

# **DISTRACTED DRIVING AWARENESS CAMPAIGN**

## 2022 Campaign Summary Report



### **FLORIDA DEPARTMENT OF TRANSPORTATION**

District Six  
1000 NW 111 Avenue  
Miami, Florida 33172

JUNE 2022

Project Manager:

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## **ANNUAL SUMMARY REPORT**

This summary report is an outline of the "Put it Down" Distracted Driving Awareness Campaign that was implemented for the Florida Department of Transportation (FDOT) District Six during the months of March through May 2022. This public outreach effort was led by the District Six Community Traffic Safety Program Coordinator as part of the FDOT Traffic Operations division. In line with FDOT's mission, which states that the Department is committed to "providing a safe transportation system that ensures the mobility of people and goods and preserves the quality of our environment and communities," the campaign was designed to create awareness of the dangers of distracted driving in order to keep the roadways safer.

### **1.0 CAMPAIGN DESCRIPTION**

The mission of the National Highway Traffic Safety Administration (NHTSA) is to save lives, prevent injuries, and reduce economic costs due to roadway traffic crashes. NHTSA, through the United States Department of Transportation (USDOT), has developed a safety campaign regarding driver distraction, a significant problem that is growing rapidly as the use of handheld communication devices and other technologies continue to advance and become interwoven in the day-to-day lives of drivers. Since January 1, 2020, law enforcement agencies within the State of Florida have been enforcing the primary law which prohibits drivers from texting and driving. The long-term priority of the campaign is to eliminate crashes that are attributable to distracted driving and educate the public on the law. In order to communicate this priority effectively, FDOT has developed a number of programs and projects, including the "Put it Down" campaign which focuses on helping drivers:

- To understand the problem of distracted driving
- To recognize the risks and consequences associated with distracted driving
- To implement specific steps to help eliminate distracted driving within their families, schools, businesses, or organizations
- To keep themselves, other drivers, passengers, and pedestrians safe on our roadways
- To understand the distracted driving law in Florida

The key strategy of this year's campaign was to reengage partners and build partnerships within the community that would maximize their communications resources and help spread the safety message. Because the risks associated with distracted driving are applicable to all drivers, this year's campaign not only targeted younger drivers between the ages of 16 and 24, but all drivers in Miami-Dade and Monroe counties. As a result, the team sought out partnerships with local municipalities, organizations, and academic institutions in order to reach the target audience effectively through the distribution of multilingual collateral materials including a campaign poster, interactive email blasts, web/TV banners and mainly social media messaging.

#### **1.1 CAMPAIGN LIMITS**

This campaign's limits were within the boundaries of FDOT District Six, which includes both Miami-Dade and Monroe counties. The branded elements implemented as part of the District Six campaign were developed exclusively by the District's team of FDOT personnel and consultants.

#### **1.2 CAMPAIGN TEAM**

The team was led by the District Six Community Traffic Safety Program Coordinator, Carlos Sarmiento, and District Six Communications Manager, Tish Burgher. The consulting firm that facilitated the campaign was Media Relations Group, LLC. Additionally, Graph Code was responsible for updating the partner resources website and Infinity Source Communications Group (ISC) as well as The Corradino Group, assisted with staffing campaign events.

The first meeting of the 2022 team was held in February 2022. Subsequent meetings were held as needed to review materials, arrange for production of collaterals or coordination.

## 2.0 CAMPAIGN GOALS

The campaign's main goal was to increase awareness regarding the dangers of distracted driving. The team was given the following scope of work to achieve these goals:

- Further develop "Put it Down" logo/brand and messaging and produce all relevant collateral materials
- Educate drivers regarding texting and driving laws
- Partnership development and regular team progress meetings with the FDOT CTST Coordinator
- Coordinate a Virtual Partner Kick-off Meeting to launch the campaign
- Focus on graphically appealing messages and further develop social networking strategies
- Work with campaign partners to disseminate campaign messaging via existing communications resources

## 2.1 CAMPAIGN TOTALS 2022

CAMPAIGN YEAR	2022
PARTNERS	111
OUTREACH EVENTS	17
CAMPAIGN IMPRESSIONS	31.5 million*

**\*Using data from partner surveys, an estimated 31,589,714 impressions were made during the 2022 campaign.**

*Note: Number of impressions reported by partners as of May 30, 2022 does not include every instance of people who viewed the campaign posters, articles, and some news stories.*

## 3.0 PARTNERSHIP DEVELOPMENT

The team focused on developing partners that would help to effectively spread the safety message and provide materials and resources that would assist in this endeavor.

The following methods of contributing to the campaign were suggested to potential partners:

- Promoting the campaign message within their organizations
- Using internal and external communication methods to disseminate "Put It Down" messaging, achievements, and success stories, and provide information about how others can get involved
- Teaming with local law enforcement and community members to support their efforts to improve safe driving patterns in the community
- Working with local media outlets to reach as many people as possible
- Participating in or sponsoring one or more of the local outreach events
- Providing educational and promotional items to distribute at local outreach events



### 3.1 STRATEGY AND APPROACH

A preliminary list of potential partners (including agencies that were involved in previous District Six safety campaigns) was identified by the team. The team was tasked with making preliminary contact with each potential partner and gauging their interest in joining the campaign. Based on their level of interest, follow-up meetings with key personnel were scheduled in order to discuss the details of the campaign and determine what resources were available.

An introductory package for campaign partners was developed for these meetings, along with other collateral materials that highlighted the campaign's look and messaging. As new and existing partners confirmed their participation, their respective logos were added to the campaign materials in order to highlight their commitment to the campaign and to public safety.

Contributions from partners were limited to existing budgets and resources; however, all opportunities for increasing outreach and dissemination of collaterals were researched and, if feasible, were implemented as part of the campaign.

### 3.2 CAMPAIGN PARTNERS

The partners' logos were included on the campaign email blasts and website. Representatives from each partner agency/organization were invited to participate in a Virtual Partner Kick-off Meeting where the campaign was officially launched, and the collateral materials were unveiled. The Partner Kick-off Meeting was held virtually on March 9, 2022. Below is a list of the official partners that joined the 2022 Distracted Driving Awareness Campaign.

#### *New Partners\**

- 511/Sonshine Communications
- AA Auto Traffic School & Class "E" Testing Center
- AT&T
- Aventura Hospital and Medical Center
- Bal Harbour Village Police
- Bean Automotive Group (Lexus Of Kendall, Kendall Toyota, Lexus Of West Kendall, West Kendall Toyota)
- Bike 305
- Car Free Key West\*
- Centennial Real Estate/Westland Mall\*
- City of Coral Gables
- City of Coral Gables Fire Department
- City of Coral Gables Police Department
- City of Doral
- City of Florida City Police Department
- City of Hialeah Fire Department
- City of Hialeah Gardens
- City of Hialeah Gardens Police Department
- City of Hialeah Public Safety Communications
- City of Homestead
- City of Homestead Police Department
- City of Homestead Public Works and Engineering
- City of Islamorada, Village of Islands
- City of Islamorada, Village of Islands Fire Rescue
- City of Key West and Police Department
- City of Layton
- City of Layton PD/Communications Unit
- City of Marathon
- City of Marathon Fire Rescue
- City of Miami Beach
- City of Miami Beach Fire Rescue Department
- City of Miami Beach Police Department
- City of Miami Department of Fire-Rescue
- City of Miami Gardens Police Department
- City of Miami Office of Communications
- City of North Miami
- City of North Miami Beach
- City of North Miami Police Department
- City of Opa-locka Police Department

- City of Opa-locka/Public Works
- City of South Miami
- City of Sunny Isles Beach
- City of Sunny Isles Beach Police Department
- City of Sweetwater
- City of West Miami
- City of West Miami Police Department
- Dori Saves Lives/The Dori Slosberg Foundation
- FDOT District 4
- FDOT District 6 Law Enforcement Liaison
- Florida Department of Health - Miami-Dade
- Florida Department of Health - Monroe
- Florida Highway Patrol
- Florida International University Police Department
- Florida Keys Scenic Corridor Alliance\*
- Florida's Turnpike Enterprise
- Ford Motor Company Fund & Community Services
- Governors Highway Safety Association (GHSA)
- Hope for Miami
- Kendall Christian School
- Kendall Regional Medical Center Trauma Center
- KIDZ Neuroscience Center at the Miami Project to Cure Paralysis (Walk Safe/Bike Safe)
- Mack Cycle & Fitness
- Miami Dade College Eduardo J. Padron Campus
- Miami Dade College Hialeah Campus
- Miami Dade College Homestead Campus
- Miami Dade College Medical Campus
- Miami Dade College Office of Communications
- Miami Dade College West Campus
- Miami Dade College Wolfson Campus
- Miami Kids Magazine
- Miami Springs Police Department
- Miami-Dade College North Campus
- Miami-Dade County - Dept. of Transportation and Public Works

- Miami-Dade County Schools
- Miami-Dade Expressway Authority
- Miami-Dade Fire and Rescue
- Miami-Dade Police Department
- Miami-Dade Police Department Public Information and Education Media
- Miami-Dade Transportation Planning Organization (TPO)
- Monroe County Sheriff's Office
- Nicklaus Children's Hospital
- North Bay Village
- North Bay Village Police Department
- Peterson's Harley Davidson of Miami\*
- Pinecrest Bakery
- Port Miami
- RED - Responsible & Educated Drivers
- Snap2Live
- South Florida Commuter Services
- South Florida Regional Transportation Authority (SFRTA)
- St. Thomas University
- State Farm
- Sun Guide TMC - District VI
- Town of Bay Harbor Islands
- Town of Bay Harbor Islands Police Department Administrative
- Town of Cutler Bay
- Town of Golden Beach
- Town of Medley and Police Department
- Town of Miami Lakes Department of Communications and Community Affairs
- Uber Technologies in Florida
- Uber/JUMP Scooters Florida
- UM Health
- University of Miami Police Department
- Urban Health Partnerships Inc.
- Village of Biscayne Park
- Village of Biscayne Park Police Department
- Village of Key Biscayne
- Village of Key Biscayne Police Department
- Village of Palmetto Bay
- Village of Palmetto Bay Police Department
- Village of Pinecrest Police Department
- Village of Virginia Gardens

### 3.3 PARTNERSHIP CONTRIBUTIONS

Following is an overview of each partner's contributions and involvement throughout the campaign.

- **Car Free Key West**
  - Social media was used to display campaign messaging to 7,400 followers twelve times.
  - Approximately 2,000 campaign tip cards were distributed.
- **City of Coral Gables Police Department**
  - Social media messaging was used to reach the Department's 5,332 Facebook, 3,886 Twitter and 4,035 Instagram followers.
  - Campaign eblasts were posted on the City's website.
- **City of Doral**
  - Campaign eblasts were distributed on two occasions reaching over 8,000 recipients.
  - Social media messaging was used to reach over 66,000 combined followers.
- **City of Hialeah Fire Department**
  - The Department shared campaign messaging with over 7,000 social media followers eight times, reaching approximately 56,000 views.
- **City of Homestead**
  - The City shared campaign messaging with 47,723 social media followers nine times.
- **City of Homestead Police Department**
  - Social media messaging was used to reach the City's 1,821 Facebook, and 1,395 Instagram followers.
- **City of Key West and Key West Police Department**
  - The Department distributed 12 campaign posts to its 35,000 social media followers.
- **City of Layton**
  - Campaign email blasts were distributed reaching about 330 views.
- **City of Marathon**
  - Social media messaging was used to reach over 120,000 views.
- **City of Miami Beach Police Department**
  - Social media messaging was used to reach the City's 44,000 Facebook, 49,000 Twitter and 50,000 Instagram followers nine times.
- **City of North Miami Police Department**
  - Campaign eblasts were distributed to at least 50 individuals.
  - Over 100 tip cards were distributed.
  - Social media messaging was used to reach 108,000 views.
- **City of Sunny Isles Beach Police Department**
  - Social media was used to display campaign messaging to the Department's 2,803 followers.
  - A campaign email blast was distributed to approximately 2,000 recipients.
- **City of Sweetwater**
  - Social media messaging was used to reach 22,000 views.
- **FDOT District Four**
  - Social media messaging was used to reach the District's 6,404 Twitter, 3,551 Facebook and 1,304 Instagram followers.
- **Florida Department of Health (Monroe County)**
  - Campaign email blasts were distributed reaching about 200 individuals.
  - Approximately 50 tip cards were distributed at community events.
- **Florida Highway Patrol**
  - Campaign eblasts were distributed to 300 individuals twice.
  - Social media messaging was used to reach over 17, 600 views.

- **Florida's Turnpike Enterprise (FTE)**
  - Social media messaging was utilized to reach 96,000 views.
- **KIDZ Neuroscience Center at the Miami Project to Cure Paralysis (Walk Safe/Bike Safe) – University of Miami**
  - Social media messages were posted reaching a total of 5,030 Twitter followers on nine occasions.
- **Miami Springs Police Department**
  - Social media messaging was used to reach 1,931 Twitter, 491 Instagram and 2,093 NextDoor followers.
- **Miami-Dade County Public Schools (MDCPS)**
  - Social media messaging was distributed on the MDCPS Facebook, Twitter and Instagram accounts reaching approximately 244,989 combined followers.
- **Miami-Dade Expressway Authority**
  - Social media messaging was used to reach 2,500 Twitter and 3,700 Facebook followers.
- **Miami-Dade Transportation Planning Organization (TPO)**
  - Campaign eblasts were distributed to 5,000 recipients two times during the campaign.
  - Social media messaging was distributed to the TPO's 2,500 Twitter, 1,200 Facebook and 810 Instagram followers.
- **Monroe County Sheriff's Office**
  - Two eblasts were distributed to 275 recipients during the campaign.
  - Approximately 500 tip cards were distributed at various schools.
  - Social media messaging was also utilized to reach 74,500 Facebook and 19,400 Twitter and 5,423 Instagram followers.
  - Campaign posters were also placed at the Sheriff's Office reaching more than 5,000 views.
- **South Florida Regional Transportation Authority (SFRTA)**
  - Over 1,000 tip cards were placed on card racks at the train stations and social media messaging was utilized to reach 21,000 Facebook, 5,836 Twitter, and 3,735 Instagram followers.
  - Campaign posters were also placed onboard the trains reaching more than 604,000 riders.
- **St. Thomas University**
  - Approximately 100 tip cards were distributed at new students' orientation.
- **SunGuide TMC - District Six**
  - Dynamic Messaging System (DMS) signs displayed campaign messaging reaching millions of drivers throughout Miami-Dade and Monroe Counties.
- **Town of Cutler Bay**
  - Campaign messaging was utilized to reach approximately 70,560 Facebook and 6,060 Twitter views.
- **Town of Medley and Police Department**
  - Social media messaging was distributed four times during the campaign to reach approximately 16,000 views.
- **University of Miami (UM) Police Department**
  - Campaign tip cards were distributed at various tabling events.
  - Social media messaging was used to reach 3,400 Facebook, 2,100 Instagram and 4,700 Twitter followers on multiple occasions.
- **Village of Palmetto Bay**
  - Social media messaging was utilized eight times to reach the Village's 10,000 followers.

## 4.0 CAMPAIGN SCHEDULE

WEEK (Sunday-Saturday)	OFFICIAL CAMPAIGN SCHEDULE
<b>March 6 - 12</b>	<ul style="list-style-type: none"> <li>Virtual Partner Kick-off Meeting (March 9)</li> </ul>
<b>March 13 -19</b>	<ul style="list-style-type: none"> <li>Campaign Launch – March 14</li> <li>Social Media Post #1</li> <li>Social Media Post #2</li> </ul>
<b>March 20 - 26</b>	<ul style="list-style-type: none"> <li>Email Blast #1</li> <li>Social Media Post #3</li> <li>Social Media Post #4</li> </ul>
<b>March 27 – April 2</b>	<ul style="list-style-type: none"> <li>Social Media Post #5</li> <li>Social Media Post #6</li> </ul>
<b>April 3 - 9</b>	<ul style="list-style-type: none"> <li>Social Media Post #7</li> <li>Social Media Post #8</li> </ul>
<b>April 10 - 16</b>	<ul style="list-style-type: none"> <li>Email Blast #2</li> <li>Social Media Post #9</li> <li>Social Media Post #10</li> </ul>
<b>April 17 - 23</b>	<ul style="list-style-type: none"> <li>Social Media Post #11</li> <li>Social Media Post #12</li> </ul>
<b>May</b>	<ul style="list-style-type: none"> <li>Campaign wrap-up</li> </ul>

## 4.1 OUTREACH EVENTS

Prior to the official start of the campaign, we reached out to our partners to determine what events were relevant to attend and distribute campaign materials. A total of 17 events were coordinated, 16 in Miami-Dade County and 1 in Monroe County, during the 2022 campaign.

## 4.2 MULTI-AGENCY ENFORCEMENT OPERATIONS

Several multi-agency enforcement operations took place during the campaign and Distracted Driving campaign materials were distributed at each one. The purpose of the operations was for the citation of drivers and for public education and awareness of the dangers of distracted driving, aggressive driving, speeding, red-light running, move-over law violation, seat belt compliance, and general traffic safety. These educational/enforcement details were a success. Through the mutual-aid agreement and the Community Traffic Safety Team (CTST) program, participating agencies were effectively able to educate the general public on traffic safety and those that violated traffic safety laws were cited accordingly.

Date	Location
<b>FEBRUARY 9, 2022</b>	Various locations in the Town of Golden Beach
<b>MARCH 3, 2022</b>	Various locations in the City of Miami Beach
<b>MARCH 10, 2022</b>	Various locations in the City of North Bay Village
<b>MARCH 28, 2022</b>	Various locations in the Village of Bal Harbour
<b>APRIL 27, 2022</b>	Various locations in the City of Sunny Isles Beach
<b>MAY 10, 2022</b>	Various locations in the City of North Bay Village
<b>MAY 25, 2022</b>	Various locations in the City of West Miami

## 5.0 OTHER CAMPAIGN MESSAGING

Additional resources such as websites, social media and media coverage were used to spread the campaign messaging.

### 5.1 FDOT DISTRICT SIX'S WEBSITE

FDOT District Six approved the use of its website (under the URL [www.fdotmiamidade.com](http://www.fdotmiamidade.com)) as a communications resource to promote the 2022 "Put it Down" campaign. The campaign website was posted at [www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown).

SFL Roads / Put It Down Distracted Driving Campaign

#### Put It Down Distracted Driving Campaign



**NO text.**  
**NO call.**  
**NOTHING**  
is worth losing a life over.

#PutItDown #FocusOnDrivingFL



[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)



Did you know texting and driving is illegal in Florida?

Join the Florida Department of Transportation (FDOT) and its partners to educate drivers about the dangers of distracted driving.

#### FLORIDA LAW

A person may not operate a motor vehicle while manually typing or entering multiple letters, numbers, symbols, or other characters into a wireless communications device or while sending or reading data on such a device for the purpose of nonvoice interpersonal communication, including, but not limited to, communication methods known as texting, e-mailing, and instant messaging. (FS 316.305)

**FOR MORE INFORMATION AND MATERIALS YOU CAN USE TO HELP SPREAD THE WORD, SEE THE LINKS BELOW:**

[The Florida Statutes](#)

Partners were also provided an internal website where they could access campaign materials and updates throughout the campaign ([fdotsafetyresources.com](https://fdotsafetyresources.com)). This was created to reduce the number of internal emails distributed throughout the campaign, streamline the distribution of materials, and provide training videos.

The ultimate goal of the Community Traffic Safety Team (CTST) is to reduce the number of traffic crashes, the number of traffic-related fatalities, and the number and severity of injuries that result from traffic crashes on the roadways. Through collision data supplied by the law enforcement, emergency services, and medical trauma membership, the teams can identify driving behavior concerns and high collision locations. With this data, the team can establish countermeasures to address the problem.

LEARN MORE

- 2016 Executive Summary
- Schedule
- 2016 Campaign Summary Report

## CAMPAIGNS



GO TO CAMPAIGN



GO TO CAMPAIGN

### 5.2 WEB/TV BANNERS/SOCIAL MEDIA

Campaign partners were asked to display the “Put it Down” web banner on their websites, as well as TVs and electronic monitors at their facilities. Partners also posted social media images and videos on Facebook, Twitter, Instagram, and other platforms.

### 5.3 PUBLIC SERVICE ANNOUNCEMENT (PSA)

The campaign PSA was available in :15, :30 and :60 second versions in both English and Spanish. The PSA was utilized by partners via social media as well as websites. Additionally, the PSA was shown on the Freebee vehicle in the Florida International University (FIU) campus, reaching more than 1.5 million people.







In addition, the campaign was advertised using Eikon and National Cinema Media (NCM), reaching more than 1.3 million individuals.

Study finds unvaccinated persons over 60 at highest risk

**Special to the Lake Okeechobee News**

ATLANTA -- If you are over age 60, are you up to date on COVID-19 vaccinations?

The high rates of death from a recent Omicron COVID-19 outbreak in Hong Kong are driven by people ages 60 years and older who are unvaccinated against COVID-19, a new Center for Disease (CDC) study found. The risk of dying from COVID-19 for this age group was 20 times higher among those who were unvaccinated compared with those who were fully vaccinated.

The study found among persons aged at or above 60 years in Hong Kong, 49% had received two or more doses of a COVID-19 vaccine, and vaccination coverage declined with age.

During January–March 2022, reported COVID-19–associated deaths rose rapidly in Hong Kong. Among these deaths, 96% occurred in persons aged 60 and older. Within this age group, the risk for death was 20 times lower among those who were fully vaccinated compared with those who were unvaccinated.

**Keywords**  
 covid, deaths, vaccinations

**Comments**

**NO text. NO call. NOTHING**  
 is worth losing a life over.

#PutDown  
 #FourOnDrivingFL

**Put Down**  
 IT'S THE LAW

**FDOT**

**ZERO**

**YOUR FLORIDA DAILY NEWS**

**Register for our free newsletter**  
 DON'T MISS A BEAT: Simply submit your e-mail address below, click on the opt-in email link and watch your inbox for daily news from



FLORIDA POLITICS



**NO text.  
NO call.  
NOTHING**  
is worth losing a life over.

#PutItDown #FocusOnDrivingFL

[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)



## Florida's property insurance crisis prompts DeSantis to call another special session



**NO text.  
NO call.  
NOTHING**  
is worth losing a life over.

#PutItDown #FocusOnDrivingFL



[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

Forbes


MARKETS • BREAKING

### Recession Calls Grow As Inflation Threatens Corporate Earnings And Rising Costs Hit Consumers


Sergei Klebnikov Forbes Staff  
I cover markets and business news.

Listen to article 4 minutes

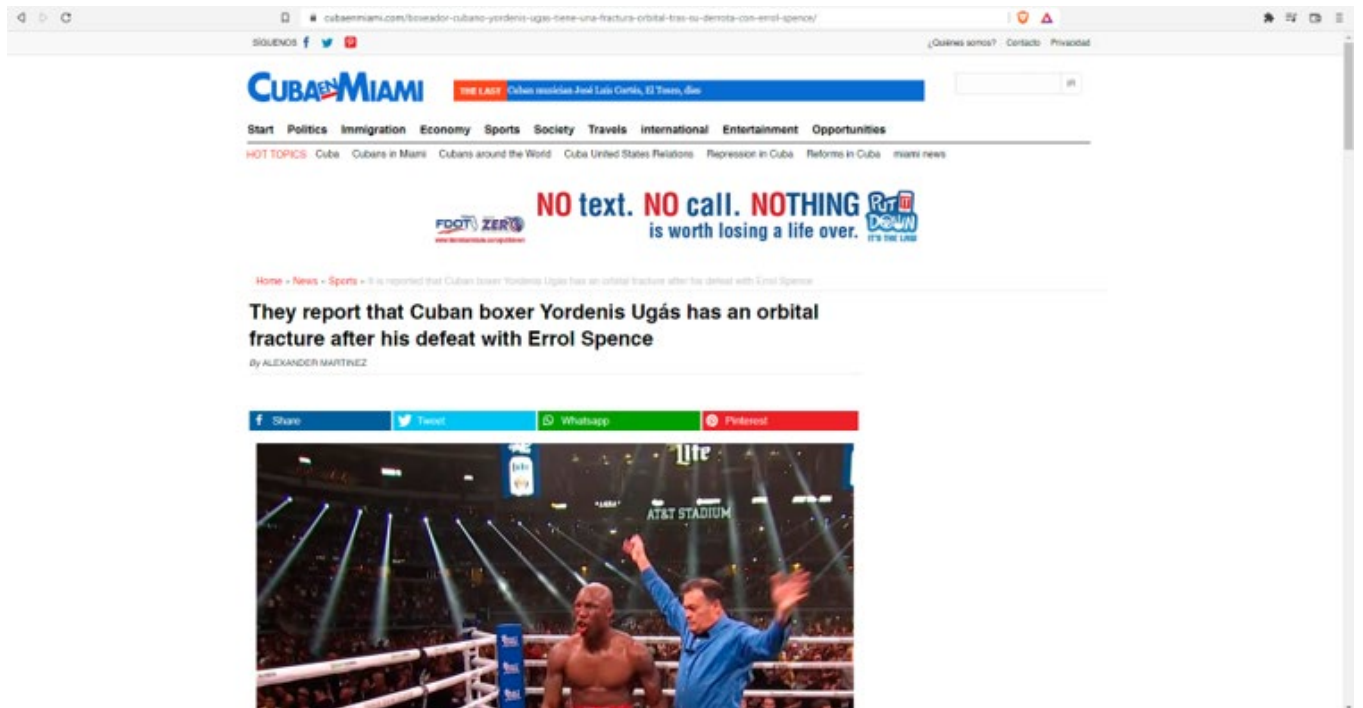
**TOPLINE** Despite a decent start for earnings season, Wall Street experts are increasingly warning that corporate profits are likely to take a hit as inflation remains a "headwind" to economic growth and pricing pressures take a bigger toll on consumers.



#PutItDown #FocusOnDrivingFL



[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)



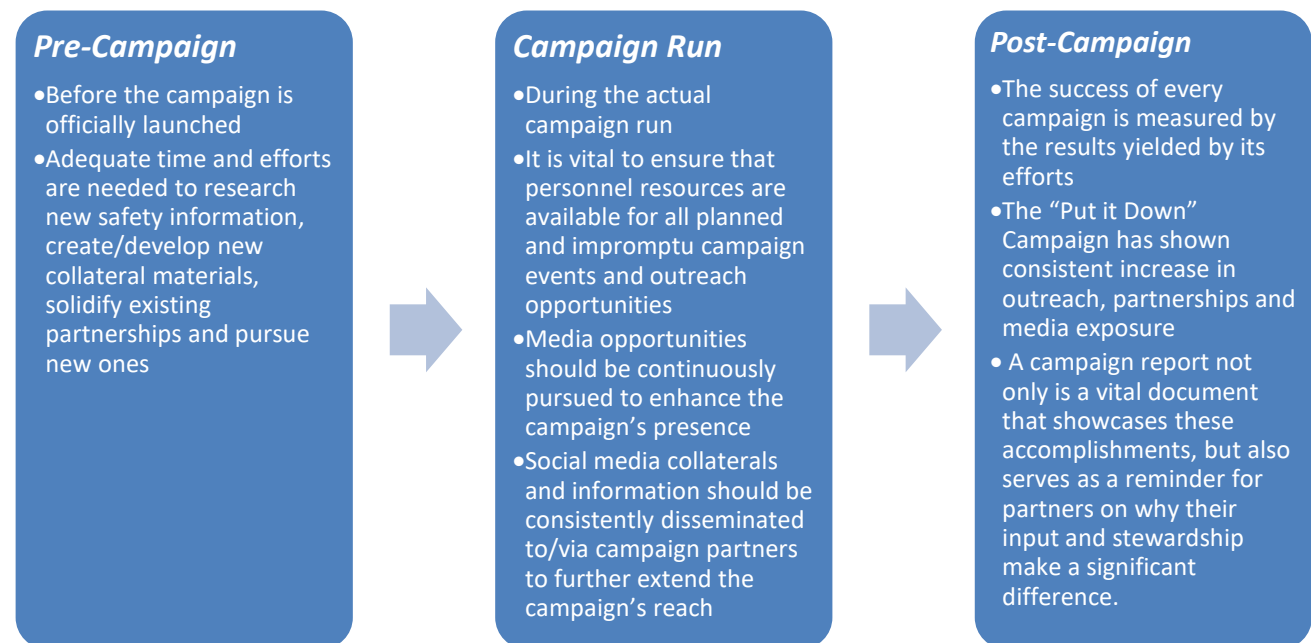
## 6.0 FUTURE CAMPAIGN GOALS

As the team looks forward to future campaigns, there are certain goals that should be incorporated into our outreach efforts. They include the following:

- **Develop More Key Partnerships** – By working with additional partners, including private sector, we will receive additional resources, marketing and collateral materials including giveaways, key contacts, and possibly even additional grants/funding for future campaigns.
- **Maximize Digital Campaign and Social Networking Strategy** – Continuing to develop the social media strategy is crucial to reaching a wider audience in future campaigns, especially when targeting younger demographic groups. Utilizing social media networks is a simple and effective way to post campaign content/messaging, and facilitate the distribution of information quickly, thereby turning the audience into active partners in the campaign.
- **Focus on Community Outreach** – Working with local law enforcement, we hope to identify areas that are impacted by distracted driving the most. Once we determine these target areas that would benefit from grassroots community outreach, we will develop a plan to disseminate campaign messaging in the most effective way for that area.

## 6.1 CAMPAIGN PROCESSES

In order to run a successful campaign efficiently and effectively, it is important to designate processes with strategic milestones. The following three-tiered campaign plan simplifies the processes:



## 7.0 CAMPAIGN FEEDBACK

"It was very educational."

- **City of Coral Gables Police Department**

"Great campaign, I especially liked the videos!"

- **City of Homestead**

"The current way of sending the calendar invites with the captions and images makes it so much easier. Truly appreciated!"

- **City of Miami Beach Police Department**

"I feel it reached more people than usual. It was a success."

- **City of Sunny Isles Beach Police Department**

"Not applicable. We are a small, one road island with very little traffic. We do enforce individuals putting their phones down. However, this is an extremely rare occurrence."

- **Village of Indian Creek Police department**

"Thank You!"

- **Car Free Key West**

"Social media response on Twitter was lackluster in comparison to previous runs of the campaign. People on our feeds have seen this content before, and the calls to action are not strong enough."

- **KIDZ Neuroscience Center at the Miami Project to Cure Paralysis (Walk Safe/Bike Safe)**

"We are happy to support this campaign and any other FDOT campaign that helps bring awareness to safety."

- **South Florida Regional Transportation Authority (SFRTA)**

"Parents welcomed the information provided."

- **St. Thomas University**



## NEW FLORIDA TEXTING AND DRIVING LAW

Effective July 1, 2019

**Texting while driving is a primary offense**

**If an officer sees you doing this, they can pull you  
over and issue a traffic citation**

**1<sup>st</sup> Offense**

**\$30**

**2<sup>nd</sup> Offense**

**\$60**  
within 5 years

**Points on  
your license**

**3 OR 6**  
for second  
offenses if it results  
in a crash



**Mobile device use is NOT allowed  
while operating a motor vehicle in  
school zones or construction zones,  
unless they are handsfree or bluetooth**

**#PutItDown #FocusOnDrivingFL**



[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

**NO text.  
NO call.  
NOTHING**  
**is worth losing a life over.**



Appendix A – Campaign Poster: English (Version 2)





## NUEVA LEY EN LA FLORIDA PROHIBE TEXTEAR MIENTRAS SE CONDUCE

A partir del 1 de julio, del 2019

**conducir mientras se envían mensajes  
de texto es una ofensa primaria**

**Si un oficial lo encuentra violando esta nueva ley, lo  
pueden detener y recibirá infracciones y multas**

Primera  
Ofensa

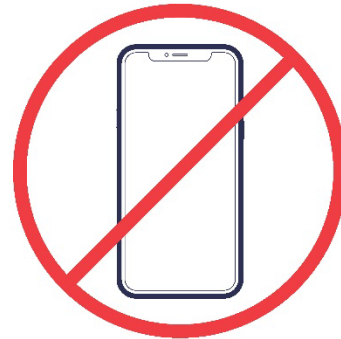
**\$30**

Segunda  
Ofensa

**\$60**  
dentro de 5 años

Puntos en  
su licencia

**3 o 6**  
por separado  
ó  
si resulta en un  
accidente



**El uso de dispositivos móviles NO está  
permitido mientras se opera un vehículo de  
motor en zonas escolares o de construcción,  
a menos que estén usando algún dispositivo  
de manos libres o bluetooth**

**#PutItDown #FocusOnDrivingFL**



[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

**NO** envíe mensajes de texto  
mientras conduzca.

**NO** llame mientras  
conduzca.

**NO** vale la pena  
perder la vida



## NOUVO LWA NAN ETA FLORID KONSÈNAN EKRI TÈKS PANDAN MOUN AP KONDI MACHIN

*Apati premye jiyè 2019*

**yon moun ki ekri tèks sou telefòn li pandan l ap kondi machin, yo konsidere sa kòm yon enfrazyon.**

**Si lapolis wè w ap fè sa, yo kapab rete machin ou epi ba w kontravansyon pou sa**

**Premye enfrazyon**

**\$30**

**Dezyèm enfrazyon**

**\$60**

**Y ap wete pwen sou lisans ou**

**3 OUBYEN 6**

premiye enfrazyon ou sou yon dezyèm enfrazyon

dezyèm enfrazyon ou sou yon dezyèm enfrazyon



**Yo pa pèmèt moun sèvi ak okenn telefòn pòtab pandan y ap kondi machin nan zòn kote gen yon lekòl oubyen kote y ap travay sou yon wout, esepite si w ka pale sou telefòn nan san w pa kenbe li oubyen si w gen bloutout.**

**PA** voye tèks bay moun padan w ap kondi machin.

**PA** telefòn moun padan w ap kondi machin.

**PA** gen anyen ki merite ou pèdi lavi w pou granmesi.

**#PutItDown #FocusOnDrivingFL**



[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)



[View this email in your browser](#)



# DRIVING DOWN FATALITIES

## 2022 PUT IT DOWN CAMPAIGN PARTNER REQUEST

We are reaching out to your organization because the Florida Department of Transportation (FDOT) District Six will be re-launching its “Put it Down” Distracted Driving campaign and we want to know if you would like to participate for 2022.

**What is Distracted Driving?** Distracted driving is any activity that could divert a person's attention away from the primary task of driving. All distractions endanger driver, passenger and bystander safety. Did you know that texting takes your eyes off the road for an average of 4.6 seconds? That's like driving the length of a football field at 55 mph BLIND.

In our last campaign, we were able to reach more than 65.8 million impressions through outreach events, campaign posters, email blasts, web banners, social media messaging and other campaign resources. We hope to continue to educate drivers about distracted driving laws, develop key partnerships, focus on social media messaging, participate in events throughout Miami-Dade and

some of the previous materials for reference:

[fdotsafetyresources.com/putitdown](https://fdotsafetyresources.com/putitdown). We will also be hosting a virtual kick-off event to provide all partners with more information and to officially launch the campaign (see information below and to register).

**If you would like to participate in the campaign this year, please confirm using the link below by Friday, February 11.** Please let us know who will be the main point-of-contact for your company/organization. Also, if we do not have one on file, please provide a high-resolution logo for our use on the website and eblasts.

Carlos Sarmiento and I will be your contacts for this campaign. I have included our contact information below. We hope you will join us again and thank you in advance for your support!

## **Sign-up for the 2022 Put it Down Campaign**

### **Jeanette Gorgas**

Senior Public Information Officer

Media Relations Group, LLC

Cell: 786-239-8862

[jgorgas@mrgmiami.com](mailto:jgorgas@mrgmiami.com)

### **Carlos Sarmiento**

Community Traffic Safety Program Coordinator

Florida Department of Transportation - District 6

1000 NW 111th Ave., Room 6206 A

Miami, FL 33172

Direct Phone: (305) 470-5437

Email: [carlos.sarmiento@dot.state.fl.us](mailto:carlos.sarmiento@dot.state.fl.us)

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**Virtual Partner Kick-Off  
Wednesday, March 9, 2022**

**10 a.m. to 11 a.m.**

**Register for the Virtual Kick-off Meeting**



**View the 2021 Summary Report**



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## Appendix B – Campaign Email Blast (#1)



# DRIVING DOWN FATALITIES

Put it Down - Distracted Driving Campaign eblast volume 22.1  
Florida Department of Transportation - District Six



**NO text.  
NO call.  
NOTHING**  
is worth losing a life over.

**These WIRELESS COMMUNICATIONS  
DEVICES are not permitted while driving**



Tablets



Cell Phone



Two-way  
Radio



Laptop



Electronic  
Game

Wireless communication devices are not permitted while driving.  
Prepare before you drive. Review maps, adjust your radio, eat, and  
make any necessary phone calls or send text messages before you drive.

### OUTREACH



March 10, NE Community Traffic  
Safety Team Multi-Agency Educational/  
Enforcement Operation



March 11, University of Miami Police  
outreach event



March 16, Miami Dade College West Campus  
Women's History Month event

### UPCOMING EVENTS

- Monday, March 28 (8 a.m. - 12:30 p.m.): NE CTST - Multi-Agency Enforcement Operation (Bal Harbour PD)
- Saturday, April 9 (11 a.m. - 2 p.m.) Miami Kids Magazine Summer Camp Expo and Easter Event - Sunset Place Mall

### TAKE THE NO-TEXTING PLEDGE

**Thank you to our dedicated campaign partners**



**#PutItDown #FocusOnDrivingFL**

For more information about the Put it Down Campaign,  
please visit [fdotmiamidade.com/putitdown](http://fdotmiamidade.com/putitdown)



## Appendix B – Campaign Email Blast (#2)



# DRIVING DOWN FATALITIES

Put It Down - Distracted Driving Campaign eblast volume 22.2  
Florida Department of Transportation - District Six

APRIL IS

## National Distracted Driving Awareness Month



Mobile device use is **NOT** allowed while operating a motor vehicle in school zones or work zones unless they are used handsfree.

Put it Down when driving through school or construction zones.



DID YOU KNOW?

96% of people think texting while driving is dangerous – yet 44% do it.

**NO TEXT. NO CALL. NOTHING IS WORTH LOSING A LIFE OVER.**



### UPCOMING EVENTS

- Saturday, April 9 (11 a.m. - 2 p.m.) Miami Kids Magazine Summer Camp Expo and Easter Event - Sunset Place Mall
- Wednesday, April 27 (9 a.m. - 1 p.m.) NE CTST - Multi-Agency Enforcement Operation (Sunny Isles Beach PD) - 18070 Collins Ave, Floor 3

### TAKE THE NO-TEXTING PLEDGE

Thank you to our dedicated campaign partners



**#PutItDown #FocusOnDrivingFL**

For more information about the Put it Down Campaign, please visit [fdotmiamidade.com/putitdown](http://fdotmiamidade.com/putitdown)

Appendix C – Campaign Web Banner

**NO text. NO call. NOTHING**  
is worth losing a life over.



[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

Campaign TV Banners

**NO text.**  
**NO call.**  
**NOTHING**  
is worth losing a life over.

[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)



Appendix C – Campaign TV Banners

**PA** voye tèks bay moun  
padan w ap kondi.

**PA** telephone moun  
padan w ap kondi.

**PA** gen anyen ki mande  
w pou pèdi lavi w pou anyen.

[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)



**NO** envie mensajes de texto  
mientras conduzca.

**NO** llame mientras  
conduzca.

**NO** vale la pena  
perder la vida por ello.

[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)



## Appendix D – Social Media Campaign Messaging



**NO text.  
NO call.  
NOTHING**  
is worth losing a life over.

#PutItDown #FocusOnDrivingFL

FDOT TARGET **ZERO** PUT IT DOWN IT'S THE LAW

[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

keep luck on your side,  
DON'T TEXT AND DRIVE.



Happy St. Patrick's Day

FDOT TARGET **ZERO** PUT IT DOWN IT'S THE LAW

[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

**FLORIDA TEXTING AND DRIVING LAW**

Texting while driving is a primary offense

FDOT TARGET **ZERO** PUT IT DOWN IT'S THE LAW

[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)




Put it Down when driving through school or construction zones.

IT'S THE LAW.

FDOT TARGET **ZERO** PUT IT DOWN IT'S THE LAW

[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

These WIRELESS COMMUNICATIONS DEVICES are not permitted while driving



FDOT TARGET **ZERO** PUT IT DOWN IT'S THE LAW

[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

APRIL IS

**National Distracted Driving Awareness Month**



FDOT TARGET **ZERO** PUT IT DOWN IT'S THE LAW

[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)



**DO NOT DISTURB WHILE DRIVING**

Activate this feature on your smart phone BEFORE you drive.



FDOT TARGET **ZERO** PUT IT DOWN IT'S THE LAW

[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

96% of people think texting while driving is dangerous – yet 44% do it.



FDOT TARGET **ZERO** PUT IT DOWN IT'S THE LAW

[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

**NO text.  
NO call.  
NOTHING**  
is worth losing a life over.



FDOT TARGET **ZERO** PUT IT DOWN IT'S THE LAW

[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)



## Appendix D – Social Media Campaign Messaging



Appendix E – Other Campaign Coverage

← → ↻

beanauto.com/community/put-it-down/

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📄 ☆ ⚙️ 🖨️ 👤 Update

📱 Apps

📍 South Florida Road...


📍 FDOT District Six C...

📅 Calendar: Calendar

👤 Log In • I-395/SR 8...

🚗 ADP

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You Are Here: [Home](#) > [Community Partners](#) > **Put It Down**

# Put It Down

Bean Automotive teams up with the Florida Department of Transportation to support the “Put It Down” Campaign.



95% of drivers believe sending a text while driving is distracting.

35% of drivers say they do it.

#PutItDown #FocusOnDrivingFL

Appendix F – Campaign Outreach Event Photos



Golden Beach NE CTST – February 9, 2022



Safe Streets Summit – February 18, 2022



## Appendix F – Campaign Outreach Event Photos



*Miami-Dade College Medical Campus Health Fair – February 26, 2022*



*Miami Beach CTST – March 3, 2022*

Appendix F – Campaign Outreach Event Photos



*University of Miami PD – March 11, 2022*



*FDOT D4 St. Patrick's Parade – March 12, 2022*



## Appendix F – Campaign Outreach Event Photos



*Miami-Dade College West Campus, Women's History Month – March 16, 2022*



*Youth Fair – March 17 - April 10, 2022*

Appendix F – Campaign Outreach Event Photos



Key West Green Commuter Challenge – April 4, 2022



MKM Easter Event & Summer Camp Expo – April 9, 2022



## Appendix F – Campaign Outreach Event Photos



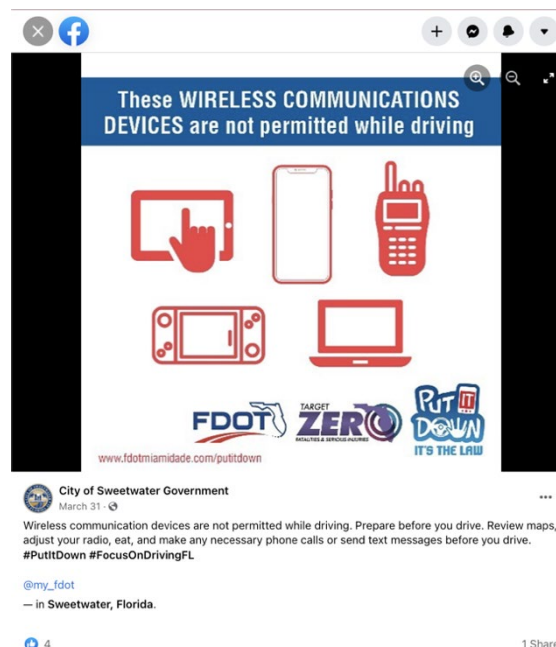
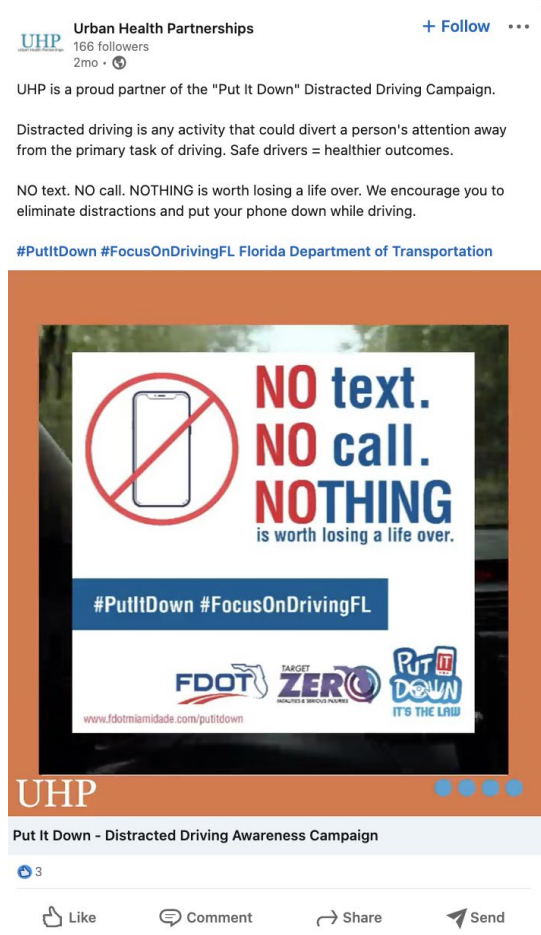
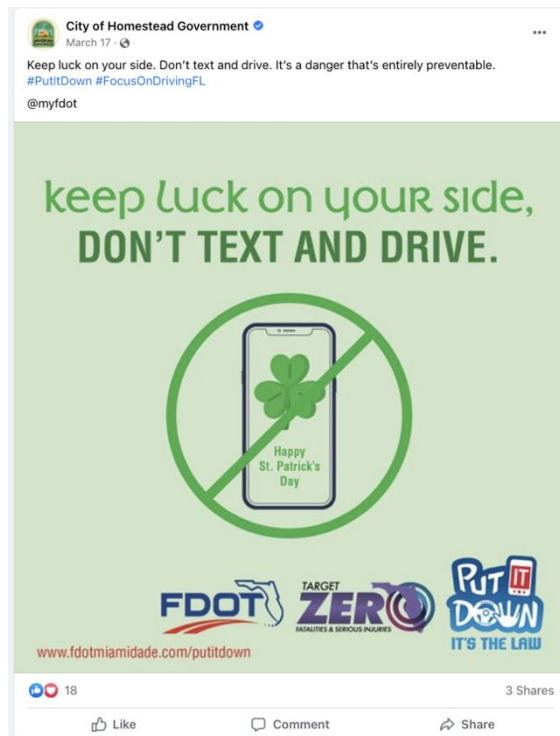
West Miami NW CTST – May 25, 2022



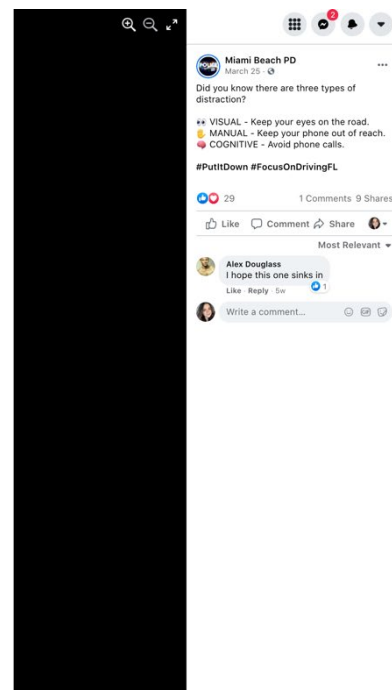
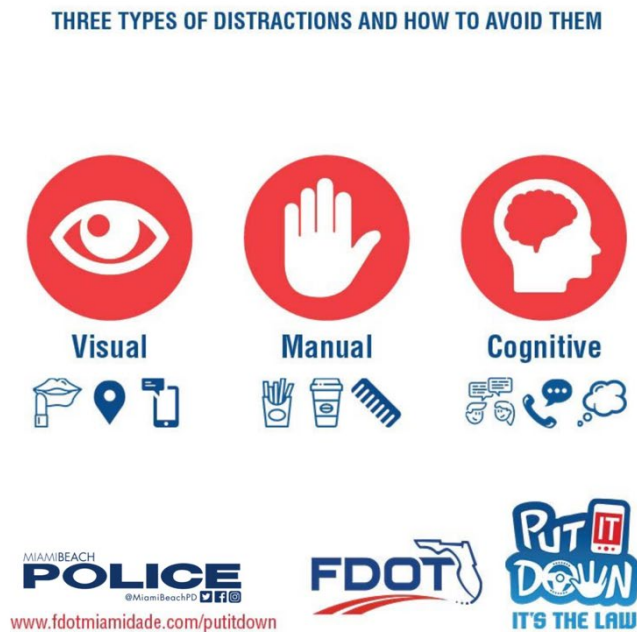
Click it or Ticket Campaign Launch – May 17, 2022



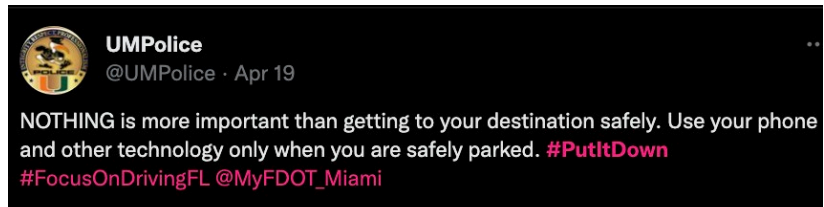
## Appendix G – Campaign Social Media Coverage



## Appendix G – Campaign Social Media Coverage



## Appendix G – Campaign Social Media Coverage

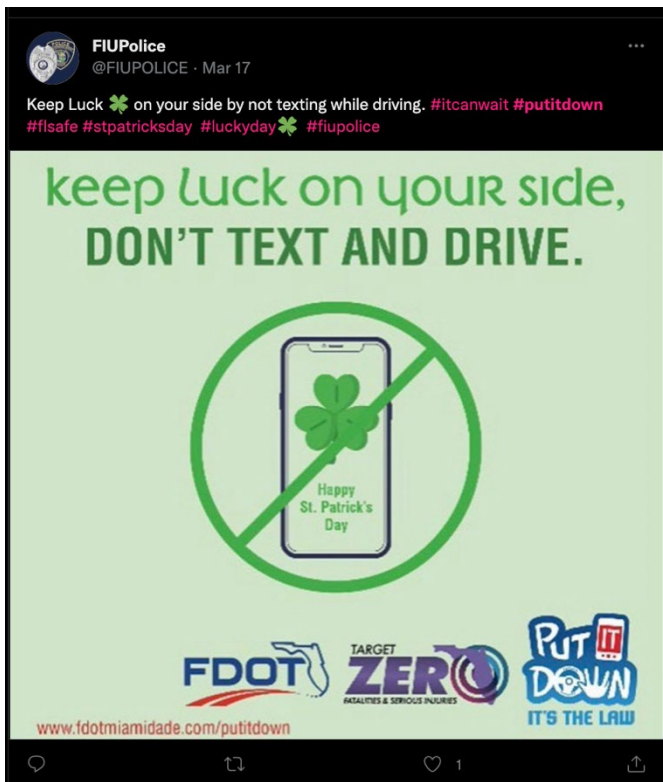




## Appendix G– Campaign Social Media Coverage

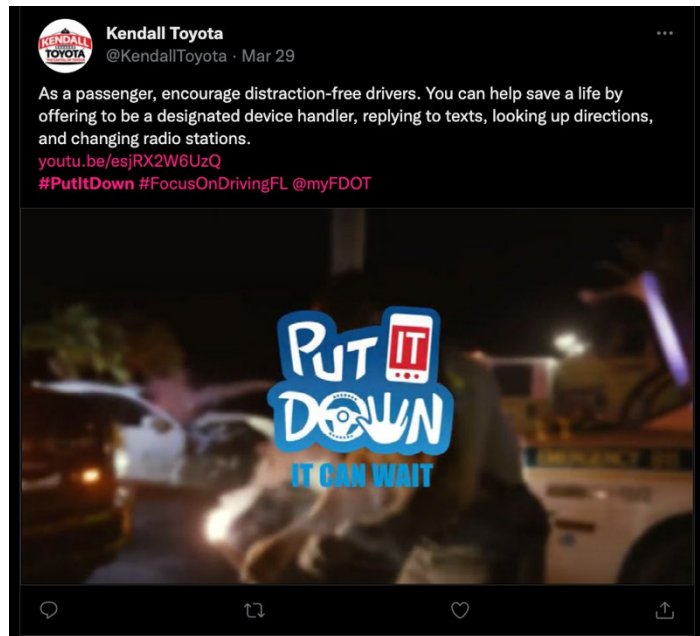


## Appendix G – Campaign Social Media Coverage





## Appendix G – Campaign Social Media Coverage



## Appendix G – Campaign Social Media Coverage

