

NATIONAL
TEEN DRIVER SAFETY WEEK
AND TEEN ARRIVE ALIVE DAY



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

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 and manages and implements all of the agency's safety and education campaign initiatives. These initiatives include educating the public regarding teen driver safety on Florida roads. From October 16 to 22, 2016, the department worked to educate the public regarding all aspects of teen driver safety, including following Graduated Driver License (GDL) laws, never driving drowsy or under the influence of drugs or alcohol, driving carefully without distractions and observing all speed limits.

National Teen Driver Safety Week was established by Congress in 2007, and is conducted annually during the third week of October by the National Highway Traffic Safety Administration (NHTSA) as a time to remind teens and parents of the risks associated with driving. According to NHTSA, motor vehicle crashes are the leading cause of death for 15 to 19 year olds in the United States. The department commemorated October 18 as "Teen Arrive Alive Day" for parents, teens and officials to talk about the dangers of driving for teens and focusing on how to Arrive Alive.

Florida teens (ages 15-19) make up approximately five percent of Florida's 15,998,416 licensed drivers. However, in 2015, teen crashes made up almost 12 percent of all crashes. In 2015, 45,269 teens were involved in more than 42,000 crashes resulting in 262 fatalities. In 2015, there were 92 teen driver fatalities in Florida.

Florida Teen Licensed Drivers as of January 1, 2016			
Age	Licensed Drivers	% of Licensed Drivers	% of Teen Drivers
15	74,412	0.5%	9.9%
16	126,940	0.8%	16.9%
17	156,678	1.0%	20.9%
18	185,762	1.2%	24.8%
19	205,137	1.3%	27.4%
TOTAL	748,929	4.7%	

**Source: Florida Department of Highway Safety and Motor Vehicles preliminary data as of July 27, 2016*

Teen Drivers/Injuries/Fatalities (Ages 15-19)			
Year	Teen Drivers Involved in a Crash	All Injuries in Teen Crashes*	All Fatalities in Teen Crashes*
2012	34,529	28,249	224
2013	38,386	29,456	183
2014	41,204	30,875	213
2015	45,269	34,094	262

**Source: Florida Department of Highway Safety and Motor Vehicles preliminary data as of July 27, 2016*

Florida Teen Driver Statistics 2015			
Age	Teen Drivers Involved in a Crash	All Injuries in Teen Crashes*	All Fatalities in Teen Crashes*
15	784	629	8
16	5,318	4,067	20
17	9,073	7,207	55
18	14,364	11,279	89
19	15,730	12,191	94

**Source: Florida Department of Highway Safety and Motor Vehicles preliminary data as of July 27, 2016*

**NOTE: A crash in which at least one driver of the vehicles involved was between the ages of 15-19. Injury and fatality totals represent ALL injuries and fatalities that occurred in a crash involving a teen driver 15-19 years of age. When breaking out teen crashes by age for 2016, some teens may be counted twice. If the crash involved to teen drivers of different ages, the injury or fatality is counted under each age group.*

Campaign Objectives (to be met by October 22, 2016)

- ☑ Secure at least three news stories based off of a department-disseminated press release.
- ☑ Obtain 500 engagements (shares, comments, retweets) on department social media channels.
- ☑ Garner more than 250 visits to the Teen Driver Safety webpage on www.flhsmv.gov.

Target Markets

- Teen Drivers Age 15-19
- Parents of Teen Drivers Age 15-19
- Drivers in targeted counties where teen driving crashes and violations most occur, including Spanish speaking market. (Miami-Dade, Broward, Orange, Palm Beach, Hillsborough, Duval)

Budget/Expenditures:

There were no funds expended for this campaign.

Evaluation

From October 16 through October 22, 2016, the department implemented the National Teen Driver Safety Week campaign, with Teen *Arrive Alive* Day on October 18. The National Teen Driver Safety Week campaign was successful in meeting all campaign goals and objectives and had a potential view count of more than 600,000 through earned media, social media and community outreach. The National Teen Driver Safety Week campaign did not have a budget or expenditures because it was designated as a B-level campaign on the department’s annual campaign calendar.*

Throughout the week, the campaign garnered five news stories in newspapers, local news channels or local radio stations statewide, with more than 500,000 potential views across platforms. The department used its Facebook, Twitter and Instagram accounts to promote the National Teen Driver Safety Week campaign and content was posted a total of 16 times throughout the week. During National Teen Driver Safety Week, campaign content made a minimum of 105,616 impressions on department social media accounts. Additionally, FHP Public Affairs Officers held 13 National Teen Driver Safety Week campaign events throughout the state. These events exposed a total of 1,895 people to National Teen Driver Safety Week campaign content.

Media	Views
Earned	510,050
Social	105,616
PAO Outreach	1,895
TOTAL	617,561

*Department safety campaigns are designated as A, C and C-level campaigns. A-level campaigns are full external and internal campaigns that may include partnerships, media events, press releases, printed materials, talking points, and more, including budgeted expenditures. B-level campaigns may include press releases, social media content, graphic and marketing material and partnerships. C-level campaigns are more internal or limited campaigns in which the department promotes partner materials or social media content only.

Earned Media

The department disseminated a statewide press release stressing the importance of Teen Driver Safety. The following news outlets ran a story about the campaign:

Date	Publication	Title	Readership*	Link
10/17/2016	WJHG	Officers Remind Teen Drivers They're Not "Invincible"	20,000 households reached during evening news/28,000 adults reached	http://goo.gl/KCkY0k
10/18/2016	WCTV	Florida's DHSMV Promotes Teen Driver Safety Week	Broadcast circulation of 272,250	http://goo.gl/2zvfvb
10/18/2016	<i>The Daily Ridge</i>	DHSMV Promotes National Teen Driver Safety Week October 16-22	130,000 page views per month	https://goo.gl/T5SgBQ
10/19/2016	WINZ 940	National Teen Driver Safety Week Radio Talk Show Traffic Safety Segment	67,800 weekly listeners	Link unavailable
10/20/2016	WJHG	Florida Highway Patrol Encouraging Students to Practice Safe Driving Habits	20,000 households reached during evening news/ 28,000 adults reached	https://goo.gl/U1Vb1T
Total Stories: 5			510,050 potential views	

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

Social Media

National Teen Driver Safety Week campaign content posted on all department social media platforms between October 16 and October 22, 2016 made a total of 105,616 impressions and engaged with users 460 times. Due to limitations in Facebook and Instagram analytics, the department is currently unable to calculate a total reach of campaign content without counting unique social media users twice. However, each post made on Facebook and Instagram reached an average of 4,087 unique users. Twitter does not include reach in its analytics.

When comparing the National Teen Driver Safety Week campaign from 2015 to 2016, impressions and reach increased by over 400 percent. However, engagement decreased by 38 percent from 2015 to 2016. The decrease in engagement is likely attributed to the fact that the department has implemented a new social media strategy since October 2015. The goal of the new social media strategy is to broaden the scope of the department’s social media audience by diversifying the content posted to include safety campaign, FHP, handbook, and other content as it arises, such as teen driver safety, inclement weather or office closure announcements. The process of reaching a broader audience takes time and diligence in posting the content that communicates the full range of services and safety content the department needs to address.

Facebook

Page Level Data

Posts for the National Teen Driver Safety Week campaign began on October 16, 2016. When the campaign launched, the department’s Facebook page had 14,224 likes. Over the course of the week, the department gained 25 new likes, totaling 14,249 by October 22, 2016. Throughout the week, the department made a total of 14 total posts, seven of which were National Teen Driver Safety Week campaign related, on its Facebook account. The department’s overall content reached a minimum of 19,420 unique users. Posts reached at least 4,635 unique users each day and, at most, 8,264. The page engaged with users a minimum of 1,122 times and made a minimum of 136,198 impressions over the course of the campaign. National Teen Driver Safety Week campaign content engaged with users a minimum of 224 times and made a minimum of 86,863 impressions.

Post Level Data

Reach: The department posted a total of seven posts that contained National Teen Driver Safety Week campaign content from October 16 through October 22. All National Teen Driver Safety Week campaign posts reached between 433 and 8,122 unique users. The average reach for a campaign post was 4,968 users. The post with the highest reach was a post urging teen drivers to download the *Official Florida Driver License Handbook*, study safe driving practices and *Arrive Alive*. This post reached 8,122 unique users.

Engagement: The average rate of engagement for a National Teen Driver Safety Week campaign post was one percent among Facebook users. The minimum engagements on a single National Teen Driver Safety Week campaign post were 12 engagements, while the maximum engagements on a single post were 66. The post with the most engagements rate was the same post that reached the highest number of unique users: the post urging teen drivers to download the *Official Florida Driver License Handbook*, study safe driving practices and *Arrive Alive*. This post garnered 66 engagements.



Impressions: The average number of impressions made for a National Teen Driver Safety Week campaign post was 12,409 impressions. Each post made between 707 and 19,120 impressions, totaling 86,863 impressions. The post that garnered the most impressions was a post urging teen drivers to visit the National Teen Driver Safety Week campaign webpage for driving safety tips. This post garnered 19,210 impressions.



In comparison to the 2015 National Teen Driver Safety Week campaign, the department's reach and impressions increased by over 400 percent in 2016. Engagement, however, decreased by 51 percent when comparing 2015 to 2016. Updates to Facebook's algorithms could have had an affect the apparent decrease in engagement from 2015 to 2016. For example, in February 2016, Facebook started using qualitative feedback to show relevant stories so that the stories that users are more likely to engage with appear higher.

Twitter

At the start of the National Teen Driver Safety Week campaign, the department’s twitter account had 7,068 followers. By October 22, 2016, the department gained 43 new followers, totaling 7,111 followers. Over the course of the campaign, the department received over 46,000 impressions and maintained an engagement rate of one percent. During the National Teen Driver Safety Week campaign, the department tweeted 25 times, seven of which included campaign content. National Teen Driver Safety Week campaign specific tweets garnered 16,115 impressions and maintained an engagement rate of one percent.

The average National Teen Driver Safety Week campaign tweet made 2,302 impressions. All National Teen Driver Safety Week campaign tweets made between 1,033 and 5,149 impressions, totaling 16,115 impressions. The tweet with the most impressions was a tweet urging teens to be a “pro passenger” and help their friends stay focused while driving. This tweet received nine retweets and 11 likes.

The average National Teen Driver Safety Week campaign tweet garnered 21 engagements. All National Teen Driver Safety Week campaign tweets garnered between three and 48 engagements. The department’s tweet with the most engagements was the same tweet that made the most impressions: the tweet urging teens to be a “pro passenger” and help their friends stay focused while driving.



When comparing the 2015 National Teen Driver Safety Week campaign to that of 2016, the department’s impressions (198 percent), likes (55 percent), retweets (55 percent) and replies (eight percent) increased. The department’s engagement rate (37 percent) decreased. This decrease in engagement can be attributed in part to the department’s decrease in tweets from 2015 to 2016. The decrease in engagement could also be due to the decline in Twitter engagement overall, affecting organizations across the entire platform.

Instagram

In 2016, the department made four posts to its Instagram account during the National Teen Driver Safety Week campaign, two of which included National Teen Driver Safety Week campaign content. National Teen Driver Safety Week campaign content made a total of 2,638 impressions and 83 engagements on Instagram.

The first post was made on October 17, 2016 and implored followers to join the department in their effort to educate parents and teens on safe driving behaviors during National Teen Driver Safety Week. This post garnered 1,344 impressions, reached 1,023 Instagram users and engaged with 48 Instagram users.



The second post was made on October 18, 2016 and reminded teens to buckle up, observe all speed limits, drive sober and *Arrive Alive*. This post garnered 1,294 impressions, reached 987 Instagram users and engaged with 35 Instagram users.



During the 2015 National Teen Driver Safety Week campaign, the department made a total of 11 Instagram posts, three of which included National Teen Driver Safety Week campaign content. Due to limitations in Instagram analytics, impressions, reach and engagement cannot be compared. There were 161 engagements on National Teen Driver Safety Week campaign content in 2015, indicating that engagement decreased by 48 percent in 2016. It is important to note that the department made one additional post to Instagram in 2015 campaign than it did in 2016, contributing to the decrease in likes. The decrease in likes and engagement can also be attributed to the implementation of Instagram's new algorithm that orders posts by what Instagram estimates each user is interested in seeing. Since the algorithm's implementation earlier in 2016, engagement has decreased despite an increase in followers.

FLHSMV.gov

The department's National Teen Driver Safety Week campaign webpage received 4,010 page views between October 16 and October 22, 2016. Of the 4,010 total views, 3,222 (80 percent) page views were from unique web users. The average amount of time that a user spent on the webpage was 1:27.

The National Teen Driver Safety Week campaign webpage included teen crash data by county, licensed drivers by county, top ten teen citation data by age, a Florida SADD poster and a link to the Florida Sheriffs Association Teen Driver Challenge. There were a total of 57 clicks on these links, 54 (94 percent) of which were unique.

- Teen crash data by county received 11 unique clicks
- Licensed drivers by county received six unique clicks
- Top ten teen citation data by age received six unique clicks
- The Florida SADD poster received three unique clicks
- Florida Sheriffs Association Teen Driver Challenge received 28 unique clicks

When comparing the 2015 National Teen Driver Safety Week campaign webpage to that of 2016, page views increased by 33,000 percent. The 2015 National Teen Driver Safety Week campaign webpage received a total of 12 page views, while the 2016 campaign page received a total of 4,010 page views.

PAO Events

FHP Public Affairs Officers (PAO) throughout the state also hosted events and garnered coverage for the National Teen Driver Safety Week campaign and Teen *Arrive Alive* Day. Due to mandatory firearms training that was rescheduled because of Hurricane Matthew, Troop C was unable to host a National Teen Driver Safety Week campaign event on October 18, 2016.

TROOP A			
Date	Events	Location	Audience
10/20/2016	Marianna High School Teen Driver Safety Week Event	Marianna, FL	400
10/22/2016	A&E Church Teen Driver Event	Marianna, FL	50
TOTAL	2		450

TROOP B			
Date	Events	Location	Audience
10/21/2016	High Springs Community School Teen Driver Safety Week Event	High Springs, FL	90
TOTAL	1		90

TROOP E			
Date	Events	Location	Audience
10/18/2016	John A. Ferguson High School Teen <i>Arrive Alive</i> Event	Miami, FL	140
TOTAL	1		140

TROOP F			
Date	Events	Location	Audience
10/17/2016	Lee Memorial Hospital Teen <i>Arrive Alive</i> Event	Fort Myers, FL	12
10/18/2016	East Lee High School Teen <i>Arrive Alive</i> Event	Lehigh Acres, FL	285
10/18/2016	North Fort Myers High School Teen <i>Arrive Alive</i> Event	Fort Myers, FL	48
10/19/2016	East Lee High School Teen <i>Arrive Alive</i> Event	Lehigh Acres, FL	120
10/21/2016	Fort Myers High School Teen <i>Arrive Alive</i> Event	Fort Myers, FL	30
TOTAL	5		495

TROOP G			
Date	Events	Location	Audience
10/18/2016	Clay County High School Teen <i>Arrive Alive</i> Event	Green Cove Springs, FL	120
TOTAL	1		120

TROOP L			
Date	Events	Location	Audience
10/18/2016	Plantation High School Teen <i>Arrive Alive</i> Event	Plantation, FL	250
10/19/2016	WINZ 940 Radio Talk Show Traffic Segment on Teen Driver Safety Week	Broward County, FL	67,800 weekly listeners*
10/19/2016	Coral Glades High School Teen Driver Safety Week Event	Coral Springs, FL	350
TOTAL	3		600

*Audience captured for the calculation of reach in "Earned Media."

Partner Outreach

During the National Teen Driver Safety Week campaign, the department partnered with the Florida Teen Safe Driving Coalition. The Florida Teen Safe Driving Coalition is committed to helping teens leverage the proven principles of GDL in order to reduce teen drivers' crash risk. The Florida Teen Safe Driving Coalition provided the department with promotional material including GDL decals for PAOs to distribute at National Teen Driver Safety Week campaign events. The decals are for placement on car visors so that parents and teen drivers are aware of driving curfews by age. The Coalition sent the following materials to PAOs:

- 800 GDL Decals
- 2,400 GDL Rack Cards
- 1,600 Drive with CARE wristbands
- 400 Sunglass Straps

The department displayed the National Teen Driver Safety Week campaign logo on its digital message board at headquarters from October 17 through October 22, 2016.

The National Teen Driver Safety Week campaign message was promoted internally among department members through use of its internal website, SafetyNet. The National Teen Driver Safety Week campaign logo was posted on the homepage of SafetyNet and on the FHP SafetyNet homepage for the duration of the campaign. The National Teen Driver Safety Week campaign message was also disseminated on October 21 to the approximately 4,500 department employees around the state through the Executive Director's internal biweekly newsletter, *DHSMV Connections: Agency Accomplishments & Kudos*. The newsletter highlights department members' accomplishments, safety education initiatives and messages from the executive leadership team.

DHSMV promotes National Teen Driver Safety Week October 16-22 and Teen Arrive Alive Day

October 16 - 22



Teen Arrive Alive Day is Tuesday, October 18!

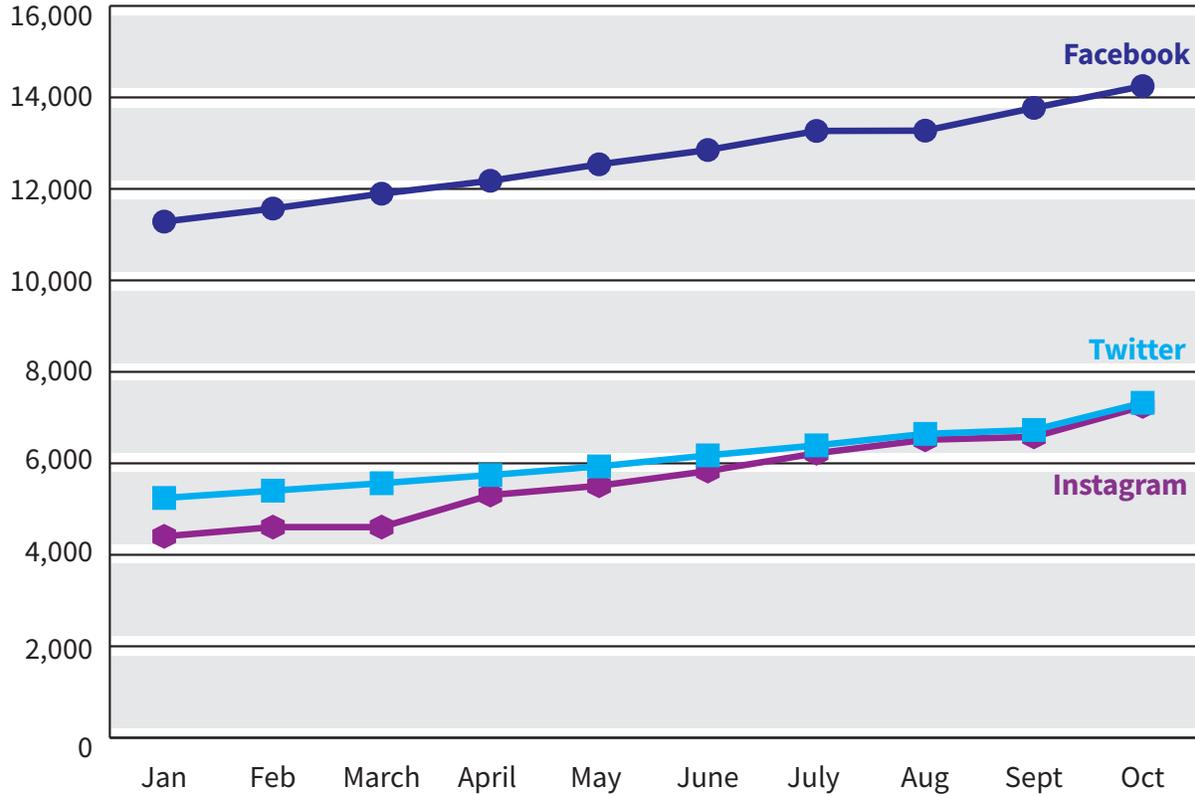
The department is joining the National Highway Traffic Safety Administration (NHTSA) in recognizing National Teen Driver Safety Week from October 16 to 22 and highlighting Teen Arrive Alive Day on October 18 with events throughout the state to remind teens and adults around them to stay safe behind the wheel.

Teen Arrive Alive Day is a statewide effort to educate parents and teens on safe driving behaviors to ultimately prevent teen crashes. The FHP will be conducting safety events and presentations at high schools all over the state, focusing on enforcing Graduated Driver License (GDL) laws, driving sober and operating a motor vehicle fully engaged without distractions.

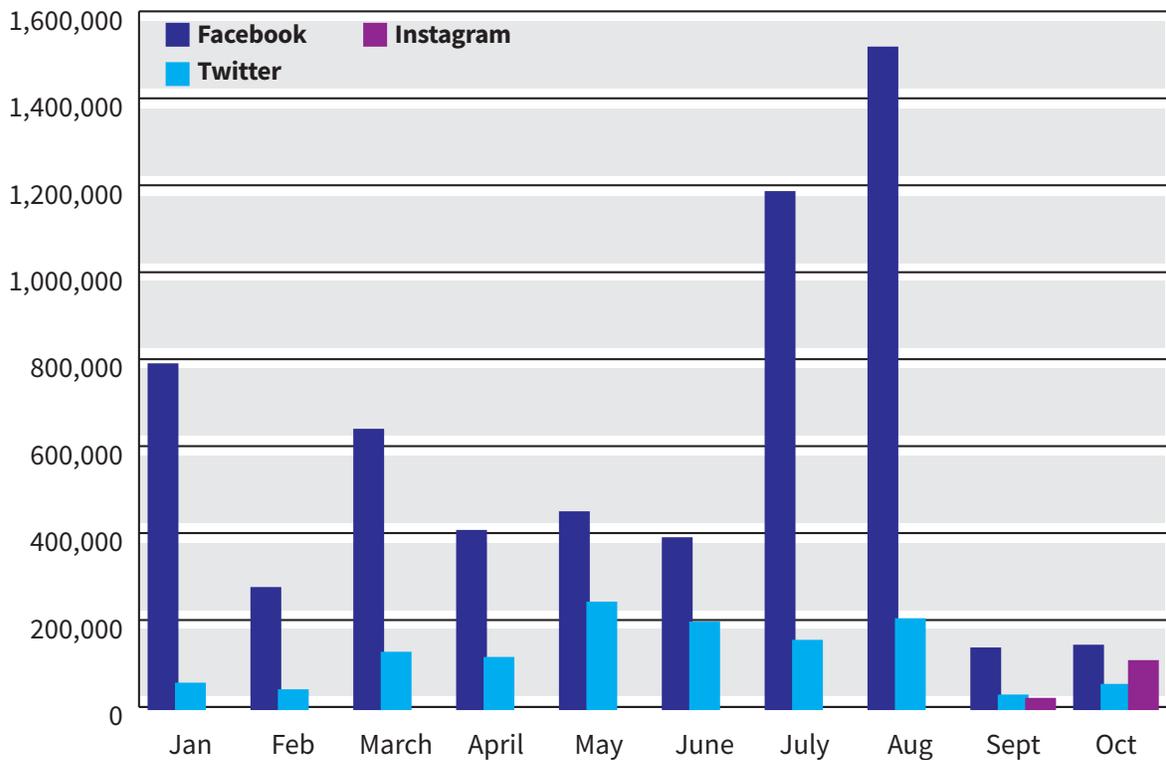
[Teen Driver Safety Week webpage](#)

2016 DHSMV Campaign Outreach

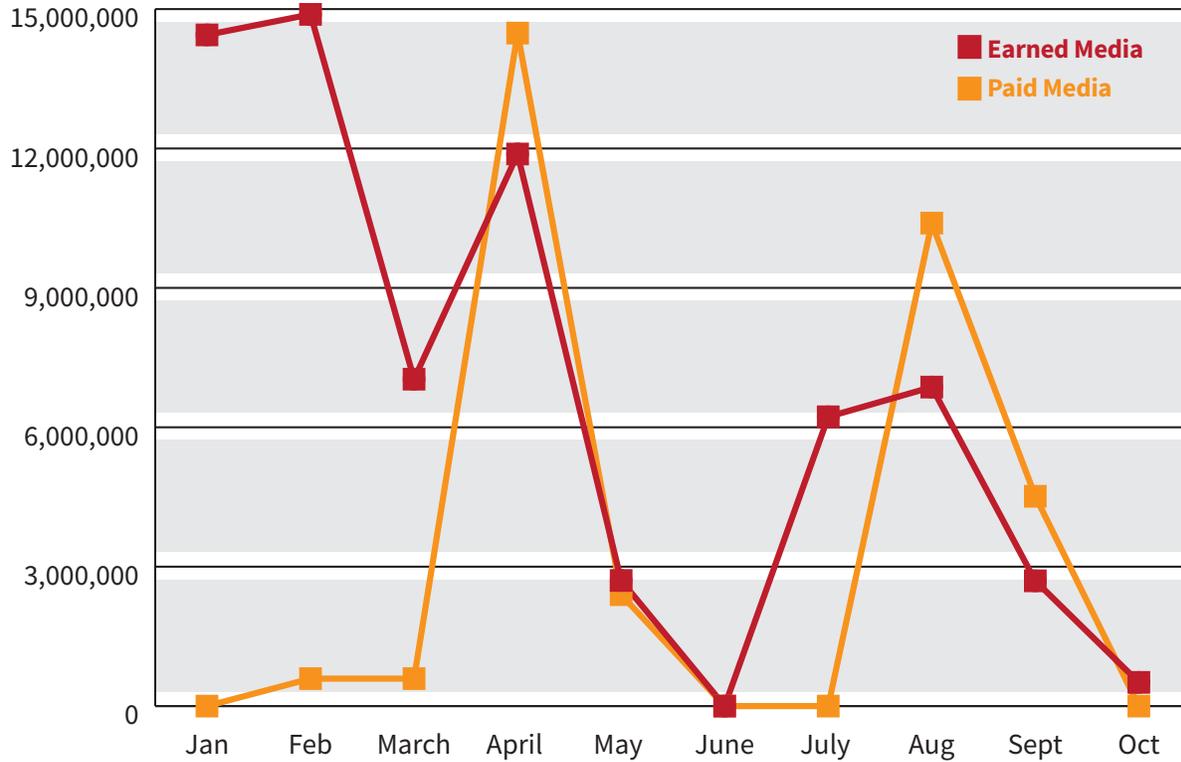
Social Media Followers



Facebook & Twitter Impressions

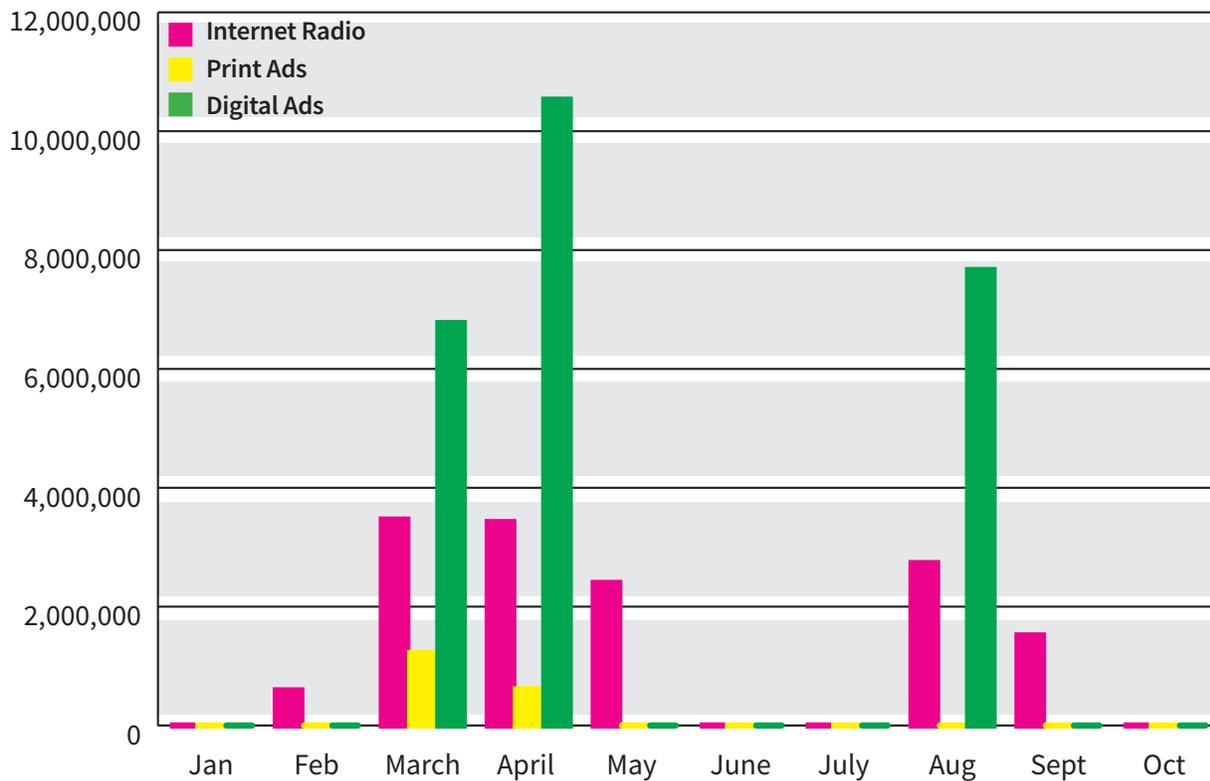


Media Reach*



*Please note that during the months of January, June and July the department did not purchase any paid media. Media reach and paid media reach do not include billboard advertisements.

Paid Media Reach*



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*Please note that not all campaigns are month-long. As we move through the 2016 evaluation process, the initial 1:1 ratio of campaigns may not be as reliable.

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