



**DRIVE BAKED,
GET BUSTED.**

Impaired Driving Campaign Report

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

Introduction

Section 381.989(3), Florida Statutes, directs the Florida Department of Highway Safety and Motor Vehicles (DHSMV) to implement a statewide impaired driving education campaign and establish baseline data on the number of marijuana-related citations, crashes and arrests. Baseline crash, citation and campaign data will be tracked annually. By January 31 of each year, a report will be submitted to the Governor, President of the Senate and Speaker of the House of Representatives.

Section 381.989(3), Florida Statutes

(3) STATEWIDE IMPAIRED DRIVING EDUCATION CAMPAIGN.—

(a) The Department of Highway Safety and Motor Vehicles shall implement a statewide impaired driving education campaign to raise awareness and prevent marijuana-related and cannabis-related impaired driving and may contract with one or more vendors to implement the campaign. The Department of Highway Safety and Motor Vehicles may use television messaging, radio broadcasts, print media, digital strategies, social media, and any other form of messaging deemed necessary and appropriate by the department to implement the campaign.

(b) At a minimum, the Department of Highway Safety and Motor Vehicles or a contracted vendor shall establish baseline data on the number of marijuana-related citations for driving under the influence, marijuana-related traffic arrests, marijuana-related traffic accidents, and marijuana-related traffic fatalities, and shall track these measures annually thereafter. The Department of Highway Safety and Motor Vehicles or a contracted vendor shall annually evaluate and compile a report on the efficacy of the campaign based on those measures and other measures established by the Department of Highway Safety and Motor Vehicles. By January 31 of each year, the Department of Highway Safety and Motor Vehicles shall submit the report on the evaluation of the campaign to the Governor, the President of the Senate, and the Speaker of the House of Representatives.

The DHSMV has taken numerous steps to establish required baseline data and implement the state's first-ever marijuana-related and cannabis-related impaired driving campaign. Baseline data is still being established and is not available for this report. The details surrounding these efforts, however, are included within this report.

IMPAIRED DRIVING EDUCATION CAMPAIGN

DRIVE BAKED, GET BUSTED.

Background

The DHSMV was appropriated \$5 million nonrecurring funds for FY 2017-2018 to enact the education campaign.

Chapter 2017-232, Section 19, Laws of Florida

(3) For the 2017-2018 fiscal year, the sum of \$5 million in nonrecurring funds from the Highway Safety Operating Trust Fund are appropriated to the Department of Highway Safety and Motor Vehicles to implement the statewide impaired driving education campaign established under s. 381.989, F.S.

Reviewing existing nationwide studies, plans and reports, DHSMV formulated a plan for a statewide mass media education campaign incorporating pre and post survey collection. In addition to the surveys, Florida's campaign plan is an abbreviated evaluation framework utilized by the Centers for Disease Control (CDC).

Baseline Surveys

In November 2017, the DHSMV contracted with the University of Florida, Florida Survey Research Center (FSRC), to conduct surveys for the purpose of evaluating awareness and stated behavior related to the impaired driving education campaign. Survey recipients were randomly selected.

The initial survey, launched January 2, 2018, assesses statewide awareness of marijuana-related and cannabis-related impaired driving laws and stated marijuana-related and cannabis-related driving behavior. Surveys were mailed to five major media markets to assess baseline awareness and stated behavior levels prior to the launch of the mass media campaign. Surveys were mailed at random and those who receive the survey have the opportunity to complete and mail in or submit the surveys online. As of January 31, 2018, the FSRC has collected 451 surveys statewide and continues to receive completed surveys on a daily basis.

Mass Media Education Campaign

In January 2018, following a competitive solicitation process, the DHSMV contracted with a vendor to implement the statewide, mass media Impaired Driving Education Campaign, entitled DRIVE BAKED, GET BUSTED.

The goal of the DRIVE BAKED, GET BUSTED campaign is to educate Floridians about the dangers of impaired driving and promote awareness of impaired driving laws. The priority of the campaign is to make clear and direct links to the negative consequences for marijuana-impaired driving in a memorable and conversational way to create true behavior change. Based on DHSMV DUI data, the primary target market for the campaign is motorists ages 18-34. The secondary target market is motorists age 55-74.

The campaign will include the department's established partners, other key influencers and stakeholders, such as law enforcement agencies, state agencies and highway safety associations. Similar to the DHSMV's other safety and education campaigns targeting dangerous driving behaviors, the department will provide resources and materials to partners statewide to help promote the safety message. The DRIVE BAKED, GET BUSTED campaign will use funds through June 30, 2018, for media buys.

Campaign Evaluation

By September 30, 2018, the DHSMV will receive a complete evaluation report of all campaign deliverables and media buys. In addition, in July 2018, a follow-up survey will be conducted to assess statewide awareness of marijuana-related and cannabis-related impaired driving laws and stated marijuana-related and cannabis-related driving behavior, along with recognition of current campaigns.

CRASH REPORTING

UPDATING DHSMV CRASH REPORTS

Background

The DHSMV serves as the official repository for all crash reports statewide, as authorized in section 316.066(1)(a), F.S. In addition, Florida law directs the DHSMV to track the following data:

Section 381.989(3), Florida Statutes

(b) At a minimum, the Department of Highway Safety and Motor Vehicles or a contracted vendor shall establish baseline data on the number of marijuana-related citations for driving under the influence, marijuana-related traffic arrests, marijuana-related traffic accidents, and marijuana-related traffic fatalities, and shall track these measures annually thereafter.

The DHSMV is working with the more than 300 law enforcement agencies across the state to update the crash reporting form and submission process in order to track the required information.

Approach

The DHSMV collects crash data in both a paper and electronic format. Law enforcement agencies either complete paper reports (8 percent of agencies), or utilize vendors to record electronic crash data (92 percent of agencies). Both paper and electronic processes for collecting crash data had to be modified to collect specific marijuana-related data. Various technical and system-related modifications were essential to capture the required data.

To establish the baseline, a new crash data element for 'positive drug test results' will be collected during the crash investigation conducted by law enforcement. Upon completion of the investigation, the data element will be transmitted to DHSMV either electronically, for the agencies that submit electronic reports, or through a report supplement, which will be required with paper submissions.

DHSMV is conducting workshops throughout the state and one virtual workshop with Florida law enforcement agencies on improving the accuracy and completeness of crash data. A component of these workshops will be the new requirements for reporting positive drug test results. The participants in these workshops will be expected to pass the information from the workshops to their fellow officers.

Additionally, DHSMV disseminated a memorandum to stakeholders and has revised the Florida Uniform Crash Reporting Manual and other program documents to provide guidance on collecting and submitting the new data element within a crash report. As of January 30, 2018, more than 83 percent of law enforcement agencies across the state have begun to implement the updated report.

Future Steps

DHSMV will continue monitoring to ensure all electronic crash vendors have adopted the new requirements and successfully deployed the changes to all law enforcement agencies. Additionally, DHSMV will review 2018 crash reports, which indicate a person involved in a crash tested positive for drugs or any combination of drugs, and work with the agencies to ensure the positive drug test results are collected and/or reported.

CITATION TRACKING

UPDATING DHSMV CITATION INVENTORY

Background

The DHSMV collects citation data statewide as authorized in section 316.650(2), F.S. Florida law directs the DHSMV to track the following data:

Section 381.989(3), Florida Statutes

(b) At a minimum, the Department of Highway Safety and Motor Vehicles or a contracted vendor shall establish baseline data on the number of marijuana-related citations for driving under the influence, marijuana-related traffic arrests, marijuana-related traffic accidents, and marijuana-related traffic fatalities, and shall track these measures annually thereafter.

Approach

DHSMV collects citation data through both paper and electronic formats. Law enforcement agencies utilize vendors to record citation data. There are two types of citations: standard and driving under the influence (DUI).

To implement legislation for marijuana-related citations for driving under the influence and marijuana-related arrests, DHSMV, working with its law enforcement partners and stakeholders, will cross-reference impaired driving citations coupled with a positive drug test result. These data elements involve cooperation and support from several hundred partners and stakeholders; therefore, the department expects to provide additional updates related to citation data for the January 31, 2019 report.

ADDITIONAL EFFORTS

Official Florida Driver License Handbook

DHSMV will update the information included within the official Florida Driver License Handbook to ensure new drivers are educated on the dangers of marijuana and cannabis related impaired driving.

Safety Events

In addition, the Division of Motorist Services' Office of Driver Safety and the Florida Highway Patrol will include campaign materials and talking points in safety events conducted statewide.

Finally, DHSMV will conduct outreach with the Florida law enforcement agencies at the 2018 Symposium on Traffic Safety presented by the Institute of Police Technology and Management (IPTM). This outreach will focus on the importance of the data and how it will be used to determine the effectiveness of the impaired driving campaign. DHSMV will also conduct outreach with the Florida Impaired Driving Coalition (FIDC) to assist with establishing relationships with the laboratories and ensuring the stakeholders understand the need for DHSMV to collect the data.

FLORIDA HIGHWAY PATROL ENFORCEMENT

Background

As of January 30, 2018, FHP has 47 Drug Recognition Experts (DRE), representing 20 percent of all DREs in the state, more than any other law enforcement agency statewide. Florida law directs the DHSMV to:

Chapter 2017-232, Section 19, Laws of Florida

(4) For the 2017-2018 fiscal year, the sum of \$100,000 in recurring funds from the Highway Safety Operating Trust Fund is appropriated to the Department of Highway Safety and Motor Vehicles for the purpose of training additional law enforcement officers as drug recognition experts.

Approach

The Florida Highway Patrol (FHP) is the state's enforcement authority in highway safety. FHP DREs serve as subject matter experts who receive specialized training to identify an extensive range of driver impairments.

DREs are typically dispatched when a law enforcement agency has a need for expertise in assisting with an investigation of an impaired driver or vehicle crash. The FHP DRE program follows all protocols and examinations as directed by training and certification by the International Association of Chiefs of Police. The expertise of DREs often helps prosecutors obtain convictions in the cases involving impaired driving and when a DRE is on scene, their knowledge of impairment and its effects has a lasting educational impact for other law enforcement officers.

The FHP continues to train new DREs, who can serve as impairment experts, adding to the state's resources in detecting and removing impaired drivers from the roadways.

CONCLUSION

The DHSMV has begun to implement its Impaired Driving Education campaign, concluding its statewide mass media efforts at the end of the fiscal year. The National Highway Safety and Traffic Administration (NHTSA) recommends as part of their countermeasure guidelines¹ for alcohol-impaired and drugged driving states addressing dangerous driving behaviors, that in order to be successful, mass media campaigns must communicate information not previously known and be long-term. Recommended evaluation framework for campaigns by the CDC² spans a three-year period of time. The DHSMV recommends continued Impaired Driving education efforts extend beyond the end of the current fiscal year to have a lasting impact.

The DHSMV strives to create large-scale, data-driven safety and education campaigns which coincide with enforcement and engage local partners in a collaborative way to spread important safety messaging. Crash and citation data invariably play a role in the evaluation of education campaigns, with the goal of reducing the number of crashes and fatalities across the state. In addition, other variables contribute to the data as well, when determining effectiveness of the campaign.

Quantified information will be included in following reports, after the new measures, procedures and education campaign are fully implemented.

¹ National Highway Traffic Safety Administration (NHTSA); *Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices*, Seventh Edition, 2013.

² Centers for Disease Control (CDC), <https://www.cdc.gov/eval/framework/>