the department-disseminated press releases.
✔ Conduct media relations outreach in campaign target areas and obtain in-depth news coverage in those areas. (1 media event)

Target Market
English and Spanish speaking motorists and CMV drivers age 20-29 and 90+ (ages involved in the most drowsy driving crashes and fatalities) in counties with the highest numbers of crashes, fatalities and citations, including: Alachua, Broward, Duval, Hillsborough, Leon, Manatee, Miami-Dade, Orange, Osceola, Palm Beach, Polk, Seminole, Sarasota and Volusia counties.

Overall Impressions / Reach: 38,504,135
38,085,860 Paid Media + 315,274 Earned Media + 84,555 Social Media + 4,842 Website + 13,604 Outreach Events

Partners

Social Media: 84,555 Total Impressions
10 Facebook posts ∙ 31,605 impressions ∙ 606 engagements
11 Twitter posts ∙ 48,103 impressions ∙ 373 engagements
1 Instagram post ∙ 4,847 impressions ∙ 310 engagements
Followers Gained: 279 Facebook | 172 Twitter | 128 Instagram
Compared to the 2017 campaign:
• Impressions increased 817% on Twitter
• Engagement increased over 300% on Facebook

Website Analytics: 4,842 Total Pageviews ∙ 118 Total Downloads*
4,156 Total unique pageviews
118 Total unique downloads*
1:26 Average time spent on campaign pages

*Download analytics based on 15.93% of sessions.
Drowsy Driving Prevention Week: You Snooze, You Lose. Don’t Drive Drowsy Campaign Evaluation Report · September 2018

Paid Media: 38,085,860 Total Impressions

Billboards: 27,910,848 Total Eyes-On Impressions
$34,900 Paid · $139,300 Donated · 5:1 Value Match
1 Miami · 1 Jacksonville · 1 Tampa · 1 Pompano Beach · 2 Orlando · 1 Tallahassee · 2 Daytona Beach · 3 Lakeland/Ocala · 1 Pensacola

Social Media Ads: 984,376 Total Impressions
$3.56 Average CPM (Cost per 1,000 impressions) · 27,161 Clicks
$1.62 Average CPC (Cost-per-click) · 1.7% CTR (Click Through Rate)
Snapchat: 924,225 impressions · $2.08 CPM
26,956 clicks · 2.9% CTR
167,147 video views
Target Audience: Florida · Ages 15-29
Call to Action: WATCH video and swipe-up for more

Facebook: 60,151 impressions · $5.04 CPM
205 clicks · .41% CTR
Target Audience: Florida · Ages 15-39 · English and Spanish · Interested in: sleep, energy drinks, driving or coffee · Behaviors: frequent travelers or commuters
Call to Action: LEARN MORE after watching the video

Internet Radio: 9,190,636 Total Impressions
1,849 stations/channels · 130 Total Clicks · .005% CTR
8,101 Added Value Impressions
Streaming Audio: 6,984,883 impressions
Companion Banner: 2,205,753 impressions
Target Audience: Age 20-29, 90+ · English and Spanish

Outreach Events: 13,604 Total Participants

42 Events · 7 Troops

8 High School & Scouts Events
8 Safety Trainings/Talks and CarFit
7 Community Events and Fairs
6 Elementary/Middle School & Scouts Events
5 University/College Events
4 Law Enforcement, Military and other Partner Events
3 Church/Hospital Events
1 Radio/TV Show Interview

Earned Media: 315,274 Total Online Circulation & Views · 6 Total News, TV & Radio Stories

4 Total Print and/or Online News Stories from 4 News Outlets with 254,881 Online Circulation
2 TV Stories from 2 News Outlets with $2,506.66 Average Local Publicity Value

Media Markets: Fort Lauderdale: Sun Sentinel · Tallahassee: WCTV, WTXL · West Palm Beach: WPTV

Headlines: "Wake up! Drowsy Driving Prevention Week is gearing up" - Sun Sentinel
"Family remembers Ronshay Dugans 10 years later" - WCTV
"FHP warns against the dangers of drowsy driving" - WTXL
"Drivers: You snooze, you lose, Florida Highway Patrol says" - WPTV

Media Event: News Service of Florida interviewed Josie West, Ronshay’s mother, James West, Ronshay’s brother, and former Representative Alan Williams on the tenth anniversary of her death for Drowsy Driving Prevention Week. Josie said, "Our family was changed because someone did not get rest." James said, "I would encourage everybody to not drive drowsy. Try to get enough sleep, because it can change a life. We are the victims of the tragic things that can happen by driving drowsy."
YOU SNOOZE
YOU LOSE

DON’T DRIVE DROWSY

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