

Spring Break: Arrive Alive, Don't Drink and Drive 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 coordinates with program areas to manage and implement all of the department's safety and education campaign initiatives, including educating the public regarding the consequences of drunk driving.

Each year, Florida is one of the top Spring Break destinations in the country for high school and college-aged students. The influx of younger drivers in the state throughout the month of March may account for crashes and citations going up significantly. On average in 2016, there were 7,577 crashes per week. The average weekly crash rate in March was 8,507, the highest rate of any month in Florida last year. March also had the most total crashes with 35,677, almost ten percent higher than the 2016 monthly average. Since 2013, crashes in March consistently account for approximately nine percent of all crashes, fatalities and injuries. March had the second highest number of alcohol confirmed crashes in 2016 with 48 fatalities, which is the highest number of fatalities from crashes where alcohol was confirmed. Also, traffic citations for controlled substance violations have been historically high in March.

Throughout the Spring Break: *Arrive Alive, Don't Drink and Drive* campaign, the department educated and engaged the public, specifically high school and college-aged motorists, on Florida law and the consequences regarding drinking and driving. FHP and other law enforcement agencies also conducted additional enforcement in key Spring Break destinations throughout the month of March, including the St. Patrick's Day: *Buzzed Driving is Drunk Driving* and Florida *Click It or Ticket* enforcement initiatives that was included as part of the campaign.

Objectives

The 2016 campaign exceeded all objectives; therefore, the department increased its objectives for 2017:

2016 Objectives:

- ☑ Obtain more than five news articles regarding the dangers of drinking and driving as a result of department-disseminated press release.
- ☑ Disseminate campaign message through advertisements and earn at least three million impressions in target areas.
- ☑ Obtain more than 2,000 engagements on department social media channels.
- ☑ Acquire more than 200 visits to the Spring Break campaign Safety Center webpage on www.flhsmv.gov.

2017 Objectives:

- ☑ Secure at least 20 new stories based off of the department-disseminated press release.
- ☑ Disseminate campaign message through targeted online advertisements and earn at least 25 million impressions in target areas.
- ☑ Obtain at least 10,000 impressions on department social media channels.
- ☑ Garner more than 10,000 visits to the Spring Break campaign webpage on www.flhsmv.gov.

Target Market

- High school and college-aged (15-34) motorists on Spring Break vacation in Florida in key destinations, including: Daytona Beach, Fort Myers Beach/Naples, Clearwater/Tampa, Miami Beach, Key West, Cocoa Beach, Ft. Lauderdale/Boca Raton, Panama City Beach/Destin, Orlando and Jacksonville/Amelia Island/St. Augustine.
- Counties with most crashes in March: Miami-Dade, Duval, Orange, Broward, Hillsborough, Palm Beach, Pinellas, Volusia, Brevard and Lee.

Budget: \$30,250

- Online advertisements to include social media advertisements (English and Spanish): up to \$20,000
- Radio PSAs (English and Spanish): up to \$10,000
- Printing and Mailing: up to \$250

Expenditures: \$30,107.79

- Online advertisements to include social media advertisements (English and Spanish): \$20,000
- Radio PSAs (English and Spanish): \$10,000
- Printing and Mailing: \$107.79

Evaluation

The department led the Spring Break: *Arrive Alive, Don't Drink and Drive* campaign from March 1 to 31, 2017, raising awareness and educating motorists on the dangers of drinking and driving. The campaign was successful in reaching all campaign goals and objectives, with more than 48 million views through paid media, earned media, social media and community outreach.

The online and radio advertisements made more than 44 million impressions through Facebook, Instagram, Twitter, Google AdWords and internet radio. Throughout the month, the campaign garnered 26 news stories in newspapers, local news channels or local radio stations statewide, with more than four million views across multiple platforms. The department used its Facebook, Twitter and Instagram accounts to promote the Spring Break: *Arrive Alive, Don't Drink and Drive* campaign, posting content a total of 80 times in March delivering a minimum of 196,704 impressions. The Spring Break: *Arrive Alive, Don't Drink and Drive* campaign web page on FLHSMV.gov received 42,112 page views. FHP Public Affairs Officers (PAO) conducted community safety events throughout Florida to spread the Spring Break: *Arrive Alive, Don't Drink and Drive* campaign message to 8,980 people.

Media	Views
Paid	44,184,042
Earned	4,000,154
Social	196,704
FLHSMV.gov	42,112
Community Safety Events	9,180
Partner Outreach	4,140
TOTAL	48,436,334

Branding and Design

The department created new Spring Break: *Arrive Alive, Don't Drink and Drive* campaign artwork and branding with the updated call to action, *Arrive Alive, Don't Drink and Drive*. The new designs included a dynamic, colorful set of sunglasses with the *Arrive Alive* message in the lenses, as well as more serious FHP focused design to portray the seriousness of drunk driving. The new Spring Break: *Arrive Alive, Don't Drink and Drive* campaign branding was used across platforms, in campaign advertisements, social media posts, the FLHSMV.gov website and in all printed materials distributed to partners.

2016



2017



"This spring break, enjoy your time in Florida, but celebrate responsibly and think twice before you drink and drive. Be responsible, don't drink and drink."

- Colonel Gene Spaulding
Director of the Florida Highway Patrol



Paid Media

Online Advertisements

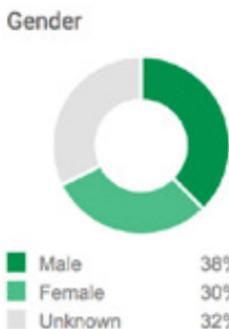
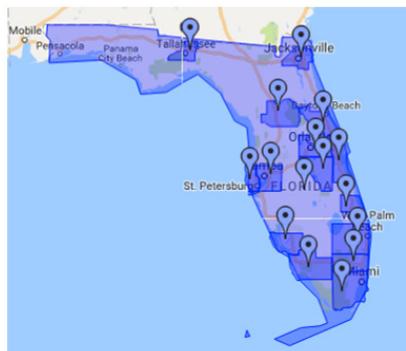
The department contracted with a full-service digital advertising agency to implement the Spring Break: *Arrive Alive, Don't Drink and Drive* campaign advertisements, disseminated to English and Spanish-speaking motorists. The purpose of these advertisements was to provide education and awareness to Florida's motorists and tourists about the importance of driving sober while on Spring Break in Florida in order for everyone to *Arrive Alive*. The advertisements were targeted to motorists aged 20-34 in Florida, with an emphasis on Miami-Dade, Duval, Orange, Broward, Hillsborough, Palm Beach, Pinellas, Volusia, Brevard and Lee counties. These counties had the highest numbers of crashes involving alcohol in 2016. Targeted online advertisements made more than 44 million impressions with an overall cost per 1,000 impressions (CPM) of \$2.03.

	Total Impressions	CPM	Total Clicks	CPC
AdWords Display Network	31,325,273	\$0.14	16,259	\$0.28
Facebook/Instagram	12,684,141	\$0.22	5,791	\$0.38
Twitter	174,628	\$5.73	3,220	\$0.31
TOTAL/AVERAGE	44,184,042	\$2.03	23,827	\$0.32

Google AdWords Display Network

The department purchased English and Spanish online advertisements using the Google AdWords Display Network¹, which made more than 31 million impressions on over 87,000 websites to motorists in Florida. The ads were served to the department's target market that included the counties with the most crashes in March, and the counties with the highest reach were Miami-Dade, Orange, Hillsborough, Broward and Palm Beach. Based on DHSMV data, the advertisements were also targeted by age (18 to 44) and gender (mostly male) as these motorists were involved in the most crashes.

Location, Gender and Age Demographics



In order to reach the department's target market, ad groups were created to reach people with specific interests, such as: auto enthusiasts, TV or movie lovers, beach bound travelers, travel buffs, nightlife enthusiasts and topics including driving safety, drunk driving laws and driving under the influence (DUI). The movie lovers advertisement group garnered the most impressions (4,377,288) and clicks (1,625).

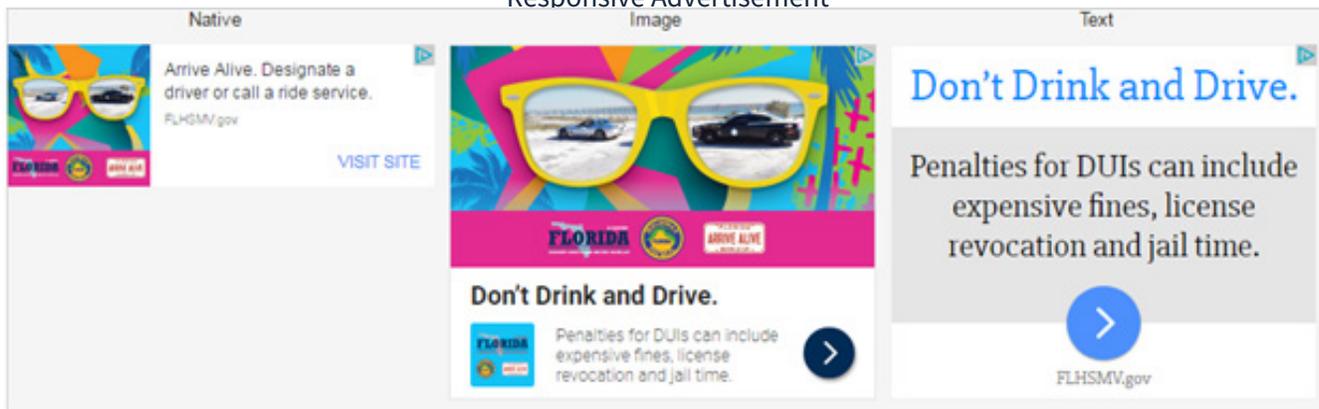
Advertisements included static and more dynamic HTML5 animated advertisements in multiple sizes in order to be optimized across devices used including desktop, tablet or mobile. The advertisement sizes that garnered the most impressions were the English 320x50 animated GIF and English responsive advertisement. The English 320x50 animated GIF garnered 45 percent and the responsive Don't Drink and Drive advertisement garnered 19 percent of all the Adwords Display Network impressions. The vendor monitored the performance of all advertisements to make sure that funds were allocated to the advertisements that performed the best throughout the campaign.

¹ The Google Display Network allows advertisers to connect with users on a variety of ad formats across the digital universe. This network spans over two million websites that reach over 90 percent of people on the Internet. It reaches people while they're browsing their favorite websites, watching a YouTube video, checking their Gmail account or using mobile sites and apps.

320x50 Animated GIF Advertisement



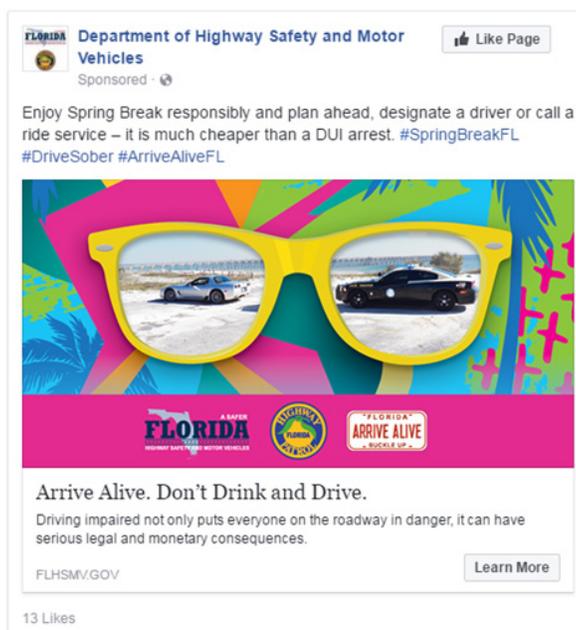
Responsive Advertisement



Facebook/Instagram

The department ran advertisements on Facebook and Instagram in English and Spanish, resulting in more than 12.6 million views throughout the campaign. More than 6,000 people took action on these advertisements, with 8,025 clicks, 79 reactions (i.e.: like, love, wow) and 11 shares. All eight different Facebook advertisements, when clicked, would take the user to the Spring Break campaign webpage for more information on DUI laws and safety during Spring Break.

The most successful Facebook advertisement in terms of impressions, clicks and engagement was the English image optimized for website clicks. The advertisement received 4,994,415 impressions, 2,313 clicks, 26 reactions and four shares.



The most successful Spanish Facebook advertisement, in terms of impressions, clicks and engagement was the same image from the English ad set. The Spanish advertisement received 2,315,120 impressions, 1,777 link clicks, 21 reactions and three shares.

FLORIDA Department of Highway Safety and Motor Vehicles
 March 3 · 🌐

Disfruta tus vacaciones y planea con anticipación. Designa un conductor, utiliza el transporte público o solicita un taxi.
 #SpringBreakFL #DriveSober #ArriveAliveFL



Si Bebes...No Conduzcas. ¡Llega Vivo a Tu Destino!
 Una multa o una condena se paga, tu vida y la de los demás se pierden para siempre.

FLHSMV.GOV [Learn More](#)

👍 Like 💬 Comment ➦ Share

👤 Marlon Gutierrez, Erazo Jorge and 8 others

Twitter

The department also ran advertisements on Twitter in English and Spanish, garnering almost 175,000 impressions and 3,220 link clicks. The Twitter advertisements included campaign graphics that, when clicked, would take the user to the Spring Break: *Arrive Alive, Don't Drink and Drive* campaign page for more information about DUI laws and how to stay safe during Spring Break.

The most successful Twitter advertisement in terms of impressions and clicks included a sunglasses graphic with FHP pulling over a car by the beach. It received 69,288 impressions and 863 link clicks.

FLORIDA FLHSMV
 @FLHSMV

Anyone under the age of 21 in possession of alcohol can be cited for a second-degree misdemeanor.



Arrive Alive, Don't Drink and Drive. #SpringBreakFL #ArriveAliveFL
 flhsmv.gov

RETWEETS 17 LIKES 24

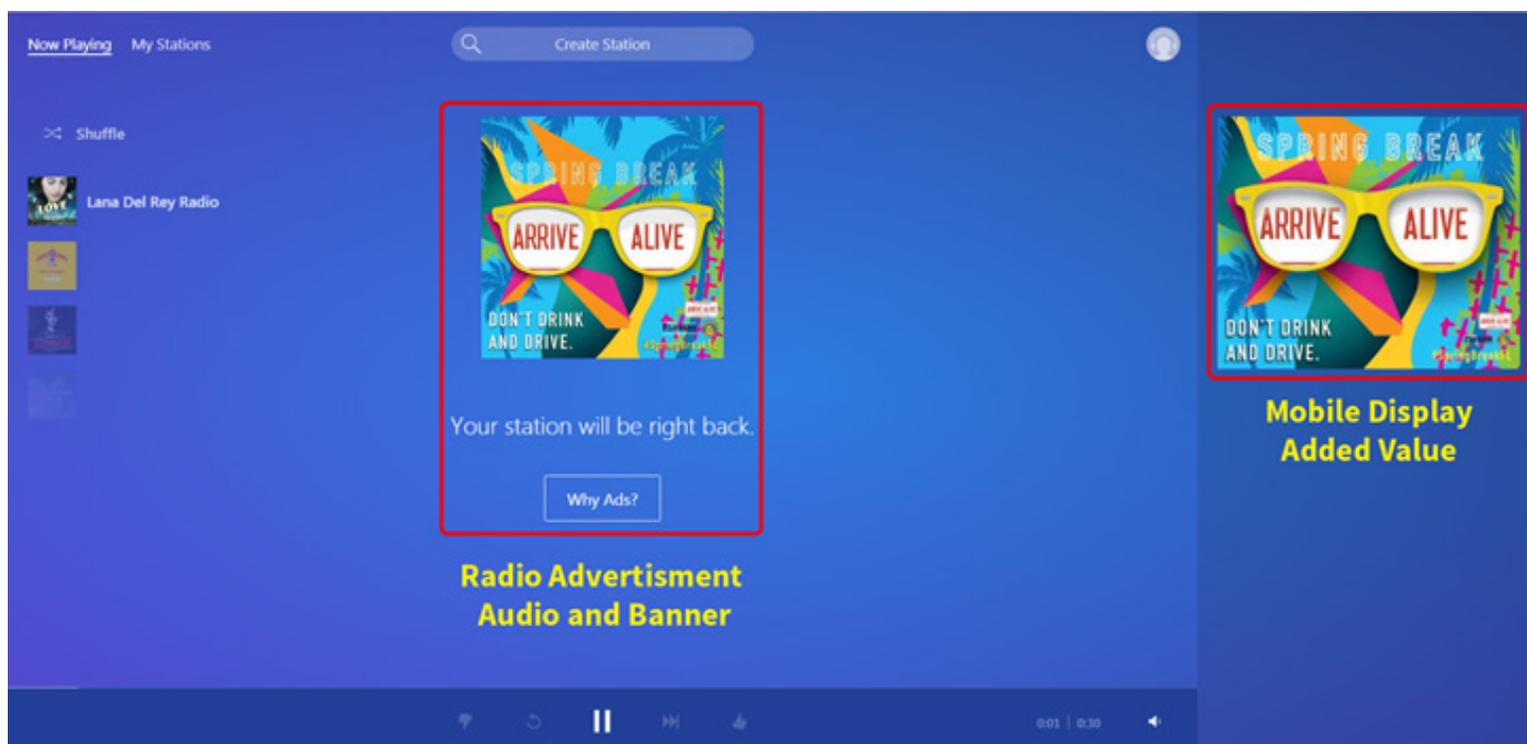
10:21 AM - 3 Mar 2017

👤 1 🔄 17 ❤️ 24 📊

Internet Radio Advertisements

The department contracted with an online radio company to run Spring Break: *Arrive Alive, Don't Drink and Drive* campaign internet radio advertisements, directed to English and Spanish-speaking motorists. The purpose of these advertisements was to provide education and awareness to Florida's motorists and tourists about the importance of driving sober while on Spring Break in Florida in order for everyone to *Arrive Alive*. The advertisements were targeted to motorists aged 20-34 in Florida, with an emphasis on the counties with the highest numbers of crashes involving alcohol in 2016. These targeted radio advertisements made 481,013 impressions, including 186,453 added value impressions, with a click through rate (CTR) of 0.19 percent. The vendor also ran mobile display advertisements (see graphic below) as an added value for the campaign, which added 186,453 impressions.

	Total Impressions	CTR
Audio and Banner	451,119	0.20%
Mobile Display Added Value	186,453	0.30%
TOTAL/AVERAGE	481,013	0.19%



Earned Media

The department disseminated a statewide press release on March 1, 2017, stressing the importance of driving sober during Spring Break. The following news outlets ran a story about the campaign:

	Date	Publication	Title	Readership*
1	3/1/2017	<i>The Herald Tribune</i>	Drive Safely and Sober This Spring Break, FHP Warns	Daily circulation of 103,650
2	3/1/2017	WWSB	FHP Warns Florida Spring Breakers to 'Arrive Alive, Don't Drink and Drive'	Online circulation of 20,212
3	3/2/2017	WFLA	Arrive Alive, Don't Drink and Drive	Online circulation of 12,750
4	3/2/2017	<i>NWF Daily News</i>	Drive Safely and Sober This Spring Break, FHP Warns	Daily circulation of 20,825
5	3/2/2017	<i>Destin Log</i>	Drive Safely and Sober This Spring Break, FHP Warns	Daily circulation of 632
6	3/2/2017	<i>The Walton Sun</i>	Drive Safely and Sober This Spring Break, FHP Warns	3,609 unique daily page views
7	3/3/2017	<i>Atmore Advance</i>	FHP: Arrive Alive This Spring Break	Daily circulation of 2,714
8	3/4/2017	<i>Pensacola News Journal</i>	Pensacola Beach Readies for Spring Breaker Crowds	Online circulation of 19,984
9	3/6/2017	<i>Middle Tennessee State University</i>	The Uncertain Future of Spring Break in Panama City Beach	Circulation information unavailable
10	3/7/2017	WIAT	Underage Drinking Lands Spring Breakers in Jail	Circulation information unavailable
11	3/7/2017	<i>Anna Maria Islander</i>	HBPD Chief Urges Patience for Spring Break	Daily circulation of 2,142
12	3/8/2017	<i>Sun Sentinel</i>	Florida Cops Announce Spring Break Enforcement Efforts	Daily circulation of 214,506
13	3/11/2017	<i>Miami Beach Patch</i>	Spring Break 2017 Rolls Into Miami Beach With Something New: Rules	Circulation information unavailable
14	3/12/2017	WJXT	Arrive Alive, Don't Drink and Drive Campaign Seeks to Keep Spring Breakers Safe	Online circulation of 19,749
15	3/13/2017	WJXT	Spring Break Safety for St. Johns County	Online circulation of 19,749
16	3/13/2017	WMBB	Spring Break Gets Busy: Six Arrested on Drug Charges	25,741 daily page views
17	3/13/2017	WSVN	Police Make Arrests on South Florida Beaches During Spring Break	Online circulation of 13,993
18	3/13/2017	WPLG	Spring Breakers Bring Large Crowds to South Florida Beaches	Online circulation of 19,996
19	3/14/2017	KRON/KVEO	Spending Spring Break on the Beach is a Decades-Old Tradition	3,225,806 daily page views
20	3/15/2017	<i>Miami Beach Patch</i>	FIU Students Prove Spring Break Stereotype Wrong	Circulation information unavailable
21	3/15/2017	<i>Palm Beach Post</i>	WATCH: Florida Spring Breakers Caught Twerking on Moving Vehicles	Daily circulation of 160,506
22	3/15/2017	WFTV	Winter Weather Puts a Freeze on Some Spring Break Plans	Online circulation of 19,668
23	3/16/2017	<i>The Apopka Voice</i>	DUI Saturation Patrols Will Be in Force this Weekend	808 unique daily web visitors
24	3/22/2017	<i>The Washington Times</i>	Mom Thanks Florida Cops for Arresting Daughter on Spring Break: It 'Scared the HELL Out of Her'	4,915 page views
25	3/22/2017	The Lakeland Ledger	LIGHT LUNCH: A Spring Breaker's Natty Light Goes Viral	Daily circulation of 67,374
26	3/31/2017	<i>NWF Daily News</i>	Top 10 Colleges, High schools with Underage Spring Break Arrests	Daily circulation of 20,825
26 TOTAL STORIES				4,000,154

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

Social Media

Spring Break: *Arrive Alive, Don't Drink and Drive* campaign content made a total of 196,704 organic or unpaid impressions on department social media platforms during the month of March. Facebook and Instagram posts reached an average of 2,096 unique users. Spring Break: *Arrive Alive, Don't Drink and Drive* campaign content on Twitter made 78,399 impressions and 1,228 engagements. Due to limitations in Facebook and Instagram analytics, the department is currently unable to calculate a total reach and engagement of campaign content without counting unique social media users twice.

Facebook

At the start of the campaign, the department's Facebook page had 15,303 likes. Over the course of the Spring Break: *Arrive Alive, Don't Drink and Drive* campaign, the department gained 825 new likes, totaling 16,128 by March 31, 2017. The department's 33 Spring Break campaign related posts garnered a total of 118,305 impressions. The average Spring Break: *Arrive Alive, Don't Drink and Drive* campaign post reached 2,096 unique users and engaged with 42 unique users.

The most popular campaign post was a buckle up post during the Click It or Ticket enforcement campaign that was branded with the Spring Break: *Arrive Alive, Don't Drink and Drive* campaign graphics. This post from March 3, 2017 garnered 14,637 impressions, reached 7,691 unique users and engaged with 32 unique users.

Most Popular Facebook Post with 14,637 Impressions



Twitter

At the start of the Spring Break: *Arrive Alive, Don't Drink and Drive* campaign, the department's twitter account had 8,822 followers. By March 31, 2017, the department gained 196 new followers, totaling 9,018 followers. The department tweeted Spring Break: *Arrive Alive, Don't Drink and Drive* campaign content 42 times and campaign-specific tweets garnered 78,399 impressions and 1,228 engagements.

The most popular campaign tweet was for the campaign launch, sharing the link to the campaign page. This tweet was posted on March 1, 2017 and garnered 8,777 impressions and 127 engagements.

Most Popular Twitter Post with 8,777 Impressions



Instagram

At the start of the Spring Break: *Arrive Alive, Don't Drink and Drive* campaign, the department's Instagram account had 8,052 followers. By March 31, 2017, the department gained approximately 394 new followers, totaling 8,446 followers. The department made eight posts containing Spring Break: *Arrive Alive, Don't Drink and Drive* campaign content, garnering 10,888 impressions. The average campaign Instagram post reached 1,055 unique Instagram users and engaged 51 unique Instagram users.

The most successful Spring Break: *Arrive Alive, Don't Drink and Drive* post in terms of impressions and engaged users told motorists, 'Don't spend Spring Break in a jail cell.' This post garnered 1,491 impressions and had 68 engagements (likes and comments).

Most Popular Instagram Post with 1,491 Impressions



As part of the social media strategy for the Spring Break: *Arrive Alive, Don't Drink and Drive* campaign, the department created graphics in various Florida university colors and tagged the universities and their student government associations on Facebook and Twitter. There were ten university posts for Facebook and 11 for Twitter, each posted a week before their respective university Spring Break. The posts on Facebook reached a total of 27,886 users with 352 post clicks and 153 reactions, likes, comments or shares. The most popular Facebook university post was for the University of Florida and reached 6,051 people with 52 post clicks and 30 reactions, comments or shares.



The university posts on Twitter made a total of 16,922 impressions with 184 engagements. The extra university tweet was for Stetson University as a request from the university after seeing the other university posts. The most popular university tweet was for the University of South Florida and garnered 3,150 impressions and 37 engagements.



FLHSMV.gov

For the Spring Break: *Arrive Alive, Don't Drink and Drive* campaign, the department updated the campaign web page to include the most recent information and data. The Spring Break: *Arrive Alive, Don't Drink and Drive* campaign web page received 42,112 page views between March 1 and 31, 2017. Of the 42,112 total views, 36,245 (86 percent) page views were from unique web users. The average amount of time that a user spent on the webpage was 1:14.

The Spring Break campaign webpage included downloadable resources for social media, posters and statewide data. Google Analytics only recorded clicks for a 32.22 percent sample size of sessions on the web page, so it is unknown if there were any downloads for the campaign resources.²

Resources

Social Media Kit

Download the Social Media Posts PDF and click on the thumbnails below to make posting on social media quick and easy!

[#SpringBreakFL Social Media Posts](#)

Facebook Cover and Post Images



Twitter Cover and Post Images



Instagram Image



Additional Social Media Graphics



Print Media Kit

[Spring Break Poster – 11x17](#)

[Spring Break Poster – 8.5x11](#)

Data

[March 2016 ALL Crashes by County](#)

[March 2016 Statewide Alcohol Confirmed Data by County](#)

[March 2016 Statewide Citations by County](#)

[2016 Campaign Evaluation Report](#)

² Google Analytics generates number of clicks by using only a percentage or sample of all the clicks on a certain link.

Community Safety Events

FHP Public Affairs Officers (PAO) and the department's Office of Driver Safety hosted and participated in community safety events throughout the state and discussed topics related to the Spring Break: *Arrive Alive, Don't Drink and Drive* campaign, with a total audience size of 9,180 people.

PAO Community Safety Events

TROOP A			
Date	Events	Location	Audience
3/10/2017	Arnold High School Driver Safety Presentation	Panama City Beach, FL	150
3/14/2017	Pensacola State University Driver Safety Presentation	Pensacola, FL	100
TOTAL	2		250

TROOP B			
Date	Events	Location	Audience
3/6/2017	Ft. White High School Driver Safety Event	Fort White, FL	250
3/11/2017	University of Florida Driver Safety Event	Gainesville, FL	500
TOTAL	2		750

TROOP C			
Date	Events	Location	Audience
3/1/2017	Driver Sober or Get Pulled Over Event	Tampa, FL	3,000
3/10/2017	Pinellas Park High School Safety Presentation	Pinellas, FL	2,000
3/15/2017	Wesley Chapel High School Battle of the Belts Safety Event	Wesley Chapel, FL	200
3/29/2017	Valencia Lakes Community Safety Expo	Tampa, FL	800
TOTAL	4		6,000

TROOP D			
Date	Events	Location	Audience
3/13/2017	Partin Elementary School Safety Presentation	Oviedo, FL	16
3/30/2017	Celebration High School Safety Event Presentation	Kissimmee, FL	400
TOTAL	2		416

TROOP F			
Date	Events	Location	Audience
3/2/2017	PS1 Academy Driver Safety Presentation	Fort Myers, FL	14
3/11/2017	Gateway Community Fair Safety Event	Fort Myers, FL	300
3/16/2017	Florida Gulf Coast University Driver Safety Presentation	Fort Myers, FL	60
3/21/2017	East Lee High School Driver Safety Presentation	Fort Myers, FL	30
3/21/2017	Florida Gulf Coast University Driver Safety Presentation	Fort Myers, FL	50

TROOP F			
Date	Events	Location	Audience
3/30/2017	Mariner High School Driver Safety Presentation	Cape Coral, FL	160
TOTAL	6		614

TROOP L			
Date	Events	Location	Audience
3/1/2017	WINZ 940 Radio Talk Show Traffic Safety Segment	Broward County, FL	67,800 weekly listeners*
3/11/2017	City of Sunrise Community Safety Event	Sunrise, FL	200
3/30/2017	Palm Beach Central High School Driver Safety Presentation	Wellington, FL	750
TOTAL	3		950

*Audience captured for the calculation of reach in "Earned Media" and not counted twice within the PAO safety event audience size totals.

During the Spring Break: *Arrive Alive, Don't Drink and Drive* campaign, the department's Office of Driver Safety participated in the Drive to Save Lives tour for a week of awareness in Leon County from March 6 to 10. The event was organized by the Leon County Responsible Decision-Making Coalition, and was held the week prior to Leon county school Spring Break to remind students about the dangers of impaired driving and the importance of making safe choices. The tour featured Kevin Brooks, a motivational speaker who uses his story of drinking and driving to promote safety awareness of impaired driving and suicide prevention. The Office of Driver Safety joined Kevin Brooks, Florida Students Against Destructive Decisions (SADD), Informing Pupils About Auto Crash Tragedies (IMPAACT), Leon County Emergency Medical Services, Mothers Against Drunk Driving (MADD), DISC Village and the Tallahassee Police Department at fairs held at John Paul II High School, Florida State University School, Lawton Chiles High School and Godby High School. The Office of Driver Safety team interacted with more than 200 students during the safety fairs, as they experienced impaired or distracted driving with a simulator, received Florida Driver Handbooks and signed pledges to stay alert, watch for pedestrians and give three feet for bicyclists.



Partner Outreach

The department partnered with the Florida Department of Transportation (FDOT), Florida Department of Business and Professional Regulation (DBPR), Florida Police Chiefs Association (FPCA), Florida Sheriffs Association (FSA), Florida Restaurant and Lodging Association (FRLA) and AAA - The Auto Club Group to disseminate Spring Break: *Arrive Alive, Don't Drink and Drive* campaign messaging throughout Florida with a minimum reach of 4,140.

FDOT supported the campaign by including a quote from Interim Secretary Cone in the press release as well as sharing or retweeting the department's Spring Break: *Arrive Alive, Don't Drink and Drive* campaign social media throughout the month. DBPR shared the campaign logo, poster and press release on their social media channels and website, with at least 417 people reached from social media.

The FPCA shared the campaign message and materials with their members by sending out a Green Alert to 766 people, with a 72 percent open rate on the email. The FPCA also shared two posts on Facebook which made almost 3,000 impressions combined.

GreenAlert
For Your Information

Florida Police Chiefs Association
est. 1952

Quick Links

- [65th Annual Summer Training Conference Registration](#)
- [Future Chiefs Seminar](#)
- [New Chiefs Seminar](#)
- [CORE Training](#)
- [FPCA Building Fund](#)
- [Jobs Central](#)
- [FPCA Disclaimer](#)

Like us on Facebook

Arrive Alive, Don't Drink and Drive Campaign Launches Today

MEMBERS,

The Department of Highway Safety and Motor Vehicles (DHSMV) has launched the Spring Break: *Arrive Alive, Don't Drink and Drive* campaign today, with the [press release](#) going out this morning. In partnership with the Florida Department of Transportation, Florida Department of Business and Professional Regulation, Florida Police Chiefs Association, Florida Sheriffs Association, AAA - The Auto Club Group, and the Florida Restaurant and Lodging Association, DHSMV will be urging motorists to always drive sober to enjoy spring break in Florida safely.

Please visit the updated Spring Break [campaign page](#) in order to download our social media kit, which is complete with posts and graphics to make it easy to share with your social media audience to spread the campaign message. You will also find the print materials, statewide crash data and other campaign resources for your use. Let us know if we can provide any other materials. We are happy to send any additional copies of posters or different sized digital graphics you need.

If you have any questions, please let me know. Thank you for partnering with us as we work towards a Safer Florida!

Natalia KIMREY
Safety & Education Campaign Manager

STARS
By providing Selection, Training, Assessment, Recruitment, and Support, the Florida Police Chiefs STARS Program is setting the standard for finding, retaining, and supporting

The FSA and FRLA supported the campaign by including a quote in the department's press release, from Sheriff Demings, FSA President, and Carol Dover, FRLA President and CEO, respectively. AAA - The Auto Club Group displayed the Spring Break: *Arrive Alive, Don't Drink and Drive* campaign poster in the AAA - Auto Club Group business buildings in Tampa and supported the campaign through their own messaging on social media for St. Patrick's Day: *Buzzed Driving is Drunk Driving* with 35 likes and 41 retweets on Twitter and 74 reactions and 48 shares on Facebook.

The department and its Tax Collector partners spread the Spring Break: *Arrive Alive, Don't Drink and Drive* campaign message by displaying the campaign logo and accompanying safety message on the Motor Vehicle Network in offices in the following counties:

1. Brevard
2. Broward
3. Citrus
4. Duval
5. Escambia
6. Hendry
7. Leon
8. Miami-Dade
9. Monroe
10. Nassau
11. Pinellas
12. Santa Rosa
13. Volusia
14. Walton

The department displayed the Spring Break: *Arrive Alive, Don't Drink and Drive* campaign logo and safety message on its digital message board at headquarters from March 1 to 31, 2017. FHP troops D, F, G and H also displayed the graphic on their troop headquarters' digital message boards.



Internal Outreach

The Spring Break: *Arrive Alive, Don't Drink and Drive* campaign message was promoted internally among department members through use of the department's internal website, SafetyNet. The Spring Break: *Arrive Alive, Don't Drink and Drive* campaign logo was posted on the SafetyNet homepage for the duration of the campaign. Below is the image used to promote the campaign message on SafetyNet.



2016 vs. 2017 Campaign Results

Facebook

Year	Total Number of Posts	Average Impressions per Post	Average Reach per Post	Average Engagement per Post
2016	26	158,631	2,922	90
2017	33	118,305	2,096	42
Percent Change:		25% decrease	28% decrease	54% decrease

The total impressions, reach and engagement in this table do not include paid media posts on Facebook. The decrease in impressions, reach and engagement for the Spring Break campaign could be due to the fact that the department's Facebook followers are only 11.5 percent age 13 to 24. The majority of the department's Facebook followers (52 percent) are age 25 to 44. Some surveys³ have even found that most teens age 13 to 17 are most likely to use Snapchat and Instagram. For that reason, the department used paid media efforts on Facebook, community safety events and partner outreach to reach the target market for the Spring Break campaign.

Twitter

Year	Total Number of Posts	Average Impressions per Post	Average Engagement per Post
2016	24	46,633	1,185
2017	42	78,399	1,228
Percent Change:		68% increase	4% increase

Instagram

Year	Number of Posts	Average Engagement per Post
2016	16	85
2017	8	51
Percent Change:		40% decrease

The total impressions, reach and engagement in this table do not include paid media posts on Instagram. The decrease in engagement for the Spring Break campaign could be due to the fact that the department posted half as much on Instagram in 2017 compared to 2016. Although there are more followers age 13 to 24 (32 percent) on Instagram, the majority of the department's Instagram followers (77 percent) are men. There are more women (38 percent) than men (28 percent) on Instagram overall and studies show⁴ that women are more likely to interact with brands on social media than men. For that reason, the department used paid media efforts on Instagram, community safety events and partner outreach to reach the target market for the Spring Break campaign.

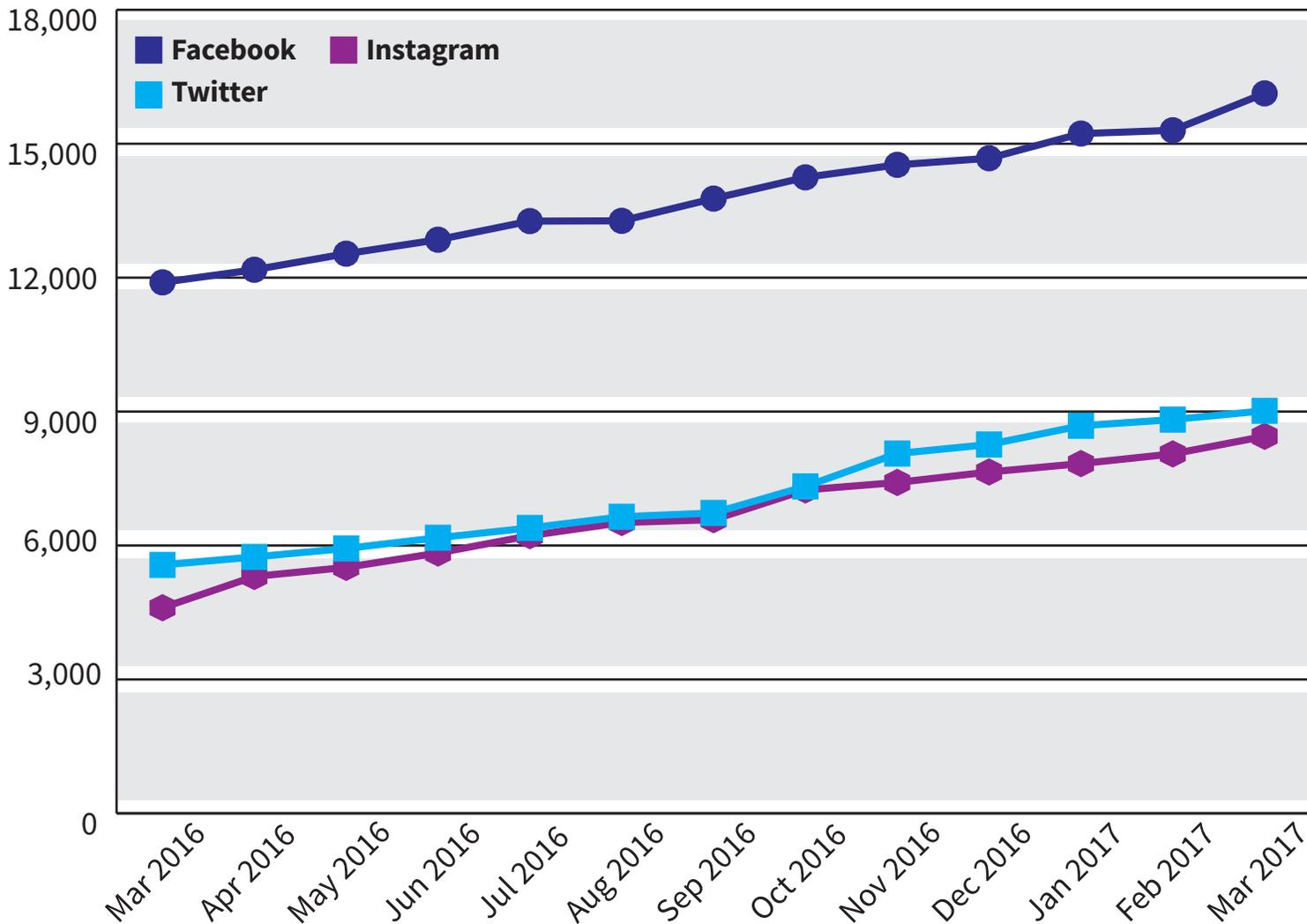
FLHSMV.gov

Year	Average Time Spent on Page	Average Daily Page Views	Average Daily Unique Page Views
2016	1:30	469	369
2017	1:36	557	455
Percent Change:		19% increase	23% increase

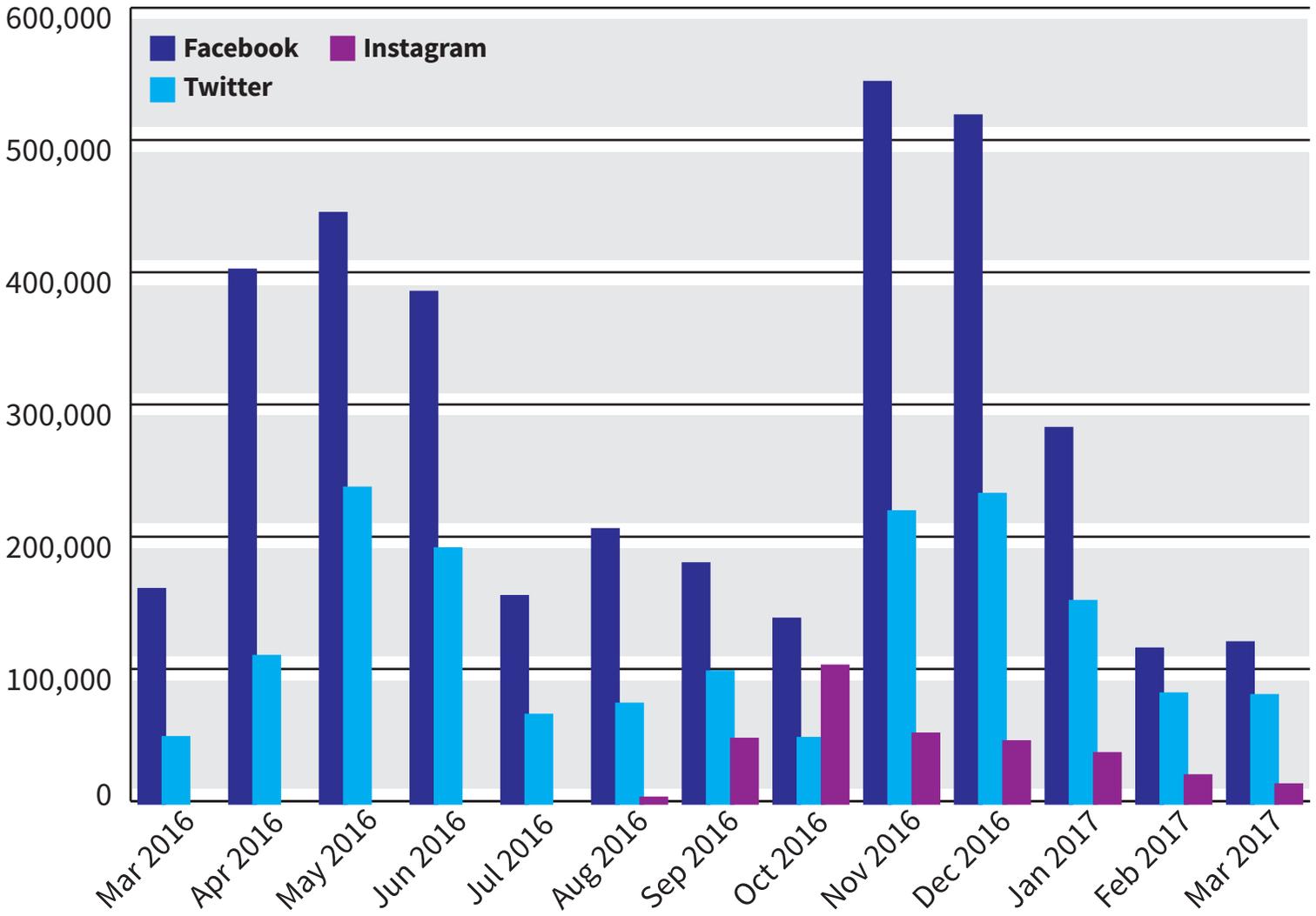
³ The Associated Press-NORC Center for Public Affairs Research at the University of Chicago (2017, April 21). *New survey: Snapchat and Instagram are most popular social media platforms among American teens*

⁴ Brandwatch.com using Pew, Nelson and Burst Media data. *Men vs. Women: Who Is More Active on Social Media?*

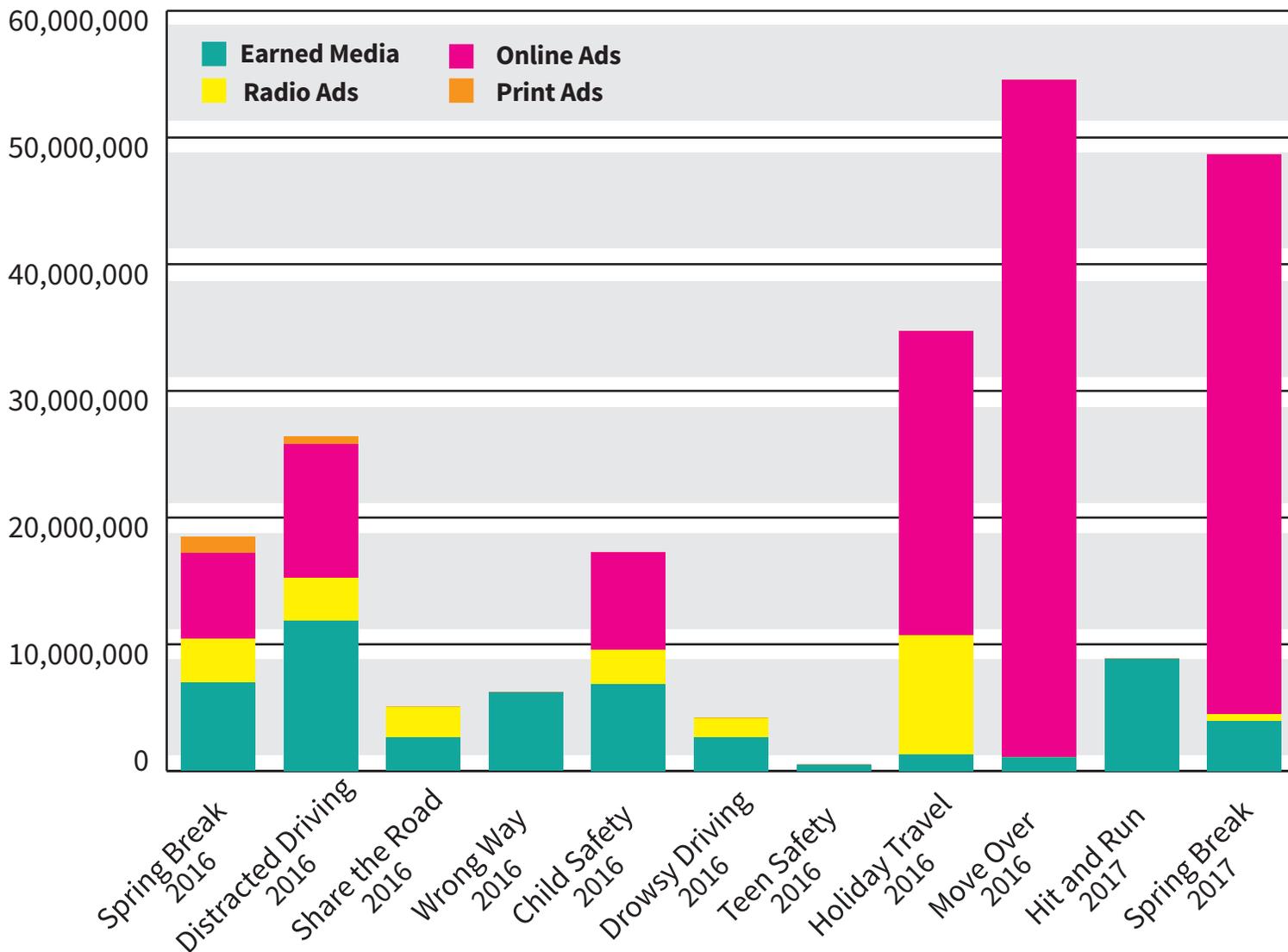
Social Media Followers



Social Media Impressions



Media Reach*



*Please note that Media Reach does not include billboard advertisements, so it is not included for the Move Over Awareness or Share the Road campaigns. No paid media was purchased by the department for the Wrong Way Driving Awareness or Teen Driver Safety campaigns. It is also important to note that the Holiday Travel campaign was two months long.

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