

Teen Driver Safety Week

Campaign Evaluation Report



Background

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. FLHSMV 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 for teens and focusing on how to *Arrive Alive*.

FLHSMV led the Teen Driver Safety Week campaign from October 21 to 27, 2018, reminding teens, parents and educators of the importance of buckling up and focusing on driving to *Arrive Alive*. Messaging and advertisements for the campaign ran through the end of October in order to ensure maximum reach and impact of the life-saving safety messages.

Data

In Florida, teen crashes made up almost 12 percent of all crashes, even though they are only five percent of Florida's licensed drivers. In 2017, 47,734 teen drivers were involved in more than 45,000 crashes resulting in 99 teen driver fatalities. Despite driving curfews, teens are consistently getting in the most numbers of crashes between 10 and 11 p.m. and 2 to 3 a.m. as well as, 6 to 7 a.m. when it could still be dark outside during certain times of the year. In crashes involving a teen fatality, almost 30 percent were not using a proper restraint or seat belt. Over 96 percent of those involved in a crash had no injuries when using a restraint or seat belt properly.

Although the highest numbers of citations are given to teens for unlawful speed and careless driving, the third highest is given for operating a motor vehicle with no proof of insurance.

Expenditures: \$31,773.93

Internet radio (\$15,000)
 Educational Materials (\$15,000)
 Social Media Video Ads (\$1,773.93)

Objectives *Actual in "(BOLD)"*

- ✓ Disseminate campaign messages through targeted advertisements and earn at least two **(3+)** million impressions.
- ✓ Obtain at least 1 million **(145,130 earned / 1,441,093 paid)** earned and paid impressions on department social media channels.
- ✓ Secure at least 5 **(14)** news stories based off of the department-disseminated press release.
- ✓ Garner more than 50,000 **(388,324)** visits to the Teen Driver Safety campaign web pages on www.flhsmv.gov.
- ✓ Coordinate with the Office of Driver Safety, FHP PAOs and partners to distribute educational materials to at least 10 **(33)** schools throughout Florida.

Target Market

English and Spanish speaking teen motorists age 15-19 in counties with the highest numbers of 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.

Overall Impressions / Reach: 4,025,728

3,366,795 Paid Media + 117,916 Earned Media + 145,130 Social Media + 388,324 Website + 7,563 Outreach Events

Partners



- 15 events by the Office of Driver Safety reached over 2,500 students in 2018
- Motor Vehicle Network graphics in 17 county Tax Collector and FLHSMV offices
- Highway message boards and posters in all FDOT rest areas and welcome centers
- FPCA Green Alert with campaign information sent to all members

Social Media: 145,130 Total Impressions

16 Facebook posts · 37,069 impressions · 1,140 engagements

23 Twitter posts · 63,691 impressions · 753 engagements

11 Instagram posts · 44,370 impressions · 3,178 engagements

Followers Gained: 128 Facebook | 133 Twitter | 32 Instagram

Compared to the 2017 campaign:

- Engagement increased 13% on Facebook and 80% on Instagram
- Impressions increased 41% on Twitter



Best Performing Social Media Posts

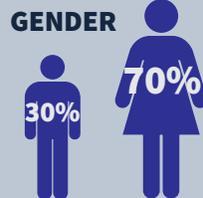
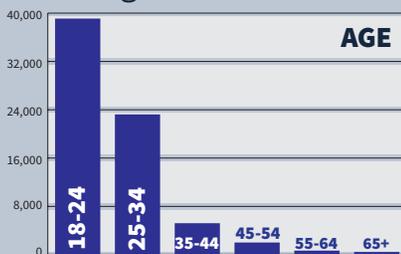
Website Analytics: 388,324 Total Pageviews · 983 Total Downloads*

387,102 Total unique pageviews

878 Total unique downloads*

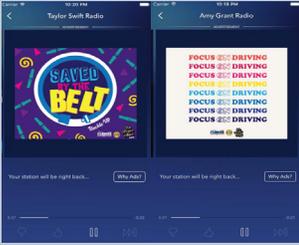
1:51 Average time spent on campaign pages

*Download analytics based on 35.44% of sessions.



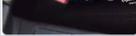
Paid Media: 3,366,795 Total Impressions

Internet Radio: 1,925,702 Total Impressions
 19,449 added value impressions from over-delivery
 185,162 Reach · 1,573 Total Clicks · .08% CTR



Social Media Ads: 1,441,093 Total Impressions
 \$2.11 Average CPM (Cost per 1,000 impressions) · 4,997 Clicks
 \$2.82 Average CPC (Cost-per-click) · .34% CTR (Click Through Rate)

Snapchat: 1,272,049 impressions · \$0.96 CPM
 4,463 swipe ups · 0.35% swipe up rate
 461,948 video views
 Target Audience: Florida · Ages 15-19
 Headline: Get saved by the belt. Buckle Up!
 Call to Action: WATCH video and swipe-up for more



Facebook: 169,044 impressions · \$3.25 CPM · 128,127 Reach
 534 clicks · .32% CTR
 Target Audience: Florida · Ages 38-59 · Parents of teens ages 13-18 · 59% women and 40% men
 Call to Action: LEARN MORE (link to campaign web page)



Outreach Events: 7,563 Total Participants

33 High School Events · 7 Troops



FHP PAOs also provided their advice for teen drivers and their parents/caregivers for social media posts and ads for the campaign.

"Traffic crashes are the leading cause of deaths in teens- one poor choice behind the wheel can instantly and adversely affect the rest of their life. Teen drivers are inexperienced and often don't fully comprehend their own vulnerability when inside a car or the immediate danger other lives are put in when someone drives aggressively, drives distracted, exceeds the speed limit or drives impaired."
 -Lt. Greg Bueno

"I compare it to learning a sport or playing an instrument. You don't know everything about it, the first time you do it. Teens need to realize that it takes time to become a good and safe driver. You need to be confident in your driving, but cautious so mistakes are not made."
 -Lt. Kim Montes

"Slow down, be patient, stay calm, pay attention to your surroundings, and leave the phone alone while driving. If distractions are reduced, lives will be saved, maybe even your own."
 -Sgt. Dylan Bryan

"It's the road to adulthood and independence. Try not to overreact and criticize their mistakes too harshly - it's a learning process."
 -Lt. Alex Camacho

Earned Media: 117,916 Total Online Circulation & Views · 14 Total News, TV & Radio Stories

12 Total Print and/or Online News Stories from 12 News Outlets with 110,078 Online Circulation
 2 TV Stories from 1 News Outlet with \$144.84 Average Local Publicity Value

Media Markets: Fort Lauderdale: Sun Sentinel · Jacksonville: WJCT · Ocala/Osceola: Ocala Star Banner, Osceola News-Gazette
 · Tallahassee: WFSU · Tampa: WFTS, WWSB · Treasure Coast: All Things Treasure Coast, Florida Health - St. Lucie, TC Palm · West Palm Beach: WPTV · National/State/Out-of-state: Consumer Reports, Florida Politics, Forbes, WTVR (VA)

Headlines: "What Parents Can Do to Protect Their Teen Drivers" - Consumer Reports
 "National teen driver safety week focuses on safe driving education to prevent teen crashes" - Osceola News-Gazette
 "Samantha Sexton: Drive by example during National Teen Driver Safety Week" - Florida Politics

Hurricane Michael became a major hurricane on October 9, as it strengthened in the Gulf of Mexico, and hit near Mexico Beach as a Category 5 hurricane on October 10. It moved out of Florida by October 11, but still affected earned media since most news coverage revolved around relief efforts by the time the press release went out on October 22.

FOCUS  **DRIVING**

FOCUS  **DRIVING**

FOCUS  **DRIVING**

FOCUS  **DRIVING**

FOCUS  **DRIVING**

FOCUS  **DRIVING**

FOCUS  **DRIVING**

FOCUS  **DRIVING**



LEADERS IN SERVICE • AGENTS OF PROGRESS • CHAMPIONS FOR SAFETY

