Teen Driver Safety Week: *We Arrive Alive*

Campaign Evaluation Report

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

A SAFER FLORIDA
HIGHWAY SAFETY AND MOTOR VEHICLES

October 15 - 21, 2017

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, including the Office of Driver Safety, to manage and implement all of the department's safety and education campaign initiatives.

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 dangers 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. In Florida, teen crashes made up almost 12 percent of all crashes, even though teens are only five percent of Florida's licensed drivers. In 2016, 47,115 teens were involved in more than 44,000 crashes resulting in 295 fatalities. In 2016, there were 99 teen driver fatalities. The department has named the Tuesday of Teen Driver Safety Week "Teen Arrive Alive Day" for parents, teens, and officials to talk about the dangers of driving and focusing on how to *Arrive Alive*.

The department led the Teen Driver Safety Week: *We Arrive Alive* campaign in Florida from October 15-21, 2017, to remind teens, parents and educators of the importance of buckling up to *Arrive Alive*.

Objectives

The department exceeded all 2017 campaign objectives, which had been increased from the 2016 campaign.

- ☑ Disseminate campaign message through targeted advertisements and earn at least 500,000 impressions.
  2017: Earned over 2.5 million impressions through radio and social media advertisements.
- ☑ Secure at least five news stories from the department-disseminated press release.
  2017: Secured seven news stories with at least 124,919 potential views.
  2016: Secured five news stories with 79,094 potential views.
- ☑ Obtain at least 100,000 impressions on department social media channels.
  2017: Obtained 100,120 impressions through Facebook, Twitter and Instagram.
  2016: Obtained 105,616 impressions on department social media channels.
- ☑ Garner more than 2,500 visits to the Teen Driver Safety Week campaign web pages on www.flhsmv.gov.
  2017: Garnered 66,751 page views from the We Arrive Alive campaign web pages on www.flhsmv.gov.
  2016: Garnered 4,010 visits to the Teen Driver Safety Week web page on www.flhsmv.gov.

Target Market

Teen motorists ages 15-19 and their parents and teachers in counties with the highest numbers of teen crashes, fatalities and citations, including: Bay, Brevard, Broward, Duval, Hillsborough, Lee, Leon, Manatee, Marion, Miami-Dade, Orange, Osceola, Palm Beach, Pinellas, Polk, Sarasota and Volusia counties.

Budget: $25,000

- Online and/or Broadcast Radio Advertisements: up to $10,000
- Printing and Mailing: up to $10,000
- Social Media (Snapchat) Advertisements: up to $5,000

Expenditures: $23,252.46

- Online Radio Advertisements: $10,000
- Key chains and Stickers (Production and Shipping): $9,904.54
- Social Media (Snapchat) Advertisements: $3,215.66
- Printing and Mailing Posters: $132.36

Evaluation

The department led the Teen Driver Safety Week: *We Arrive Alive* campaign from October 15 to 21 with Teen Arrive Alive Day on October 17. Messaging focused on educating teen motorists on the importance of buckling up to *Arrive Alive*, with the tagline: *We Arrive Alive*. The goal of the tagline was to encourage teens to take ownership of the action of buckling up, whether they are in the driver's seat, passenger seat or even reminding their friends and family to always buckle up. The campaign was successful in reaching all campaign goals and objectives, with more than 2.8 million views through paid media, earned media, social media, FLHSMV.gov, community outreach and partner outreach.

Paid media efforts reached over 2.5 million through radio PSAs and social media advertisements. Throughout the month, the campaign earned seven news stories in newspapers, local news channels or local radio stations statewide, with more than 124,919 views across multiple platforms. The department used its Facebook, Twitter and Instagram accounts to promote the *We Arrive Alive* campaign, posting content a total of 31 times and delivering a minimum of 100,120 impressions. The *We Arrive Alive* campaign web page on FLHSMV.gov received 64,741 page views, with 2,010 page views for the Licensing Requirements for Teens, Graduated Driver License Laws and Driving Curfews web page. In addition, FHP Public Affairs Officers (PAO) conducted community safety events throughout Florida to spread the *We Arrive Alive* campaign message to 9,927 people.

Media	Views
Paid	2,536,293
Earned	124,919
Social	100,120
FLHSMV.gov	66,751
Community Safety Events	9,927
Partner Outreach	294
TOTAL	**2,808,904**

Branding and Design

The department created new Teen Driver Safety Week: *We Arrive Alive* campaign artwork and branding for 2017. The designs included a new logo and graphics that would appeal to the teen target market, with modern, stylistic text and engaging affirmative statements within social media images and poster layouts. The new artwork was used across platforms, in online radio advertisements, key chains and stickers, social media, FLHSMV.gov and in all materials distributed to partners and stakeholders.

2016

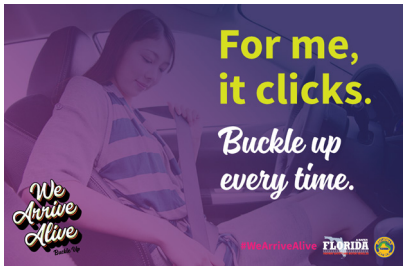
Logo

Social Media Graphics

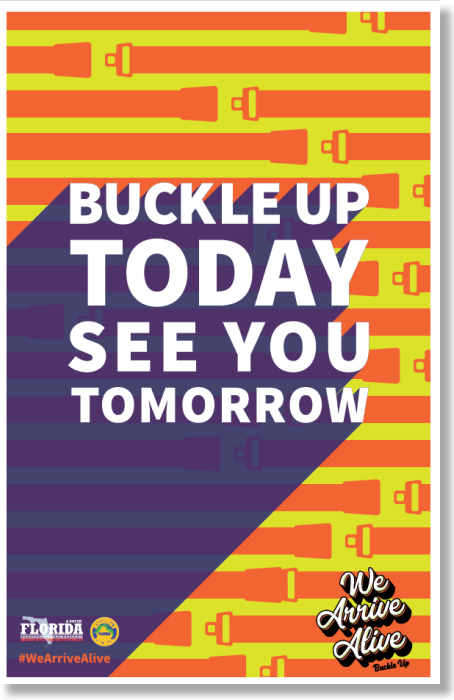
2017

Logo

Social Media Images



Poster



Paid Media

Online and Broadcast Radio Advertisements

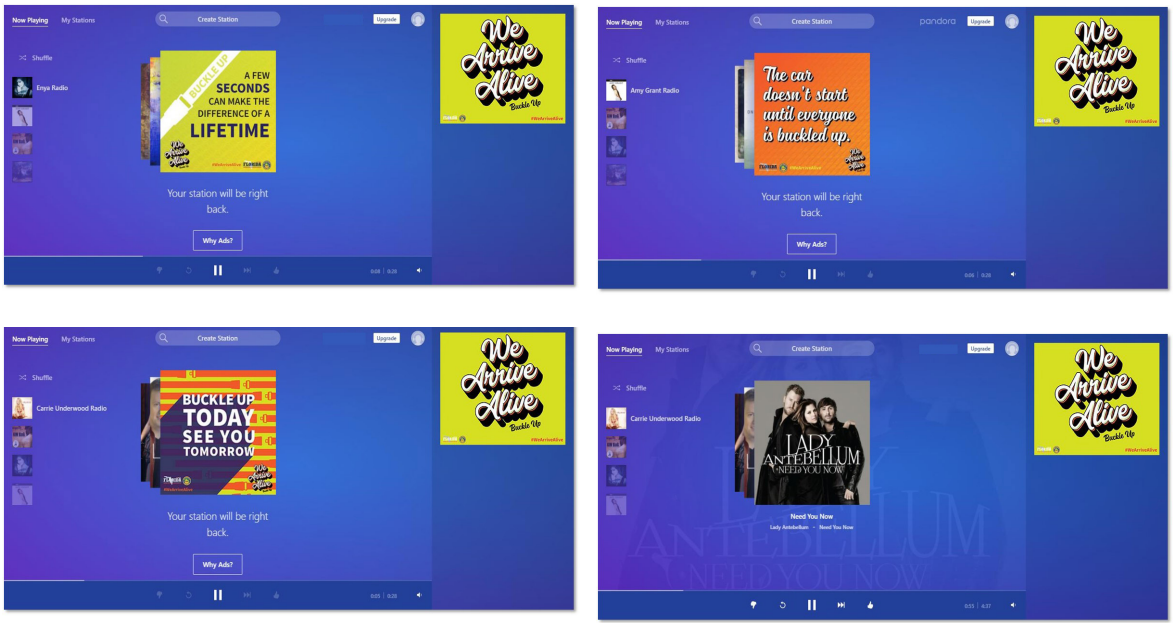
The department contracted with a multimedia radio company to run *We Arrive Alive* campaign online and broadcast radio advertisements, targeted to teens ages 13-20 throughout Florida. The :30 audio spot focused on the importance of buckling up to always *Arrive Alive*:

> TEEN GIRL: My friends get it. When they're in MY car, they go by MY rules. That means they ALWAYS buckle up. Look, I'm not getting pulled over because someone else isn't wearing their seat belt! Also…I love my squad. And without a seat belt, chances of dying in a crash DOUBLE. So, no more lame excuses. We buckle up - it just clicks! [Sound Effect: sound of buckle clicking] #WeArriveAlive! *Brought to you by the Florida Department of Highway Safety and Motor Vehicles and the Florida Highway Patrol.*

These targeted radio advertisements made 1,623,946 impressions through online streaming audio and display banners.

Online and Broadcast Radio Advertisements		
Radio Format	***Contracted Impressions***	**Total Impressions**
Online Streaming Audio	*1,111,111*	1,118,675
Display Banners	*500,000*	505,271
TOTAL	***1,611,111***	**1,623,946**

Online Streaming Companion Banner



Promotional Materials: Key chains and Stickers

The department contracted with a promotional item company to produce 10,000 key chains and 20,000 stickers to disseminate to teens through FHP PAO events, Motorist Services' Office of Driver Safety events and for other stakeholders throughout the year.

Social Media Advertisement: Snapchat

Snapchat is a multimedia messaging app for sharing photos, videos, instant messaging and more. The principal concept, when it was created in 2011, was to send pictures and messages to friends that were only available for a short time before becoming inaccessible. The app has since evolved from just person-to-person photo sharing, to featuring 'Stories' of 24-hour chronological content, with enhanced features for taking photos and videos like filters and lenses using augmented reality. Snapchat represents a new, mobile-first direction for social media, engaging a much younger user base than Facebook, Twitter and Instagram.

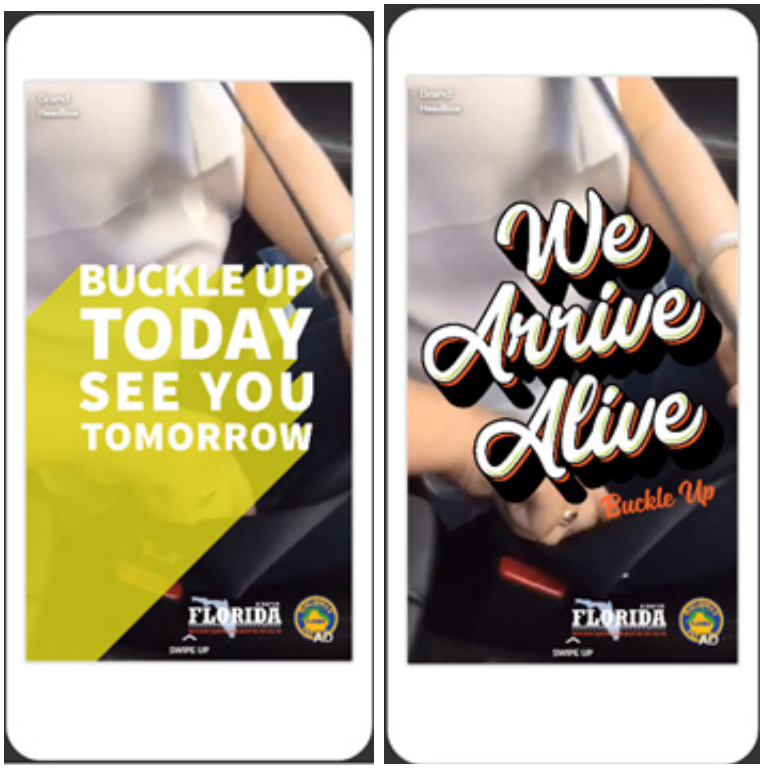
Snapchat ad products allow brands to put short form content in front of their immense, young user base. There are 187 million daily Snapchat users, 71 percent are under 34 years old, and as of February 2017, 79 percent of internet users age 13 to 24 used Snapchat according to a survey on Statistica.[1] Brands can use Snap Ads, Filters or Lenses to reach their audience. Snap Ads are full-screen, vertical videos that capture a user's attention and prompt the user to visit a website, install an app or watch a longer video. Filters or Geofilters, allow a brand to customize a graphic overlay for photos that a Snapchat user takes in a specific location, driving awareness, advocacy and action. Lenses are the most sophisticated and memorable ways to engage with a Snapchat user, but also comes at the highest cost and time commitment. Lenses create an augmented reality for a Snapchat user, using face detection to add animations on top of photos or videos.

The department used Snap Ads and Filters to reach the teen demographic for this campaign, allowing them to interact with the safety content and share it with their friends in a more dynamic way than other social media platforms. The Snapchat advertisements garnered a total of 912,347 impressions for the *We Arrive Alive* campaign.

Snap Ad

A Snap Ad offers sight, sound and motion in a format made for mobile. Snap Ads begin with a 10-second or less vertical video, and the option to add an interactive element one swipe away, like app installs, web view, or long form video. The department chose to run a six-second video with the web view objective to drive traffic to the *We Arrive Alive* campaign web page. A Snapchat user would see the video ad with the department's key message and branding within the video with the option to 'swipe up' on their screen to take them to the campaign web page. The Snap Ad campaign was targeted to Snapchat users in Florida ages 13-17 and 18-20. The ad had the headline *Buckle Up Today, See You Tomorrow* with the call to action at the bottom of the screen.

Snapchat Ad Video Screenshots



1 Statistica. https://www.statista.com/statistics/199242/social-media-and-networking-sites-used-by-us-teenagers/

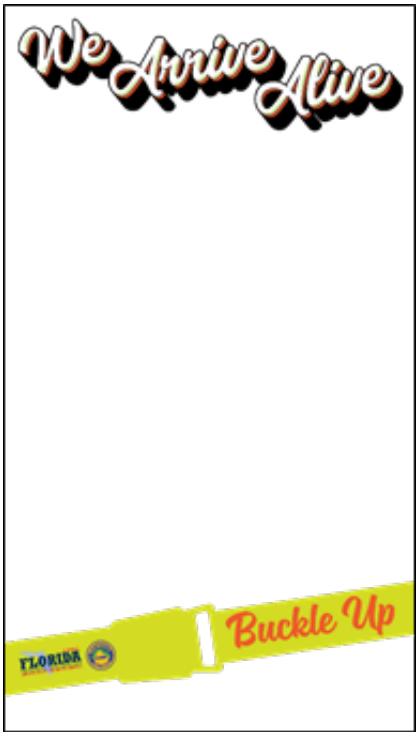
After working with Snapchat's support to set up advertisements, the campaign ran from October 19 through 21, reaching more than 856,410 impressions, 98,170 video views and 2,684 swipe ups. The department spent $2,099.93 on the Snap Ad, with the effective cost per video view at only $0.02 and effective cost per swipe up at $0.78.

Snapchat Geofilter

The department also produced and offered a *We Arrive Alive* campaign Snapchat Geofilter. A Geofilter is a picture or frame overlay that a Snapchat user can add to a photo they take on Snapchat to share where they are or what they are doing. If a Snapchat user has location services and filters enabled, specific Geofilters can appear at thousands of places around the world.

After a Snapchat user takes a picture, swiping to the left on the screen adds available Geofilters according to the user's location to your photo. Users can continue swiping to the left to see each Geofilter available dependent on their location. If a Snapchat user was within the campaign target location parameters, they would be able to swipe left to see the campaign *We Arrive Alive* Geofilter.

We Arrive Alive Geofilter



The *We Arrive Alive* Geofilter was geo-fenced around 16 high schools in Collier, Duval, Hillsborough, Miami-Dade, Manatee and St. Johns counties where FHP PAOs and the Office of Driver Safety conducted safety events for Teen Driver Safety Week, as well as the department's headquarters on October 17 for Teen Arrive Alive Day. The Geofilter was live at the targeted schools from Monday, October 16 to Friday October 20.

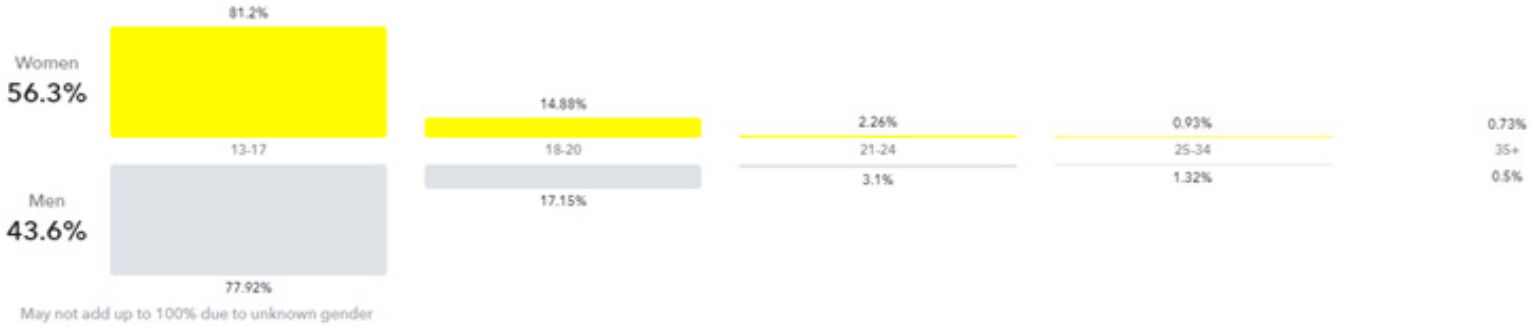
1. Atlantic Coast High School – Jacksonville, FL
2. Braden River High School – Bradenton, FL
3. Braulio Alonso High School – Tampa, FL
4. Creekside High School – St. Johns, FL
5. Englewood High School – Jacksonville, FL
6. Jefferson High School – Tampa, FL
7. John A. Ferguson High School – Miami, FL
8. Lely High School – Naples, FL
9. Malone High School – Malone, FL
10. Pedro Menendez High School – St. Augustine, FL

11. Ponte Vedra High School – Ponte Vedra Beach, FL
12. Sickles High School – Tampa, FL
13. St. Augustine High School – St. Augustine, FL
14. Steinbrenner High School – Lutz, FL
15. Leon High School – Tallahassee, FL
16. Thrive Student Ministries – Tallahassee, FL

The Snapchat *We Arrive Alive* Geofilter made 26,537 paid impressions[2] and 29,400 earned impressions.[3] The Geofilter was shared almost 1,500 times with a total share rate of 5.5% (shares/impressions). Overall, the Geofilter reached 32,365 Snapchat users throughout the campaign.

According to the demographic profile results for the campaign, the department successfully reached the teen target market. More than half, 56.3 percent of those that used the Geofilter were female and 43.6 percent were male. Of the female Snapchat users, 81.2 percent were age 13-17 and 14.88 percent were age 18-20. Of the male Snapchat users, 77.92 percent were age 13-17 and 17.15 percent were age 18-20. Snapchat Geofilters were an excellent tool to reach teens and young adults on the platform that they are using and engaging with the most.

Snapchat Geofilter - Demographics



2 The total number of 'swipes' or times it was served to a Snapchat user and tracked when it fully renders on a device for the first time during a user's viewing session.

3 The number of views after being shared by a Snapchat user via Chat or stories.

Earned Media

The department disseminated a statewide press release on October 16, 2017, announcing the Teen Driver Safety Week: *We Arrive Alive* campaign. The following news outlets ran a story about the campaign:

	Date	Publication	Title	Readership
1	10/16/2017	*News-Press*	Florida and U.S. promote Teen Driver Safety Week, focusing on safe driving behaviors	Daily circulation of 84,886
2	10/16/2017	WJXT	Top reason to worry about your teen driver: Passengers	Online circulation of 19,749
3	10/16/2017	*Foster Folly News*	October 15-21 is National Teen Driver Safety Week	Online circulation of 8,754
4	10/17/2017	*Glades County Democrat*	October 15-21 is National Teen Driver Safety Week	482 average daily web visitors
5	10/18/2017	WINZ	Radio Talk Show Traffic Safety Segment – Seat Belt Use	9,686 average daily listeners
			5 TOTAL STORIES	**at least 123,557**

The following news outlets televised or broadcasted stories about the campaign, with a total local publicity value[4] of $175.32 per 30 seconds:

	Date	Media Outlet	TV Station	Local Market Viewership	Local Publicity Value
1	10/17/2017	WFTX-FTM (FOX)	Fox 4 Morning News at 6am	1,362	$90.09 per 30 sec.
2	10/20/2017	WTXL (ABC)	ABC 27 News at Sunrise	N/A	$85.23 per 30 sec.
			TOTAL STORIES: 2	**1,362**	**average $87.66 per 30 sec.**

4 Determination of what editorial coverage in traditional media would cost if it was purchased as paid advertising. Calculated with the length of the content and advertising rate card for that media outlet and time.

Social Media

The Teen Driver Safety Week: *We Arrive Alive* campaign content made a total of 100,120 organic or unpaid impressions on department social media platforms during the week of October 15-21. *We Arrive Alive* campaign content on Facebook made 43,322 impressions, 45,029 on Twitter and 11,769 on Instagram.

Facebook

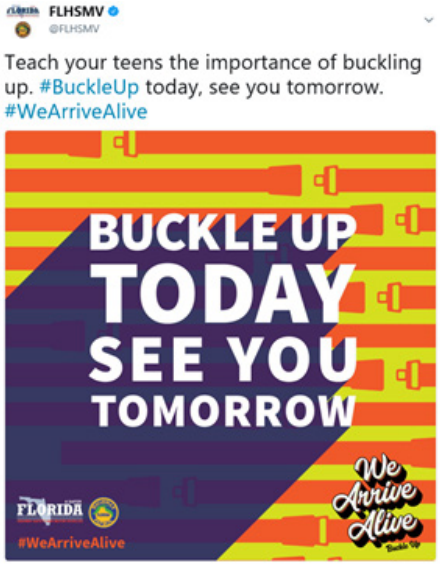
At the start of the campaign, the department's Facebook page had 24,899 likes. Over the course of the *We Arrive Alive* campaign, the department gained 20 new likes, totaling 24,919 by October 21, 2017. The department's 13 *We Arrive Alive* campaign-related posts garnered a total of 43,322 impressions and 1,006 engagements. The average *We Arrive Alive* campaign post reached 2,144 unique users.

The most popular campaign post was one of the affirmative statements about getting pulled over for not wearing a seat belt. This post from October 16 garnered 8,931 impressions, reached 5,660 unique users and engaged 208 unique users.

Twitter

At the start of the *We Arrive Alive* campaign, the department's Twitter account had 12,816 followers. By November 1, 2017,[5] the department gained 62 new followers, totaling 12,878 followers. The department tweeted *We Arrive Alive* campaign content 11 times and campaign-specific tweets garnered 45,029 impressions and 490 engagements.

The most popular campaign tweet featured the Buckle Up Today, See You Tomorrow graphic and garnered 6,801 impressions and 59 engagements.



5 Although the campaign ran from October 15 – 21, 2017, the department recorded the followers at the beginning of each month.

Instagram

At the start of the *We Arrive Alive* campaign, the department's Instagram account had 9,891 followers. By November 1, 2017, the department gained 146 new followers, totaling 10,037 followers. The department made seven posts containing *We Arrive Alive* campaign content, garnering 11,769 impressions and 434 engagements. The average campaign post reached 1,360 Instagram users.

The most successful *We Arrive Alive* campaign post in terms of impressions and engagement included a photo of Troop G's PAO, Dylan Bryan at Creekside High School for Teen Arrive Alive Day. This post garnered 2,523 impressions and 146 engagements.

FLHSMV.gov

For the Teen Driver Safety Week: *We Arrive Alive* campaign, the department updated the campaign web page to include new graphics and resources. The *We Arrive Alive* campaign web page received a total of 64,741 page views between October 15 and 21, 2017. Of the total views, 63,101 (97 percent) page views were from unique web users. The average amount of time that a user spent on the web page was 0:41. Compared to the 2016 campaign with 11,482 page views, the *We Arrive Alive* campaign web page had 464 percent more page views in 2017.

The *We Arrive Alive* campaign web page included teen driver safety tips as well as downloadable statewide data and campaign materials for social media and print. Within the safety content, the page linked to licensing requirements for teens, graduated driver license laws and driving curfews, which received an additional 2,010 page views, of which 1,319 were unique. The average time spent on that page was also 14:15, more than 20 times longer than the main web page.

Community Safety Events

The department's FHP Public Affairs Officers (PAO) throughout the state hosted and participated in community safety events and discussed topics related to the Teen Driver Safety Week: *We Arrive Alive* campaign, with a total audience size of 9,927 people. Due to scheduling logistics, some teen outreach as conducted throughout the month, not just during Teen Driver Safety Week.

TROOP A			
Date	Events	Location	Audience
10/3/2017	National Night Out – Seat Belt Safety at Tyndall Air Force Base	Panama City	1,000
10/07/2017	Teen Seat Belt Safety at Jackson County Agriculture Center	Marianna	50
10/18/2017	Teen Seat Belt Safety and Pensacola Community Center	Pensacola	900
10/20/2017	Teen Driving Safety with Seat Belt Rollover Simulator at Malone High School	Malone	200
10/21/2017	Cops and Kids Event at Frank Brown Park	Panama City Beach	1,000
TOTAL	**5**		**3,150**

TROOP C			
Date	Events	Location	Audience
10/19/2017	Drive with Care Presentation at Steinbrenner High School	Lutz	200
10/26/2017	National Campus Safety Day at University of South Florida	Tampa	1,000
TOTAL	**2**		**1,200**

TROOP F			
Date	Events	Location	Audience
10/04/2017	Teen Driver Education at Sarasota High School	Sarasota	100
10/09/2017	Teen Safety Talk at Booker High School	Sarasota	100
10/17/2017	Teen Driver Safety Presentations at Lely High School – Seat Belt, DUI, Distracted Driving and more	Naples	700
10/18/2017	Teen Driver Safety Presentation at Braden River High School	Sarasota	500
10/19/2017	Alcohol Awareness Day at Sarasota State College	Venice	400
10/24/2017	Teen Mandated Court Class at Lee Memorial Hospital	Fort Myers	12
10/25/2017	Teen Driver Education at Desoto High School	Arcadia	30
TOTAL	**7**		**1,842**

TROOP G			
Date	Events	Location	Audience
10/9/2017	Teen Safety Talk at Frank H. Peterson Academies of Technology (High School)	Jacksonville	120
10/9/2017	Teen Safety Talk at Paxon High School	Jacksonville	600
10/10/2017	Teen Safety Talk at Mandarin High School	Jacksonville	300
10/10/2017	Teen Safety Talk at First Coast High School	Jacksonville	300
10/12/2017	Teen Safety Talk at Ed White High School for Military Leadership	Jacksonville	150
10/13/2017	Teen Safety Talk at Ed White High School	Jacksonville	120

TROOP G			
Date	**Events**	**Location**	**Audience**
10/17/2017	Teen Driver Safety Week – National Speaker and Booth at Creekside High School	St. Johns	1,200
10/18/2017	Teen Driver Safety Week – National Speaker and Booth at Atlantic Coast High School	Jacksonville	600
10/18/2017	Teen Driver Safety Week – National Speaker and Booth at Englewood High School	Jacksonville	300
10/19/2017	Teen Driver Safety Week – National Speaker and Booth at Ponte Vedra High School	Ponte Vedra Beach	200
10/19/2017	Teen Driver Safety Week – National Speaker and Booth at Pedro Menendez High School	St. Augustine	500
10/20/2017	Teen Driver Safety Week – National Speaker and Booth at St. Augustine High School	St. Augustine	400
TOTAL	**12**		**4,790**

TROOP L			
Date	**Events**	**Location**	**Audience**
10/11/2017	WINZ Radio Talk Show Traffic Safety Segment – Teen Driving	Broward County	67,800 listeners*
10/18/2017	WINZ Radio Talk Show Traffic Safety Segment – Seat Belt Use	Broward County	67,800 listeners*
10/18/2017	Florida Atlantic University Student Safety Day – Seat Belt Convincer	Boca Raton	25
TOTAL	**3**		**25**

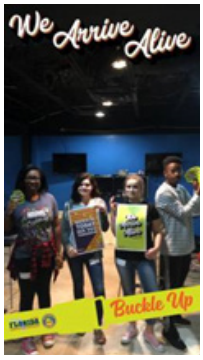
* Audience captured for the calculation of reach in Earned Media and not added to the total PAO Safety Events audience size.

Partner Outreach

The department worked with the Motorist Services' Office of Driver Safety and partnered with the Florida Department of Transportation (FDOT), Florida Department of Education (FDOE) Florida Police Chiefs Association (FPCA), Florida Sheriffs Association (FSA) and AAA – The Auto Club Group to disseminate Teen Driver Safety Week: *We Arrive Alive* campaign messaging throughout Florida.

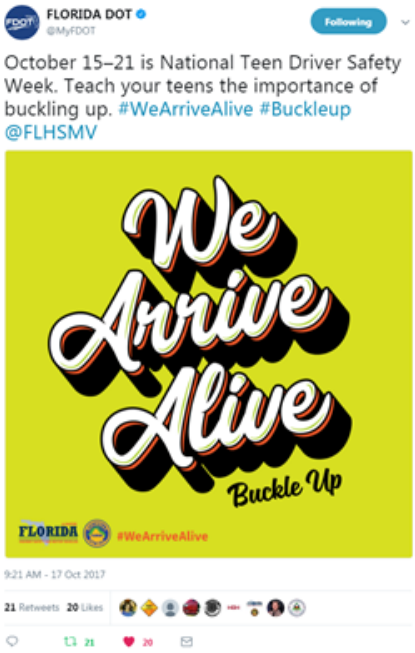
The Office of Driver Safety conducted events at 12 high schools in the Jacksonville and Tampa areas for Teen Driver Safety Week that featured Cara Filler and the Drive to Save Lives Tour and safety fairs with distracted driving simulators and promotional materials to spread the *We Arrive Alive* safety message.

In Tallahassee, the Office of Communications' Laurie Burks conducted an event at a local youth ministry. The presentations focused on the importance of buckling up and taking responsibility for their safety on Florida roads.



On October 20, FLOW mobiles participated in the 2017 Leon Works Expo, "Define Your Own Success," organized by Leon County at the Donald L. Tucker Civic Center. Staff members promoted the Teen Driver Safety Week: *We Arrive Alive* campaign and assisted at least 150 students with licensing and credentialing services.

FDOT supported the campaign by posting the campaign posters in rest areas throughout Florida and including a quote in the department's press release. FDOT also posted on Twitter for the campaign, garnering 21 retweets and 20 likes.



FDOE supported the campaign by including a quote in the campaign press release and posted on Twitter with 19 retweets and 35 likes.

The FPCA included a quote in the department's press release and their police department members also shared or retweeted the department's campaign social media throughout the month for a total of 33 engagements.

The FSA and AAA's Auto Club Group Traffic Safety Foundation also supported the campaign by including a quote in the department's press release.

The *We Arrive Alive* campaign message and logo were displayed on the Motor Vehicle Network in department and Tax Collector service centers in the following counties:

1. Brevard
2. Broward
3. Citrus
4. Duval
5. Escambia
6. Lee
7. Leon
8. Miami-Dade
9. Nassau
10. Pinellas
11. Volusia

Motor Vehicle Network Graphics

Tax collector partners also posted the department's graphics on social media for 16 additional engagements.

One of the department's campaign tweets was also featured in the American Association of Motor Vehicle Administrators (AAMVA) Regional News e-newsletter, disseminated to highway safety partners nationwide.

The department displayed the *We Arrive Alive* campaign logo and safety message on its digital message board at headquarters from October 15-21, 2017. FHP troops D, F, G and H also displayed the graphic on their troop headquarters' digital message boards.

Internal Outreach

The Teen Driver Safety Week: *We Arrive Alive* campaign message was promoted internally among department members through use of the department's internal website, SafetyNet, for the duration of the campaign. Below is the image used to promote the campaign message.

The *We Arrive Alive* campaign message was also promoted internally by putting up posters all over department headquarters.

2016 vs. 2017 Campaign Results

Earned Media

Year	Number of Stories	Total Readership
2016	5	79,094
2017	8	124,919
Percent Change:		**58% increase**

**Earned Media is now calculated using daily online circulation, so totals from 2016 have been recalculated for comparison with 2017.*

Facebook

Year	Total Number of Posts	Average Impressions per Post	Average Reach per Post	Average Engagement per Post
2016	7	86,863	4,968	127
2017	13	43,322	2,144	1,006
Percent Change:		**50% decrease**	**56% decrease**	**25% increase**

Twitter

Year	Total Number of Posts	Average Impressions per Post	Average Engagement per Post
2016	7	16,115	153
2017	11	45,029	490
Percent Change:		**179% increase**	**220% increase**

Instagram

Year	Number of Posts	Total Engagement
2016	2	81
2017	7	434
Percent Change:		**428% increase**

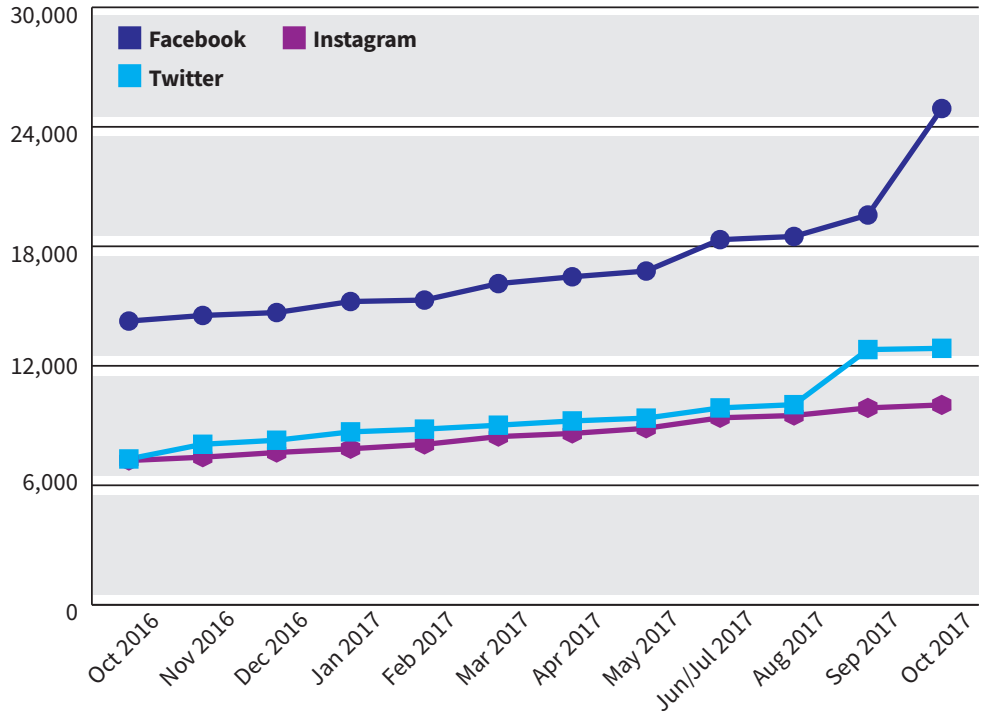
FLHSMV.gov

Year	Average Time Spent on Page	Average Daily Page Views	Average Daily Unique Page Views
2016	1:26	10,067	7,730
2017	1:04	19,846	14,067
Percent Change:		**97% increase**	**82% increase**

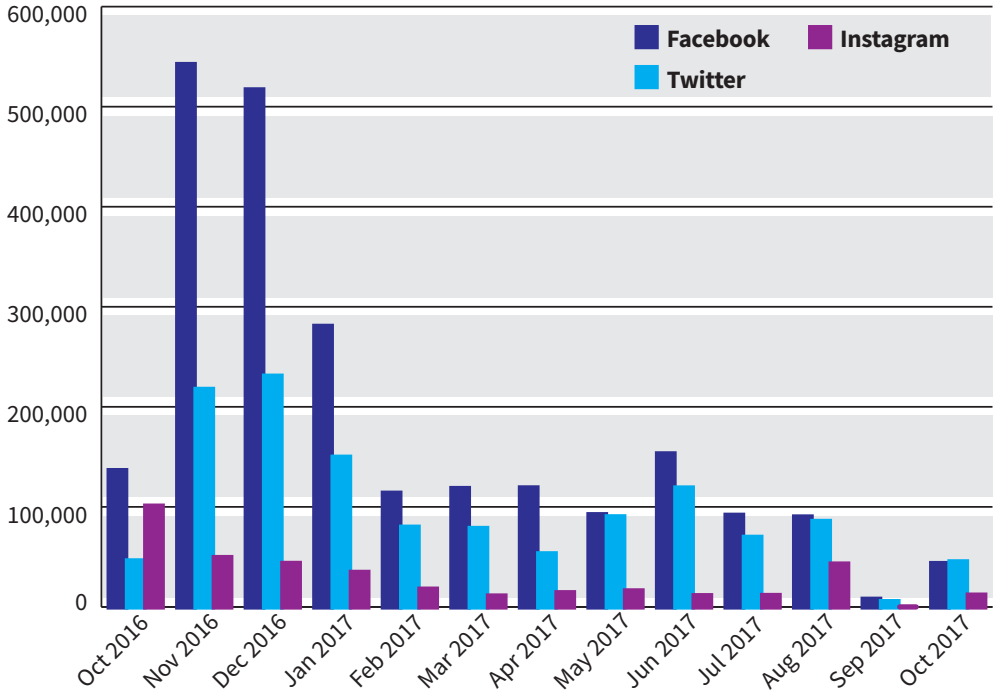
Community Safety Events

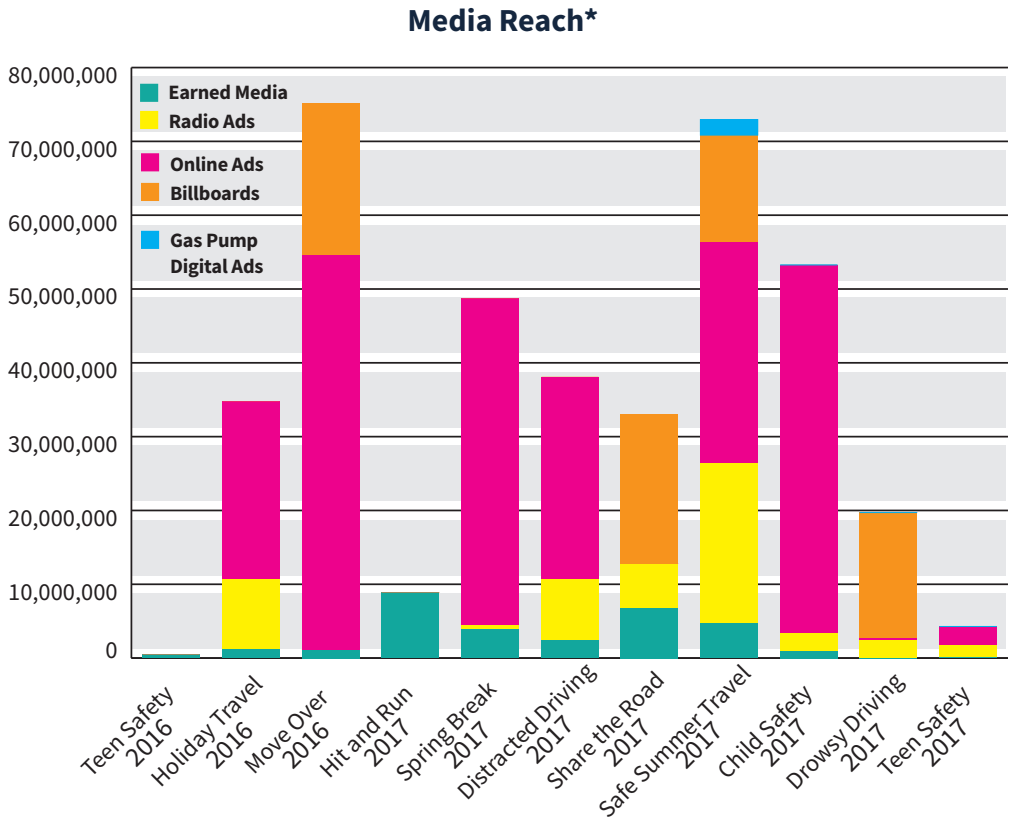
Year	Number of Posts	Total Engagement
2016	13	1,895
2017	38	9,927
Percent Change:		**424% increase**

Social Media Followers



Social Media Impressions





**Please Note: No paid media was purchased by the department for the 2016 Teen Driver Safety campaign. It is also important to note that the Holiday Travel campaign and Safe Summer Travel campaigns were two months-long.*

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A SAFER FLORIDA
HIGHWAY SAFETY AND MOTOR VEHICLES

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