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. In Florida, teen crashes made up almost 12 percent of all crashes, even though they are only about five percent of Florida’s licensed drivers. 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 focus on how to Arrive Alive. FLHSMV lead the Teen Driver Safety Week campaign from October 20 to 26, 2019, to remind teens, parents and educators of the importance of focusing on driving to Arrive Alive. Messaging and advertisements for the campaign ran through the end of October to ensure maximum reach and impact of the life-saving safety messages.
Data
Florida teens (ages 15-19) make up 4.71 percent of Florida’s licensed drivers. However, in 2018, teen crashes made up 11.84 percent of all crashes. In 2018, there were 47,583 crashes with teen drivers, resulting in 90 teen driver fatalities. At 15 years-old, a teen driver would only have a Learner’s License and should only drive in daylight hours in the first three months and then until 10 p.m. after three months. Despite the driving curfews, 15 year-olds are consistently getting in a high number of crashes between 9 and 11 p.m. and 2 to 3 a.m. and even at 3 a.m. on Sunday mornings. The highest numbers of citations given to teens are for unlawful speed and careless driving, with the third highest given for operating a motor vehicle with no proof of insurance.

Objectives  
- Obtain at least 1.25 million (4,105,413 paid, 157,709 earned) impressions on social media channels.
- Garner more than 100,000 (123,855) page views of the Teen Driver Safety web pages on www.flhsmv.gov.
- Disseminate campaign messages through targeted advertisements and earn at least two million (6.8+ million) impressions.
- Coordinate with the Office of Driver Safety, FHP PAOs and partners to distribute educational materials in at least 10 (14) schools throughout Florida.
- Secure at least 10 (12) new stories based off of the department-disseminated press releases.

Target Market
Primary: 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 counties.
Secondary: Parents, caregivers and educators of the primary teen motorist target

Expenditures: $77,047.55
- Social Media ads to include YouTube and Snapchat ($20,000)
- Podcast Production ($19,000)
- Put It Down Lanyards ($9,900)
- Put It Down Bracelets ($9,920)
- Put It Down Sunglasses Straps ($9,860)
- Internet radio ads ($8,367.55)

Total Overall Impressions / Reach: 7,554,373
6,873,345 Paid + 354,564 Earned + 157,709 Social Media + 123,855 FLHSMV.gov + 44,900 Outreach & Events

Social Media: 157,709 Earned Impressions
- 42 Total Posts • 3,051 Total Engagements
  - 12 Facebook posts • 40,790 impressions • 1,846 engagements
  - 19 Twitter posts • 95,301 impressions • 824 engagements
  - 11 Instagram posts • 21,618 impressions • 381 engagements

Followers Gained: 34 Facebook | 118 Twitter | 51 Instagram

Website Analytics: 123,855 Total Pageviews • 1,932 Total Downloads*
- 2,009 Spanish pageviews
- 108 Link clicks

*Based on 33.23% of sessions.
Paid Media: 6,873,345 Total Impressions

Online Ads: 6,098,491 Total Impressions • 215,610 Total Clicks
$2.33 Average CPM (Cost per 1,000 impressions)
0.13% CTR (Click Through Rate)
Snapchat: 2,227,798 impressions • 8,748 swipe ups
Google /YouTube: 1,993,078 impressions • 204,562 clicks/views
Instagram: 1,278,589 impressions • 1,168 clicks
Facebook: 599,026 impressions • 1,132 clicks

Internet Radio Ads: 695,854 Total Impressions
Programmatic: 449,504 impressions
Spotify: 246,350 impressions
1 spot: Put It Down, Focus on Driving

Put It Down Lanyards, Bracelets & Sunglasses Straps:
Produced 18,000 lanyards, 32,000 bracelets and 29,000 sunglasses straps for Public Affairs Officers and partners to distribute statewide.

Podcast Production: Although purchased during the 2019 Teen Driver Safety campaign, the podcast will actually launch in conjunction with the 2020 Teen Driver Safety campaign. See the 2020 evaluation report for details.

Outreach Events: 44,900 Total Participants
94 Total Events • 8 Troops

20 School/Children Events
18 National Night Out Events
17 Community Events
15 Enforcement/Press Conferences/Media Interviews

14 High School/College Events
8 Organization Safety Talks

Partners: City of Pensacola, Pensacola Fire, Panama City Beach PD, Lake City PD, Live Oak Police Citizens Academy, Sumter County SO, Pinellas Park SO, Temple Terrace PD, Clearwater PD, Gulfport PD, FDOT Tampa, MADD Tampa, Temple Terrace Fire, Hillsborough County Schools, FWC Tampa, Tampa PD, USF PD, Nature Coast EMS, Orange County Public Schools, Orange County SO, Orlando School Board, Titusville PD, Winter Park PD, Clermont PD, City of Sanford, Kendall Regional Medical Center, Sarasota PD, Safe Kids SW FL, Golsano Children’s Hospital, Collier County SO, Manatee County SO, Lee Memorial Hospital, Department of Environmental Protection, Madison PD, Indian River SO, Tequesta PD, Palm Beach County Fire, FAU PD, Pembroke Pines PD, Martin County Fire

Schools: Epiphany Preschool, Chipola College, Gulf Coast State College, Eastside Elementary, James Elementary, University of South Florida, Lake Region High School, Crystal Middle School, Miami Christian School, Bridge Prep Academy of Village Green, West Hialeah Gardens Elementary, Our Lady of the Holy Rosary School, University of Miami, Bonita Elementary, Lely High School, Florida Gulf Coast University, Englewood Elementary, St. Charles Borromeo School, The Rollason Center, Sabal Palm Elementary, East Gadsden/Crossroad High School, Florida Atlantic University, Broward Community College, Forest Hill High School

Earned Media: 354,564 Total Online Circulation/Views • 12 Total TV/Radio Stories

Press Release: NATIONAL TEEN DRIVER SAFETY WEEK IS OCTOBER 20-26, 2019 (October 21)

News Outlets: Fort Lauderdale: Parkland Talk • Jacksonville: WJXT • Miami: Miami Herald • Pensacola/Panama City: WEAR • Tampa: News Chief, Patch • Tallahassee: WTXL, WPTV • Statewide/National: CBS Philadelphia, The Florida Channel
Hands on the wheel. Eyes on the road.

MIND ON DRIVING.

flhsmv.gov/teen

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