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)
*MCAP 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.

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

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

H • 4 events
750 participants

A • 5 events
3,435 participants

B • 3 events
1,275 participants

C • 6 events
1,750 participants

D • 4 events
600 participants

F • 21 events
2,895 participants

L • 9 Events
1,740 Participants

G • 1 event
100 Participants

E • 4 events
2,600 participants

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, Bay 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
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