

Drowsy Driving Prevention

Campaign Evaluation Report



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.

FLHSMV lead the Drowsy Driving Prevention campaign from September 3 to 30, 2019, with earned media efforts from September 3-8 and paid media efforts through September 30. Throughout the Drowsy Driving Prevention campaign, the department will 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 while driving; and
- Overall safety measures to maintain alertness while driving.

Data

In 2018, there were 4,238 crashes in Florida where at least one driver was asleep or fatigued, resulting in 271 serious bodily injuries (SBI) and 15 fatalities. From 2014 to 2018, the highest concentration of drowsy driving crashes occurred with people age 20-29 overall, with drivers age 30-59 trading places during different times of the day for second highest. The highest numbers of drowsy driving crashes occurred on Saturdays and Sundays during the week at 6:00 a.m. CMV drowsy driving violations occur when the driver's Record of Duty Status (RODS) is missing, not current or falsified, and when the driver is driving over the limits of 10 hours in a 15-hour period (passenger carriers) or 11 hours in a 14-hour period (property carrier). In 2019, there were 10,633 total violations involving hours-of-service regulations, a 20 percent increase from 2018.

Expenditures: \$69,415

Billboards* (\$36,915) · Internet radio ads* (\$30,000) · Social Media Ads (in-house) (\$2,500)

*MCSAP Federal Grant Funds used

Objectives Actuals in "(BOLD)"

- ❑ Secure at least 10 **(0)** news stories based off of the department-disseminated press release. **NO RELEASE**
- ✅ Conduct media relations outreach and/or press conferences for in-depth coverage statewide. **(iHeart radio interviews)**
- ✅ Obtain at least 1,000,000 earned **(68,178)** and paid **(1,659,721)** impressions on social media channels.
- ✅ Garner more than 4,000 **(6,085)** visits to the campaign web page on www.flhsmv.gov.
- ✅ Disseminate campaign messages through targeted advertisements and earn at least 25 million **(29+ million)** impressions.

Target Market

English and Spanish speaking parent motorists age 20-40 in counties with the highest numbers of crashes, fatalities and citations, including: Brevard, Broward, Duval, Hernando, Hillsborough, Lee, Leon, Manatee, Marion, Miami-Dade, Orange, Palm Beach, Pasco, Pinellas, Polk and Volusia counties.

Total Overall Impressions / Reach: 29,457,118

29,367,710 Paid + 0 Earned + 68,178 Social Media + 6,085 FLHSMV.gov + 15,145 Outreach & Events

Partners

- Highway message boards and posters in all FDOT rest areas
- Resent drowsy driving posters to 259 FTA members
- FPCA Green Alert with campaign information to all members
- Unfortunately, Hurricane Dorian cancelled the planned coffee break events on the Florida Turnpike with FDOT



Social Media: 68,178 Earned Impressions

22 Total Posts · 1,104 Total Engagements

8 Facebook posts · 29,078 impressions · 462 engagements
 7 Twitter posts · 23,250 impressions · 204 engagements
 5/2 Instagram posts/stories · 15,850 impressions · 438 engagements

Followers Gained: 2,383 Facebook | 244 Twitter | 337 Instagram



Most Impressions Facebook



Most Impressions Twitter



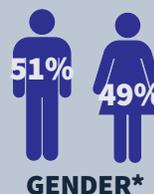
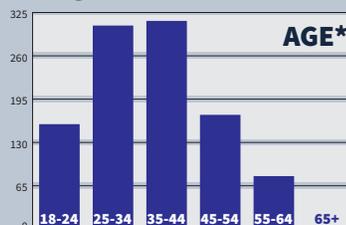
Most Impressions & Engagements Instagram

Best Performing Social Media Posts

Website Analytics: 6,085 Total Pageviews · 127 Total Downloads

665 Spanish pageviews
 2,160* Link clicks
 1:57 Average Time Spent on campaign pages

*Based on 14.14% of sessions.



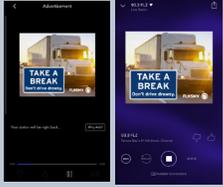
Paid Media: 29,367,710 Total Impressions

Billboards: 25,642,320 Eyes-On Impressions
 \$75,364 total donated advertising space • 3:1 value match

Areas Posted: Miami • Jacksonville • Tampa • Orlando •
 Daytona Beach • Ft. Myers • Ft. Walton Beach • Lakeland •
 Ocala • Pensacola • Panama City

See back cover for billboard design

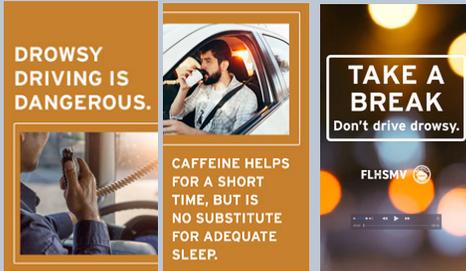
Internet Radio: 2,065,669 Total Impressions
 \$12.06 Average CPM • 1,311 Total Clicks • .06% CTR



Pandora: 1,012,482 impressions • 769 clicks
Spotify: 551,399 impressions • 537 clicks
iHeart: 501,788 impressions • 5 clicks
 2 spots: CMV driver and general motorist

Social Media Ads: 1,659,721 Total Impressions • \$1.35
 Average CPM (Cost per 1,000 impressions) • 3,903 Total
 Clicks • 0.18% Average CTR (Click Through Rate)

Snapchat: 1,139,050 impressions • 3,475 swipe ups
Facebook Stories: 313,525 impressions • 324 clicks
Facebook: 207,146 impressions • 192 clicks

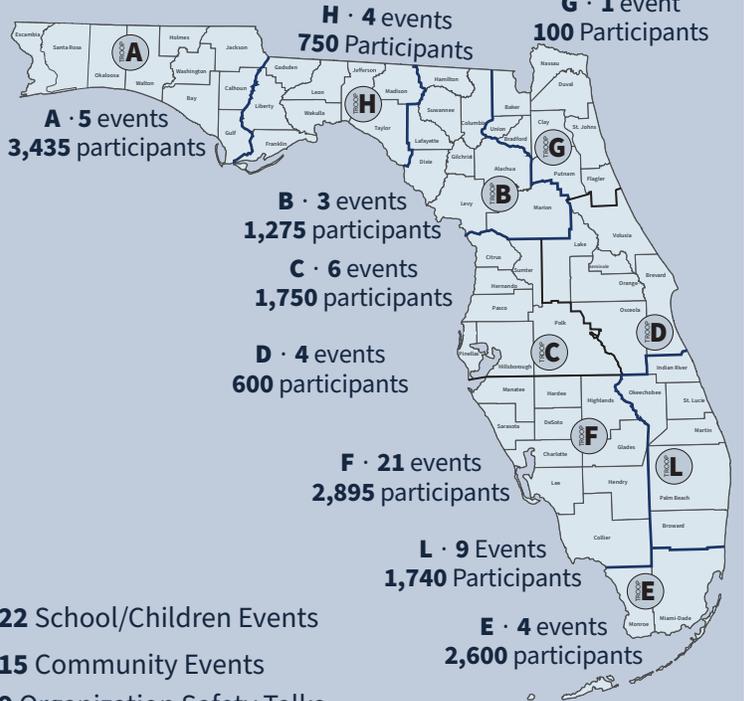


Earned Media: 0 Total Online Circulation/
 Views • 0 Total TV/Radio Stories • 0 Average Local
 Publicity Value (per :30)

Press Release: No press release disseminated due to
 Hurricane Dorian

Outreach Events: 15,145 Total Participants

57 Total Events • 9 Troops



22 School/Children Events

15 Community Events

9 Organization Safety Talks

7 Enforcement/Press Conferences/Media Interviews

Partners: Emerald Coast Crime Stoppers, Panama City Beach

Community Development, Florida Department of Juvenile Justice,
 Duke Energy, Children's Miracle Network, Davenport PD, Hernando
 SO, MADD Orlando, Turnpike Orlando, Safe Kids Orlando, Lake Mary
 Girl Scouts, USMC Southern Command, Safe Kids SW FL, FDOT, Boy
 and Girls Club, Florida Fish and Wildlife, MADD of SW FL, Manatee
 Fire, CSX Police, Leon County SO, iHeart Radio, Palm Beach Co-op

Schools: University Academy Charter School, Gulf Coast State College,
 University of Florida, Hillsborough County Schools, Navigator School,
 Cypress Ridge Elementary, Miami Dade College, Lemon Bay HS,
 Booker HS, Accel Daycare, Brentwood Elementary, Sarasota HS,
 Riverview HS, Florida A&M University, Budd Bell Early Learning Center,
 Broward College, Morikam Park Elementary

TAKE A BREAK

Don't drive drowsy.

flhsmv.gov/drowsy

DROWSY DRIVING PREVENTION

FOR COMMERCIAL MOTOR VEHICLE DRIVERS

**TAKE A
BREAK**
Don't drive drowsy.

**TWO MAIN
CAUSES
OF DROWSY
DRIVING**



DO NOT DRIVE WHEN YOU ARE TIRED. FATIGUE CAN:

- SLOW DOWN**
your thought
processes and
reaction time
- AFFECT**
your judgment
and vision
- IMPAIR**
your senses
and abilities
- CAUSE**
nodding off
or falling
completely
asleep

**DROWSY DRIVING
PREVENTION TIPS**

Get enough sleep before you drive.
This is the best way to ensure you can maintain alertness and drive safely. Avoid driving at times when you would normally be asleep.

Avoid medication that causes drowsiness before getting behind the wheel.
Common medicines that may make you drowsy include sleeping, allergy and cold medicines.

Take a break.
If you are experiencing difficulty focusing, blurred vision, frequent eye blinking, yawning and/or heavy eyelids, pull over in a safe place to rest.

Quick fixes are no substitute for sleep.
Turning up the radio, drinking coffee or rolling down the window may help you feel alert for a short period of time, but are not effective ways to maintain alertness to drive safely.

! Commercial motor vehicle drivers will be issued a Uniform Commercial Citation if found to be fatigued at the time of a crash. Commercial motor vehicle drivers must comply with all federal and state hours-of-service regulations regarding rest to ensure maximum safety on the roads.

flhsmv.gov/drowsy



TAKE A BREAK

Don't drive drowsy.

Public Service provided by the Florida Outdoor Advertising Association

LEADERS IN SERVICE • AGENTS OF PROGRESS • CHAMPIONS FOR SAFETY

