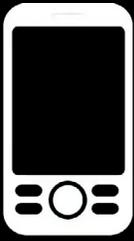


Distracted Driving

put  down
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2013 CAMPAIGN SUMMARY REPORT

Florida Department of Transportation
District Six



Distracted Driving Awareness Campaign 2013 Campaign Summary Report

FLORIDA DEPARTMENT OF TRANSPORTATION
District Six
1000 NW 111 Avenue
Miami, Florida 33172



November 2013

Project Manager:

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TABLE OF CONTENTS

| | |
|---|-----------|
| 1.0 CAMPAIGN DESCRIPTION | 3 |
| 1.1 Campaign Limits..... | 4 |
| 1.2 Campaign Team | 4 |
| 2.0 CAMPAIGN GOALS | 5 |
| 2.1 Goal Comparison – Past Three Years..... | 6 |
| 3.0 PARTNERSHIP DEVELOPMENT | 6 |
| 3.1 Strategy and Approach | 7 |
| 3.2 Established Partners | 8 |
| 3.3 Partnership Contributions | 9 |
| 4.0 OUTREACH EVENTS | 15 |
| 4.1 Campaign Schedule | 15 |
| 4.2 Miami-Dade Refugee Task Force | 16 |
| 5.0 OTHER CAMPAIGN MESSAGING | 17 |
| 5.1 FDOT District Six’s Website..... | 17 |
| 5.2 Web/TV Banners..... | 17 |
| 5.3 Media Coverage..... | 17 |
| 6.0 FUTURE CAMPAIGN GOALS | 20 |
| 7.0 CAMPAIGN FEEDBACK | 22 |

LIST OF APPENDICES

| | |
|---|------------|
| Campaign Poster..... | Appendix A |
| Campaign E-mail Blasts | Appendix B |
| Partner Kick-Off Meeting Invitation | Appendix C |
| Campaign Web/TV Banner | Appendix D |
| Campaign Press Release..... | Appendix E |
| Social Media Campaign Messaging | Appendix F |
| Campaign Outreach Event Photos | Appendix G |
| Campaign Media Coverage | Appendix H |
| Other Campaign Coverage | Appendix I |

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 throughout the months of July to November 2013. 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 road 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. The long-term priority of the campaign is to eliminate crashes that are attributable to distracted driving. In order to communicate this priority effectively, FDOT has developed a number of programs and projects, including the “Put it Down” campaign which focused on helping drivers:

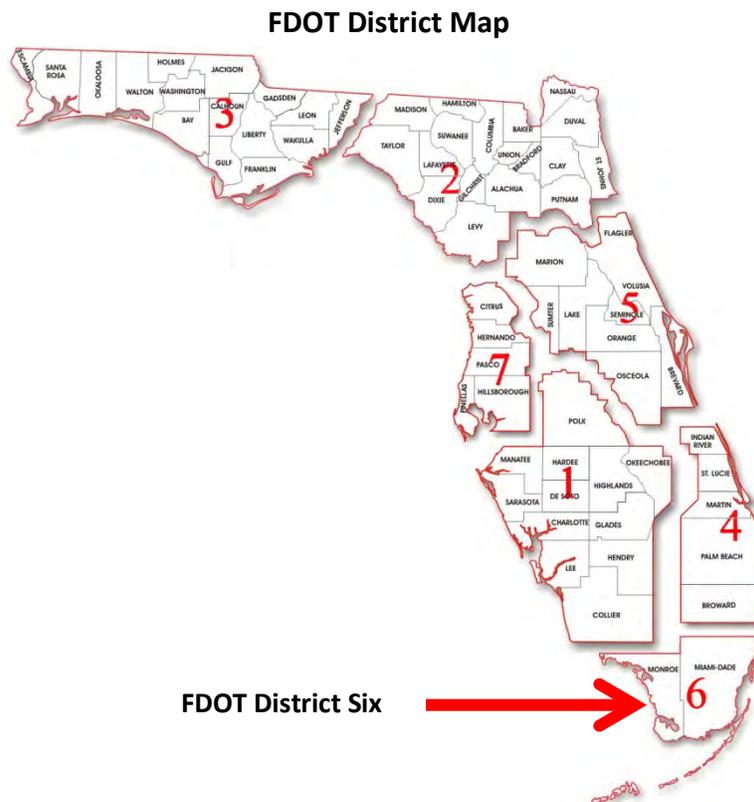
- To understand the problem of distracted driving
- To recognize the risks and consequences associated with distracted driving
- To implement specific steps to help eliminate distracted driving within their families, schools, businesses or organizations
- To keep drivers and pedestrians safe on our roadways
- To notify the public of the new distracted driving law in Florida (effective October 1, 2013)

The key strategy of this year’s campaign was to 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 academic institutions in order to reach the target audience effectively through outreach events and the distribution of multilingual collateral materials including a campaign poster, interactive e-mail blasts, web/TV banners and social media messaging.

1.1 Campaign Limits

Each FDOT District was tasked with implementing a public outreach campaign and each campaign varied in scope, based on available resources and personnel. 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 “Creative Committee” (a team of FDOT personnel and consultants that have contributed various services as part of this and other safety campaigns).



1.2 Campaign Team

The District Six Creative Committee was led by the District Six Community Traffic Safety Program Coordinator, Carlos Sarmiento, and District Six Public Information Officer, Maribel Lena. The consulting firms that joined the 2013 campaign included Media Relations Group, LLC and Sandra Walters Consultants, Inc.

The first meeting of the 2013 Creative Committee was held in June 2013. Subsequent meetings were held as needed to review materials, arrange for production of collaterals or coordinate participation in upcoming outreach events.

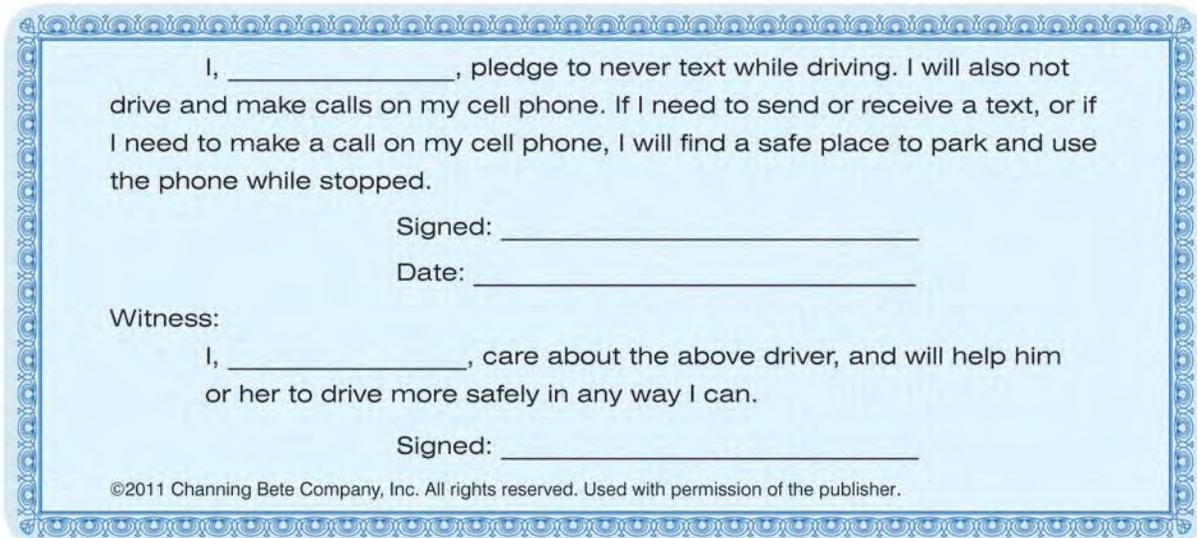
2.0 CAMPAIGN GOALS

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

- Develop all relevant collateral materials for the campaign
- Coordinate outreach events with established partners
- Coordinate Partner Kick-Off Meetings to launch the campaign
- Develop a social networking strategy
- Work with campaign partners to disseminate campaign messaging via existing communications resources

While many outreach tactics were dependent on electronic distribution methods (particularly e-mail and social media), personal interaction with the public at the outreach events was crucial to the campaign. Additionally, the statewide campaign required the implementation of a safety pledge – a documented commitment to driver safety that was distributed at outreach events throughout Florida. The pledge form would be signed by both a driver and a “witness” (a friend or family member) that would also pledge to support the driver’s commitment to safe driving. Copies of these forms would be kept by the driver and serve as a tangible reminder of the dangers of distracted driving.

Campaign Pledge Form



I, _____, pledge to never text while driving. I will also not drive and make calls on my cell phone. If I need to send or receive a text, or if I need to make a call on my cell phone, I will find a safe place to park and use the phone while stopped.

Signed: _____

Date: _____

Witness:

I, _____, care about the above driver, and will help him or her to drive more safely in any way I can.

Signed: _____

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2.1 Goal Comparison – Past Three Years

| | 2011 | 2012 | 2013 |
|----------------------|--------------|-------------|---------------|
| PARTNERS | 7 | 13 | 40 |
| OUTREACH EVENTS | 14 | 22 | 40 |
| NEWS CLIPS | 4 | 13 | 28 |
| CAMPAIGN IMPRESSIONS | 3.1 million* | 6 million * | 40.3 million* |

Using data from partner surveys, an estimated 40,399,571 people were reached during the 2013 campaign.

**Numbers reported by partners as of November 8, 2013; does not include every instance of people who viewed the campaign posters, articles and some news stories.*

3.0 PARTNERSHIP DEVELOPMENT

The Creative Committee 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
- Participate in or sponsor one or more of the local outreach events
- Provide 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 Creative Committee. The Creative Committee 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 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.

Across the board, each potential partner was supportive of the campaign and showed a great interest in participating. 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 Established Partners

The partners' logos were included in all of the collateral materials by the District Six Creative Committee, including the campaign posters and e-mail blasts. Representatives from each partner agency/organization were invited to participate in a Partner Kick-Off Meeting where the campaign was officially launched and the collateral materials were unveiled. The Partner Kick-Off Meetings were held on July 25, 2013 in Miami-Dade County at the FDOT District Six SunGuide Transportation Management Center (TMC) and August 14, 2013 in Monroe County at the FDOT Marathon Operations Center. Below is a list of the partners that joined the 2013 Distracted Driving Awareness Campaign.

- AAA/Traffic Safety Foundation
- AT&T
- Baptist Health South Florida
- Barry University
- City of Key Colony Beach
- City of Key West
- City of Key West Fire Department
- City of Key West Police Department
- City of Layton
- City of Marathon
- City of Marathon Fire Department
- FDOT D6 - Community Traffic Safety Teams
- FDOT D6 - SunGuide Transportation Management Center (TMC)
- Florida Department of Health
- Florida Department of Highway Safety and Motor Vehicles
- Florida International University
- Florida Keys Community College
- Florida Memorial University
- Florida's Turnpike Enterprise
- Green Mobility Network/Safe Streets Miami
- Lower Keys Medical Center
- Mercy Hospital
- Miami-Dade College
- Miami-Dade County
- Miami-Dade County Public Schools
- Miami-Dade Expressway Authority
- Miami-Dade MPO
- Monroe County
- Monroe County Fire Department
- Monroe County Public Schools
- Monroe County Sheriff's Department
- Monroe County Tax Collector
- Ryder Trauma Center
- South Florida Commuter Services
- Survive the Ride
- The Dori Slosberg Foundation
- University of Miami
- Verizon Wireless
- Village of Islamorada
- zMotion Foundation

3.3 Partnership Contributions

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

- **AAA/Traffic Safety Foundation**
 - Campaign posters were displayed within AAA offices located in the Kendall branch reaching 2,219 people and South Miami branch reaching 1,328 people.
 - Campaign e-mail blasts were distributed weekly to more than 1.9 million AAA members in Florida, totaling more than 17 million throughout the campaign.
 - The AAA Distracted Driving Simulator was displayed at the Partner Kick-Off Meeting as well as outreach events at seven locations.
- **AT&T**
 - Teaming with the "Put it Down" campaign, AT&T used its "It Can Wait" campaign to facilitate the overall cause of distracted driving awareness.
 - AT&T distributed e-mail blasts to approximately 30,000 recipients.
 - AT&T attended 7 campaign outreach events with its simulators and distributed more than 1,000 giveaways.
- **Baptist Health South Florida**
 - Baptist Health disseminated information through various social media outlets including Facebook, Twitter, Google+ and the Baptist South blog.
- **Barry University**
 - Approximately 35 posters were displayed throughout campus, including the residence halls where more than 1,400 students live.
 - Campaign e-mail blasts were distributed to 8,357 students.
 - Two Campus Safety Day events were hosted, with more than 300 participants, as well a Commuter Student Event with 121 participants.
 - Campaign information was distributed at a presentation from the Darrell Gwynn foundation on Spinal Cord Injuries and Prevention, where approximately 30 participants were present.
- **FDOT District Six Community Traffic Safety Program/Teams (CTST)**
 - Carlos Sarmiento, the District Six Community Traffic Safety Program Coordinator, disseminated all campaign e-mail blasts to 983 people.
 - Participating CTST teams/members received additional campaign posters, educational and promotional items for internal and external outreach.
- **FDOT District Six SunGuide Transportation Management Center (TMC)**
 - The Partner Kick-Off Meeting held on July 25, 2013 was hosted by the TMC.

- **Florida Department of Health (Monroe County)**
 - The campaign press release and a photo were posted on the organization’s website at www.keyshealth.com.
 - Ten campaign posters were posted and 98 employees received the poster electronically.
 - Florida Department of Health in Monroe hosted an event at Key West High School.
- **Florida Department of Highway Safety and Motor Vehicles (DHSMV)**
 - Approximately fifty campaign posters were displayed in offices in Miami-Dade, Broward, Palm Beach and Leon counties.
 - Campaign information was posted on DHSMV’s Facebook, Twitter and Instagram accounts with 3,100 followers as well as dispersed at 69 high schools reaching approximately 70,000 students.
 - Email messaging was distributed to news media throughout the state, reaching approximately 12 million external viewers and 4,500 employees.
- **Florida International University (FIU)**
 - A total of 40 campaign posters were displayed on both campuses, including the residential halls at the MMC (main) campus where approximately 3,000 students live. The posters were viewed by students and staff.
 - Campaign e-mail blasts were sent to approximately 124,600 recipients via FIU’s Student Government Association, Student Affairs and University Counseling & Psychological Services databases.
 - CAPSAPalooza, major safety events, were held at FIU’s BBC (Biscayne) campus on October 29, 2013 and MMC (main) campus on October 31, 2013.
 - Through the web and social media, FIU reached 159,732 viewers.
- **Florida Memorial University**
 - Florida Memorial University hosted a “Put it Down” event on October 9, 2013 reaching more than 200 students.

- **Florida's Turnpike Enterprise (FTE)**
 - Campaign posters were displayed at 6 Turnpike offices across the state as well as electronically at the Pompano Beach Service Plaza which experiences on average of 7,200 customers per day.
 - E-mail blasts were distributed through the SunPass database to 1,850,295 individuals and approximately 1,000 Turnpike employees.
 - Variable Message Signs (VMS) across the Turnpike system were lit for a total of 14 days with campaign messages. In some locations where the message was utilized, Annual Average Daily Traffic (AADT) was 50,000 vehicles per day.
 - Public Service Announcements were displayed on fuel pump video displays located at 6 Turnpike service plazas, reaching nearly 9,000 customers per day.
 - The campaign's web banner was displayed on the FTE website, which received approximately 96,500 page views.
- **Lower Keys Medical Center**
 - E-mail blasts were distributed to approximately 4,500 recipients and information was disbursed via the company's intranet to 450 employees.
 - Information was posted on social media sites to 426 Facebook fans and 93 Twitter followers.
- **Mercy Hospital**
 - Mercy's e-mail blasts reached 1,500 recipients.
 - Four campaign posters were displayed at the hospital.
 - In October, Mercy Hospital representative, Alicia Ortiz, gave a presentation about the "Put It Down" campaign at St. Hugh Catholic School.
- **Miami Dade College (MDC)**
 - Campaign posters were displayed throughout MDC's Homestead, InterAmerican, Kendall, Medical, North, West, Hialeah and Wolfson campuses.
 - Campus safety/campaign outreach events were held at the following campuses: Homestead, InterAmerican (2), Kendall, Hialeah, Medical, North (2), West, and Wolfson reaching thousands of students.

- **Miami-Dade County**

- Campaign posters were displayed in prominent areas in the Stephen P. Clark Government Center in Downtown Miami.
- Campaign messages were posted on the County's portal, miamidade.gov, which had an average of 413,600 weekly visitors.
- Social media messaging reached 12,068 Twitter followers and 12,511 Facebook subscribers.
- Articles were included in the weekly e-mail blasts sent to approximately 40,000 recipients.

- **Miami-Dade County Public Schools**

- Approximately 150 campaign posters were displayed at 48 senior high schools, as well as the School Board Administration Building. Posters were also provided to members of the Public Schools Community Traffic Safety Team.
- Two rallies were held, where more than 5,000 students received information regarding the dangers associated with distracted driving.
- The School District published a web banner on dadeschools.net and on the School Board Chair's website reaching approximately 1 million viewers.
- MSCPS distributed a newsletter in October featuring the "Put it Down" campaign and reached approximately 46,000 recipients.

- **South Florida Commuter Services (SFCS)**

- SFCS attended and distributed materials at 10 campaign outreach events and posted 7 campaign posters.
- The campaign's web banner was displayed on the SFCS website, which received 11,213 unique visitors during the campaign.

- **Miami-Dade Expressway Authority (MDX)**

- Two campaign posters were displayed at MDX's office, which was visible to all employees and visitors.
- Campaign e-mail blasts were distributed to approximately 3,500 people and messaging was displayed on the MDX website.
- Social media messaging reached 137 Facebook followers and 631 Twitter followers.

- **Miami-Dade Metropolitan Planning Organization (MPO)**
 - Campaign e-mail blasts were sent to approximately 27,000 recipients.
 - Campaign information and links were included in the “Keeping Up with the Miami-Dade MPO” e-mail blasts.
 - Campaign information was posted on the MPO’s Facebook page, which has 101 followers.
 - At least 2,000 people were reached with a TV advertisement that was posted at the Stephen P. Clark Government Center in Downtown Miami.
- **Monroe County**
 - Web banners were placed on the County website receiving 133,607 views and a TV campaign ad was placed on Monroe County TV (Channel 76).
 - E-mail blasts were distributed to approximately 750 recipients and through multiple mentions on the "Weekly Safety Tips" where 1,500 people were reached.
- **Monroe County Tax Collector**
 - The Monroe County Tax Collector’s office was instrumental in expanding campaign presence in Monroe County. The group hosted four independent campaign events at high school football games and shopping centers to give out campaign materials to the public.
 - Campaign posters were put in seven offices, four driver’s license offices and three main offices.
 - E-mail blasts were distributed to more than 60 employees each week and information was posted on the website at www.monroetaxcollector.com.
- **The Dori Slosberg Foundation**
 - Campaign e-mail blasts were sent to approximately 3,600 recipients via the Foundation’s database.
 - The Foundation provided literature, materials (including banners) and staff representation at campaign outreach events held at the University of Miami and local high schools in Miami-Dade, Broward and Palm Beach counties, reaching approximately 300 people.
 - Campaign information was posted on the Foundation’s website, Facebook page and Twitter page.

- **University of Miami (UM)**
 - Approximately 17 posters were displayed throughout the campus, including residential halls, the University Center, and parking facilities.
 - Campaign e-mail blasts were sent to approximately 20,000 recipients.
 - A campus-wide safety event for students, faculty and staff was held on September 11, 2013 at “The Rock” near the University Center.
 - An article was also published in the Miami Hurricane (student newspaper) and the UMTV news channel, which has a circulation of 10,000.
- **Verizon Wireless**
 - Verizon Wireless distributed the campaign e-mail blasts to approximately 2,500 recipients in its employee database.
 - During the campaign, Verizon Wireless hosted 4 booths with information and distributed approximately 200 giveaways.
- **Municipalities**
 - Several municipalities participated as un-official partners to the campaign by disseminating campaign information in their respective areas:
 - Indian Creek Village
 - Village of Key Biscayne
 - City of Miami Beach
 - City of Miami Beach
 - City of Miami Springs
 - City of North Miami Beach
 - City of Opa-Locka
 - Village of Pinecrest

4.0 OUTREACH EVENTS

FDOT’s Central Office asked each district to coordinate a minimum of four outreach events during the campaign months, and the Creative Committee was determined to surpass this goal. A total of 40 events were coordinated during the 2013 campaign, mostly at local high schools, colleges and universities.

This one-on-one contact was crucial to the campaign’s success. Drivers were keenly-aware that there was an increased dependence on communication devices that could invariably lead to distracted driving conditions. However, most people were not aware of the statistical data highlighting the potentially-fatal impacts of distracted driving.

4.1 Campaign Schedule (Note: additional events not listed below included CTST sponsored events/meetings and interviews).

| WEEK | SCHEDULED ACTIVITIES |
|-------------------|---|
| JULY 21 – 27 | <ul style="list-style-type: none"> • Miami-Dade Partner Kick-Off Meeting (July 25th, 10 a.m. to 12 p.m. at SunGuide Transportation Management Center) |
| AUGUST 4 – 10 | <ul style="list-style-type: none"> • Department of Children and Families Miami-Dade Refugee Task Force Meeting – “Put it Down” Campaign Presentation (August 9th) |
| AUGUST 11 – 17 | <ul style="list-style-type: none"> • Monroe Partner Kick-Off Meeting (August 14th, 10 a.m. to 12 p.m. at FDOT Marathon Operations Center) |
| AUGUST 18 – 24 | <ul style="list-style-type: none"> • Campaign Launch – Send E-Blast #1 (campaign launch) |
| AUGUST 25 – 31 | <ul style="list-style-type: none"> • Send E-Blast #2 – Faces of Distracted Driving (Xzavier – AT&T PSA) • Outreach Event – Key West High School Football Game – August 30 |
| SEPTEMBER 1 – 7 | <ul style="list-style-type: none"> • Send E-Blast #3 – Faces of Distracted Driving (Ashley – AT&T PSA) • Outreach Event – Miami Dade College Kendall Campus - September 4 • Outreach Event – Miami Dade College InterAmerican Campus - September 5 |
| SEPTEMBER 8 – 14 | <ul style="list-style-type: none"> • Send E-Blast #4 – Faces of Distracted Driving (Mariah – AT&T PSA) • Outreach Event – University of Miami Safety Event at The Rock - September 11 |
| SEPTEMBER 15 – 21 | <ul style="list-style-type: none"> • Send E-Blast #5 – She Never Made It (AT&T PSA) • Outreach Event – Miami Dade College North Campus - September 18 • Outreach Event – American Sr. High School (Miami-Dade County Public Schools/AT&T “It Can Wait” and FDOT “Put it Down” Event) – September 19 • Outreach Event – Coral Shores Sr. High School Football game (Monroe County) – September 20 |
| SEPTEMBER 22 – 28 | <ul style="list-style-type: none"> • Send E-Blast #6a – AT&T Don't Text While Driving Documentary (includes information regarding new Florida law – effective October 1) • Outreach Event – Miami Dade College Hialeah Campus - September 23 • Outreach Event – Miami Dade College Medical Campus - September 24 • Outreach Event – Miami Dade College North Campus - September 25 • Outreach Event – Miami Dade College West Campus - September 26 • Outreach Event – Miami Dade College InterAmerican Campus - September 27 |

| | |
|--|--|
| <p>SEPTEMBER 29 – OCTOBER 5</p> | <ul style="list-style-type: none"> • Send Eblast #6b – Texting and Driving Law Information • Outreach Event - Key West Sr. High School - October 1 • Outreach Event – Florida Keys Scenic Corridor Alliance Annual Meeting - October 3 Florida Keys Conference Center in Islamorada • Outreach Event - Key Largo KMart – October 5 |
| <p>OCTOBER 6 – 12</p> | <ul style="list-style-type: none"> • Send E-Blast #7 – Texting and Driving Challenge (AAA Video) • Outreach Event – Florida Memorial University - October 9 • Outreach Event – Barry University - October 10 |
| <p>OCTOBER 13 – 19</p> | <ul style="list-style-type: none"> • Send E-Blast #8 – Faces of Distracted Driving (Marine – AT&T PSA) • Outreach Event – Barbara Goleman Sr. High School (Miami-Dade County Public Schools Teen Driver Safety Week Event) – October 17 • Outreach Event – Marathon Senior High School Football Game – October 18 |
| <p>OCTOBER 20 – 26</p> | <ul style="list-style-type: none"> • Send E-Blast #9 – National Teen Driver Safety Week |
| <p>OCTOBER 27 – NOVEMBER 2</p> | <ul style="list-style-type: none"> • Outreach Event – Florida International University BBC Campus – October 29 • Outreach Event – Florida International University MMC Campus – October 31 |
| <p>NOVEMBER 10 – 16</p> | <ul style="list-style-type: none"> • Outreach Event – Florida Keys Community College – November 9 • Outreach Event – Florida Keys Community College – November 13 |
| <p>NOVEMBER 17 – 23</p> | <ul style="list-style-type: none"> • Outreach Event – Miami Dade College Homestead Campus – November 20 |
| <p>NOVEMBER 24 – 30</p> | <ul style="list-style-type: none"> • Send campaign final report and “Thank You” email to FDOT District Six, FDOT Central Office and campaign partners. |

4.2 Miami-Dade Refugee Task Force

The team was invited to attend Miami-Dade County’s Refugee Task Force meeting held at the Miami-Dade College Wolfson campus. Media Relations Group Public Information Officer, Alexandra Medina, led a presentation about the campaign and focused on ways we could reach out to minority populations. With the introduction of multilingual campaign materials, the group was able to offer resources to its local minority organizations.

5.0 OTHER CAMPAIGN MESSAGING

5.1 FDOT District Six's Website

FDOT District Six approved the use of its website (under the URL www.fdotmiamidade.com) as a communications resource to promote the 2013 “Put it Down” campaign. The campaign web banner and a short campaign summary were posted prominently on the website’s homepage, with a hyperlink to the national website for the campaign, www.distraction.gov.



5.2 Web/TV Banners/Social Media

Several campaign partners displayed the “Put it Down” web banner on their websites, as well as TVs and electronic monitors at their facilities. Partners also used the social media messaging provided for use on Facebook and Twitter.

5.3 Media Coverage

Many of the campaign partners published articles within their internal newsletters and/or news outlets. Carlos Sarmiento was also interviewed by several news outlets, including: Fox Channel 7, CBS Channel 4, NBC Channel 6, Telemundo 51, Univision 23 and America TeVe. There was also national campaign coverage by the USA TODAY (College) on-line publication.

The team also coordinated a press conference held at the District Six TMC on September 30, the day before the new ban on texting and driving in Florida went into effect. The event drew together law enforcement agents, traffic safety experts and others focused on notifying the public about the new distracted driving law in Florida. FDOT District Six Secretary Gus Pego, Florida State

Representative Irving Slosberg, Florida Highway Patrol Trooper Joe Sanchez and District Six Community Traffic Safety Program Coordinator Carlos Sarmiento all served as key note speakers.

Below is a list of media coverage secured by the campaign efforts:

- **Broadcast/Television**

- **Fox (WSVN) Channel 7:** On September 30, following the press conference, Fox-7 aired two segments (12 p.m. and 5 p.m.) about the new law banning texting and driving. The video coverage and an accompanying article were also posted on the station's website.
- **CBS (WFOR) Channel 4:** On September 30, following the press conference, CBS-4 aired two segments (12 p.m. and 5 p.m.) about the new law banning texting and driving. The video coverage and an accompanying article were also posted on the station's website.
- **NBC Channel 6:** On September 30, following the press conference, NBC-6 aired three segments (5 a.m., 11 a.m. and 5:30 p.m.) about the new law banning texting and driving. The video coverage and an accompanying article were also posted on the station's website.
- **Telemundo Channel 51:** On September 30, following the press conference, Telemundo-51 aired a segment at 6 p.m. about the new law banning texting and driving. The video coverage was also posted on the station's website.
- **Univision Channel 23:** On September 30, following the press conference, Univision-23 aired a segment at 6 p.m. about the new law banning texting and driving. The video coverage was also posted on the station's website.
- **Mundo Fox:** On September 30, following the press conference, Mundo Fox aired a segment about the new law banning texting and driving.
- **America Noticias – Ateve Miami:** On September 30, following the press conference, America TeVe aired three segments (6 p.m., 10 p.m. and the "Sevcec a Fondo" show) about the new law banning texting and driving. The video coverage was also posted on Ateve.

- **Radio**

- **Keys Radio WFFG 1300 AM:** On September 9 at 8:45 a.m., Carlos Sarmiento interviewed with the host of "From the Water Show" on air and spoke about the campaign.
- **Caracol 1260 AM:** On August 3 during the 12 to 1 p.m. "News Show," Carlos Sarmiento called into the show to discuss the Put it Down Campaign.
- **US1 Radio 104.1 FM:** On July 25 at 7:50 a.m. during the "Morning Magazine Show" Carlos Sarmiento was interviewed on air about distracted driving and the campaign.

- **WAQI – Radio Mambi:** On September 30, Carlos Sarmiento was given the opportunity to discuss the campaign on air and explain about the new law that went into effect on October 1.

- **Articles (Newspaper/Magazines)**
 - **USA Today:** The collegiate correspondent for *USA Today*, Julia Craven, published an article, “Hands-free mobile is big distraction for college-age drivers,” featuring a quote from Carlos Sarmiento about the Put it Down campaign. The article focused on the dangers of distracted driving for college-aged drivers. Article circulation reached 16,301 views.
 - **Upper Keys Magazine:** *Upper Keys Magazine* published an article in its November 2013 issue which is distributed to more than 5,000 homeowners.
 - **The Beacon (FIU):** Florida International University’s paper, *The Beacon*, published an article featuring the campus event, CAPSapalooza. This event serves to inform students about dangerous driving. Contributing writer Alex Blencowe discussed the partnership with FDOT’s Put It Down Campaign and the successful campus events.
 - **Lions Tale (FMU):** Florida Memorial University included the campaign poster as a front page item in its September issue of the *Lions Tale*.
 - **Key West Citizen:** In the *Key West Citizen’s* Mile Marker section, a photo of the Put it Down campaign poster was featured along with one of the Monroe County partners. The caption referenced the new law and distracted driving campaign.
 - **Florida Keys Weekly:** In September, *Florida Keys Weekly* published an article, “Texting and Driving to be Illegal Soon,” which featured the Put it Down campaign and discussed the new distracted driving law.
 - **The Hurricane (UM):** The University of Miami’s paper, *The Hurricane*, featured an article, “Safety Fair alerts campus of new texting ban” on September 12 following the outreach event held on campus. Student Ashley Martinez wrote about the campaign and quoted Carlos Sarmiento after an on camera interview that was also posted on the paper’s website with footage from the event.

6.0 FUTURE CAMPAIGN GOALS

The 2013 “Put it Down” campaign was an extremely well-received and very successful initiative launched by District Six leadership and the members of the Creative Committee.

As the Creative Committee looks forward to future campaigns, there are certain goals that should be incorporated into future 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. Working with a media partner should also be considered further, as it will help bring credibility to the campaign and possibly free or reduced-cost advertising opportunities.
- ***Expanded Presence in Monroe County*** – By continuing to develop strategic agencies in Monroe County the campaign will have an even larger impact in the area. Working with additional partner agencies in Monroe County will increase the dissemination of campaign materials and information via outreach events and existing communications resources to residents of Monroe County during future campaigns.
- ***Advance Minority Participation*** – With multilingual materials, we will expand in targeting minority communities and disseminate information to a wider-range of cultural and economic classes in Miami-Dade County.
- ***Press Conference*** – It is strongly recommended that a media event be included at the beginning of any future campaigns. A press conference featuring the FDOT District Six Secretary as well as key officials from other partnering agencies or institutions, and local elected officials, would also bring news coverage and added momentum to the campaign. By tracking ongoing legislative activity and bills, the press conference will potentially cover the change of the new law from a secondary to a primary offense.
- ***Maximize 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.

- **Attend Traffic Safety Conferences** – Campaign representatives can expand campaign reach by attending and participating in conferences geared toward traffic safety. For example, the annual National Lifesavers Conference offers a “Distracted Driving Track” segment that would be beneficial to the campaign.
- **Continued Collaboration with FDOT Central Office** – It is important to maintain one voice for the campaign through communication and strategic discussions with the FDOT Central Office. This will ensure campaign messaging cohesiveness throughout the District and the state.
- **Increase Marketing Budget** – While the 2013 campaign was cost effective and successful in reaching the target audience, developing other marketing tools (including advertisements) and having funds for additional outreach events would help reach a larger and wider audience. Additional funding would also allow the campaign team to cover a wider timeframe, thus reaching more people with the campaign’s potentially life-saving message. More funds will also be needed to incorporate new state-wide logos and maintain design consistency.

7.0 CAMPAIGN FEEDBACK

“The campaign has been a success. (We) will continue spreading the word until our next campaign, ‘No texting while driving,’ Put it down. Thank You for allowing us to be a part of such a great cause.”

-Barry University

“Great campaign. Good outreach. Thank you Carlos and team for all of their efforts. Great partnership.”

-AT&T

“You all are the BEST! Thank you for your efforts in helping us save lives/reducing injuries on our roadways! Two thumbs up.”

-AAA - The Auto Club Group

“Very worthwhile and newsworthy campaign. The continued dangers of distracted driving, particularly due to the use of portable electronic devices, is growing at an exponential rate. Every day, more and more high profile tragedies are being blamed on texting, social media, etc., while people are driving. This effort will only continue to gain traction in the future. It is imperative that efforts like this continue with the support of numerous transportation agencies.”

-Florida's Turnpike Enterprise

“The campaign is always successful as there are always people around or attend these events. Reaching out to the schools and universities always has an impact.”

-The Dori Slosberg Foundation

“The campaign was well broadcasted. Student took the pledge and shared their stories. They learned about and understood the law that took effect on October 1 and were very enthused about the campaign.”

-Florida International University

“Very good campaign. Excellent cause and outstanding professional execution. Thank you for the opportunity to participate.”

-Verizon Wireless

put  down
it

APPENDIX A

Campaign Poster

Appendix A – Campaign Poster: Miami-Dade County

Distracted Driving?

DID YOU KNOW?

DRIVING + USING A CELL PHONE

reduces brain activity by 37%

Next time you're behind the wheel, just put it down

EACH DAY IN THE U.S.

9+ people are killed & 1,060+ people are injured due to distracted driving

TEXTING TAKES YOUR EYES OFF THE ROAD

for **4.6** seconds

That's like driving the length of a football field at 55 mph **BLIND**

Spread the Word... New Law Effective October 1, 2013

Logos include: FLORIDA, FLORIDA DEPARTMENT OF TRANSPORTATION, FLORIDA TURNPIKE EXPRESS, SOCIAL TRAFFIC SAFETY COUNCIL, STATE OF FLORIDA DEPARTMENT OF TRANSPORTATION, MDX, MIAMI-DADE COUNTY, MIAMI METROPOLITAN POLICE DEPARTMENT (MPO), PROFFER HEALTH, verizon, it can wait, UNIVERSITY OF MIAMI, FIU, UNIVERSITY OF MIAMI, UNIVERSITY OF MIAMI, BARON UNIVERSITY, MIAMI DADE COLLEGE, FLORIDA AGRICULTURAL MECHANICAL UNIVERSITY, DON STUBBS FOUNDATION, AAA The Auto Club Group, Traffic Safety Foundation, Baptist Health South Florida, MERCY Hospital, Ryder Trauma Center, SOUTH THE WAY, emotion, GREEN MILE NETWORK, SAFE DRIVING.

Appendix A – Campaign Poster: Monroe County

Distracted Driving?

DID YOU KNOW?

DRIVING + USING A CELL PHONE



reduces brain activity by 37%

Next time you're behind the wheel, just

put  down

EACH DAY IN THE U.S.



9+ people are killed & 1,060+ people are injured due to distracted driving

TEXTING TAKES YOUR EYES OFF THE ROAD

for **4.6** seconds



That's like driving the length of a football field at 55 mph **BLIND**

Spread the Word... New Law Effective October 1, 2013





APPENDIX B
Campaign Email Blasts

Appendix B – Campaign E-mail Blasts (Miami-Dade #1)

Distracted Driving?

DID YOU KNOW?

DRIVING + USING A CELL PHONE

reduces brain activity by 37%

Next time you're behind the wheel, just put it down

EACH DAY IN THE U.S.

9+ people are killed & 1,060+ people are injured due to distracted driving

TEXTING TAKES YOUR EYES OFF THE ROAD

for 4.6 seconds

That's like driving the length of a football field at 55 mph **BLIND**

Spread the Word... New Law Effective October 1, 2013

Logos: FLORIDA, FLORIDA DEPARTMENT OF TRANSPORTATION, COMMUNITY SERVICES, FLORIDA TRAFFIC SAFETY TEAM, STATE OF FLORIDA DEPARTMENT OF TRANSPORTATION, WFDX, MIAMI-DADE COUNTY, MIAMI METRO POLICE, FLORIDA HEALTH, verizon, if i can wait, FIU, UNIVERSITY OF MIAMI, BARRY UNIVERSITY, MIAMI DADE COLLEGE, FLORIDA MEMORIAL UNIVERSITY, THE SLOWDOWN, CAA, THE AUTO CLUB GROUP, TRAFFIC SAFETY FOUNDATION, BAPTIST HEALTH SOUTH FLORIDA, MERCY HOSPITAL, RYDER RENT A CAR CENTRE, SURVIVE THE ROAD, motion, GREEN HIGHWAY NETWORK, SAFE MIAMI

sources: www.distraction.gov; www.cdc.gov; www.teendriving.aaa.com

Appendix B – Campaign E-mail Blasts (Monroe #1)



Distracted Driving?

DID YOU KNOW?

DRIVING + USING A CELL PHONE

reduces brain activity by 37%

EACH DAY IN THE U.S.

9+ people are killed & 1,060+ people are injured due to distracted driving

TEXTING TAKES YOUR EYES OFF THE ROAD

for **4.6** seconds

That's like driving the length of a football field at 55 mph **BLIND**

Next time you're behind the wheel, just

put  down

Spread the Word... New Law Effective October 1, 2013

Logos at the bottom include: it can wait, Florida Department of Transportation, Florida Health, State Traffic Safety Team, State of Florida Department of Transportation, The Auto Club Group, Traffic Safety Foundation, Seminole State College, University of South Florida, University of Central Florida, Fire Department, Sheriff's Office, Florida Department of Transportation, Leeward Keys Health Center, Baptist Health South Florida, University of Miami, University of North Florida, University of West Florida, State of Florida Department of Transportation, Key West Fire Dept, Key West Police, and Key West Fire Dept.

sources: www.distraction.gov; www.cdc.gov; www.teendriving.aaa.com

Appendix B – Campaign E-mail Blasts (Miami-Dade #2)

Distracted Driving?

DID YOU KNOW?

Next time you're behind the wheel, just

Spread the Word...
New Law Effective
October 1, 2013

TEXTING TAKES YOUR EYES OFF THE ROAD

4.6

seconds

That's like driving the length of a football field at 55 mph **BLIND**

The driver didn't see Xavier crossing the street. **She was busy texting.**

For more information, please visit us online at www.distraction.gov

sources: www.distraction.gov; www.cdc.gov; www.teendriving.aaa.com

Appendix B – Campaign E-mail Blasts (Monroe #2)

Distracted Driving?

DID YOU KNOW?



TEXTING TAKES YOUR EYES OFF THE ROAD

for **4.6** seconds



That's like driving the length of a football field at 55 mph **BLIND**



The driver didn't see Xavier crossing the street. **She was busy texting.**

For more information, please visit us online at www.distraction.gov



sources: www.distraction.gov; www.cdc.gov; www.teendriving.aaa.com

Appendix B – Campaign E-mail Blasts (Miami-Dade #3)

Distracted Driving?

DID YOU KNOW?

Next time you're behind the wheel, just



Spread the Word...
New Law Effective
October 1, 2013

At any given moment during daylight hours



800,000+ DRIVERS

are using hand-held cell phones



Ashley was reading a text from her sister. She lost control of her car and was killed on impact.

For more information, please visit us online at www.distraction.gov






























sources: www.distraction.gov; www.cdc.gov; www.teendriving.aaa.com

Appendix B – Campaign E-mail Blasts (Monroe #3)

Distracted Driving?

DID YOU KNOW?

Next time you're behind the wheel, just



Spread the Word...
New Law Effective
October 1, 2013

At any given moment during daylight hours



800,000+ DRIVERS

are using hand-held cell phones



Ashley was reading a text from her sister. She lost control of her car and was killed on impact.

For more information, please visit us online at www.distraction.gov




























sources: www.distraction.gov; www.cdc.gov; www.teendriving.aaa.com

Appendix B – Campaign E-mail Blasts (Miami-Dade #4)

Distracted Driving?

DID YOU KNOW?

Next time you're behind the wheel, just



Spread the Word...
New Law Effective
October 1, 2013

77%

of young adult drivers



are CONFIDENT they can safely text while driving.



Mariah was reading this text, "Where u at." **She drove into oncoming traffic.**

For more information, please visit us online at www.distraction.gov































sources: www.distraction.gov; www.cdc.gov; www.teendriving.aaa.com

Appendix B – Campaign E-mail Blasts (Monroe #4)

Distracted Driving?

DID YOU KNOW?

Next time you're behind the wheel, just



Spread the Word...
New Law Effective
October 1, 2013

77%

of young adult drivers



are CONFIDENT they can safely text while driving.



Mariah was reading this text, "Where u at." **She drove into oncoming traffic.**

For more information, please visit us online at www.distraction.gov



sources: www.distraction.gov; www.cdc.gov; www.teendriving.aaa.com

Appendix B – Campaign E-mail Blasts (Miami-Dade #5)

Distracted Driving?

DID YOU KNOW?

Next time you're behind the wheel, just



Spread the Word...
New Law Effective
October 1, 2013

DRIVERS WHO USE HAND-HELD DEVICES ARE

4X



more likely to be SERIOUSLY INJURED in a crash.



She texted to say she was on her way to the party. **She never made it.**

For more information, please visit us online at www.distraction.gov



sources: www.distraction.gov; www.cdc.gov; www.teendriving.aaa.com

Appendix B – Campaign E-mail Blasts (Monroe #5)

Distracted Driving?

DID YOU KNOW?

Next time you're behind the wheel, just



Spread the Word...
New Law Effective
October 1, 2013

DRIVERS WHO USE HAND-HELD DEVICES ARE

4X



more likely to be **SERIOUSLY INJURED** in a crash.



She texted to say she was on her way to the party. **She never made it.**

For more information, please visit us online at www.distraction.gov



sources: www.distraction.gov; www.cdc.gov; www.teendriving.aaa.com

Appendix B – Campaign E-mail Blasts (Miami-Dade #6a)

Distracted Driving?

DID YOU KNOW?



Next time you're behind the wheel, just put it down

40% OF ALL AMERICAN TEENS have been in a car when



the driver used a cell phone in a way that put people in danger.



Texting and driving doesn't just affect your life. It can change the lives of many, forever.

For more information, please visit us online at www.distraction.gov

Spread the Word...
New Law Effective October 1, 2013



sources: www.distraction.gov; www.cdc.gov; www.teendriving.aaa.com

Appendix B – Campaign E-mail Blasts (Monroe #6a)

Distracted Driving?

DID YOU KNOW?



40% OF ALL AMERICAN TEENS have been in a car when



the driver used a cell phone in a way that put people in danger.



Texting and driving doesn't just affect your life. **It can change the lives of many, forever.**

For more information, please visit us online at www.distraction.gov

Spread the Word...
New Law Effective October 1, 2013



sources: www.distraction.gov; www.cdc.gov; www.teendriving.aaa.com

Appendix B – Campaign E-mail Blasts (Miami-Dade #6b)

Distracted Driving?

DID YOU KNOW?

As of
Oct. 1, 2013
it is **ILLEGAL**
to text
and drive
IN FLORIDA



Next time
you're
behind the
wheel, just

put  it down

HERE'S WHAT YOU NEED TO KNOW...

The law bans all hand-held operations by a driver while in motion (such as texting, emailing and instant messaging).

If you are stationary (such as at a stoplight) you may text without violation.

An officer can issue a citation as a secondary offense to drivers who are texting and driving. This means the driver must commit another violation first (such as speeding, careless driving or running a stop sign).

Receiving messages that are related to the operation/navigation of the vehicle (such as GPS) are exempt.

The first offense is a nonmoving violation (no points, \$30 fine plus court costs).

The second offense within 5 years is a moving violation (3 points on your driver's license, \$60 fine plus court costs).

A crash as a result of the use of wireless communication device is 6 points.

For more information, please visit us online at www.distraction.gov



sources: www.distraction.gov; www.cdc.gov; www.teendriving.aaa.com

Appendix B – Campaign E-mail Blasts (Monroe #6b)

Distracted Driving?

DID YOU KNOW?

As of
Oct. 1, 2013
it is **ILLEGAL**
to text
and drive
IN FLORIDA



Next time
you're
behind the
wheel, just

put  down
it

HERE'S WHAT YOU NEED TO KNOW...

The law bans all hand-held operations by a driver while in motion (such as texting, emailing and instant messaging).

If you are stationary (such as at a stoplight) you may text without violation.

An officer can issue a citation as a secondary offense to drivers who are texting and driving. This means the driver must commit another violation first (such as speeding, careless driving or running a stop sign).

Receiving messages that are related to the operation/navigation of the vehicle (such as GPS) are exempt.

The first offense is a nonmoving violation (no points, \$30 fine plus court costs).

The second offense within 5 years is a moving violation (3 points on your driver's license, \$60 fine plus court costs).

A crash as a result of the use of wireless communication device is 6 points.

For more information, please visit us online at www.distraction.gov



sources: www.distraction.gov; www.cdc.gov; www.teendriving.aaa.com

Appendix B – Campaign E-mail Blasts (Miami-Dade #7)

Distracted Driving?

DID YOU KNOW?

Next time you're behind the wheel, just



Spread the Word...
New Law Effective
October 1, 2013

DISTRACTIONS



are a factor in up to
8 in 10 crashes



Three ordinary drivers take the texting and driving test. **What do you think the result will be?**

For more information, please visit us online at www.distraction.gov



sources: www.distraction.gov, www.cdc.gov, www.teendriving.aaa.com

Appendix B – Campaign E-mail Blasts (Monroe #7)

Distracted Driving?

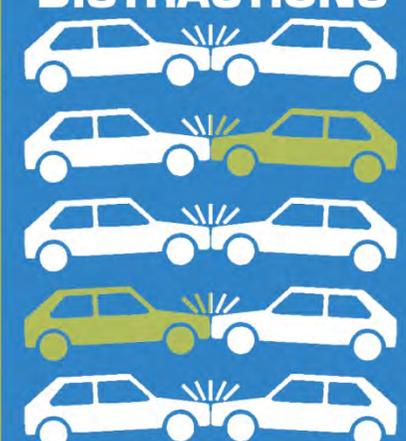
DID YOU KNOW?

Next time you're behind the wheel, just



Spread the Word...
New Law Effective
October 1, 2013

DISTRACTIONS



are a factor in up to
8 in 10 crashes



Three ordinary drivers take the texting and driving test. **What do you think the result will be?**

For more information, please visit us online at www.distraction.gov



sources: www.distraction.gov, www.cdc.gov, www.teendriving.aaa.com

Appendix B – Campaign E-mail Blasts (Miami-Dade #8)

Distracted Driving?

DID YOU KNOW?

Next time you're behind the wheel, just

put it down

Spread the Word...
New Law Effective
October 1, 2013



texting

+



driving

=

23x

higher crash risk



He wasn't killed in the line of duty. He died because of texting and driving.

For more information, please visit us online at www.distraction.gov































sources: www.distraction.gov; www.cdc.gov; www.teendriving.aaa.com

Appendix B – Campaign E-mail Blasts (Monroe #8)

Distracted Driving?

DID YOU KNOW?

Next time you're behind the wheel, just



Spread the Word...
New Law Effective
October 1, 2013



texting

+



driving

=

23x

higher crash risk



He wasn't killed in the line of duty. He died because of texting and driving.

For more information, please visit us online at www.distraction.gov



sources: www.distraction.gov; www.cdc.gov; www.teendriving.aaa.com

Appendix B – Campaign E-mail Blasts (Miami-Dade #9 - Teen Driver Safety Week)

Texting while driving is like...



Driving to your own grave...

First Place Winner - Juan Medina - Miami Senior High School

Teen Driver Safety Week • October 20-26, 2013





Spread the Word...

New Law Effective October 1, 2013



2013 Senior High School Student Safety Campaign Contest Winners

For more information, please visit us online at www.distraction.gov



sources: www.distraction.gov; www.cdc.gov; www.teendriving.aaa.com



APPENDIX C

Partner Kick-off Meeting Invitation

Appendix C – Partner Kick-Off Meeting Invitation: Miami-Dade County

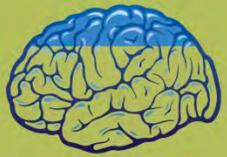
SAVE THE DATE

Florida Department of Transportation District Six
2013 Campaign Partner Kick-Off Meeting

Distracted Driving?

DID YOU KNOW?

DRIVING + USING A CELL PHONE



reduces brain activity by 37%

EACH DAY IN THE U.S.



9+ people are killed & 1,060+ people are injured due to distracted driving

TEXTING TAKES YOUR EYES OFF THE ROAD



for **4.6** seconds

That's like driving the length of a football field at 55 mph **BLIND**

Next time you're behind the wheel, just



Spread the Word... New Law Effective October 1, 2013

7.25.2013

10 - 11:30 AM

SunGuide Transportation Management Center

1001 NW 111th Avenue
Miami, FL 33172

Please confirm participation by Friday, July 12 via email:

acarballo@mrgmiami.com
305.254.8598



Appendix C – Partner Kick-Off Meeting Invitation: Monroe County

SAVE THE DATE

Florida Department of Transportation District Six
2013 Campaign Partner Kick-Off Meeting

Distracted Driving?

DID YOU KNOW?

DRIVING + USING A CELL PHONE



reduces brain activity by 37%

Next time you're behind the wheel, just

put it down

EACH DAY IN THE U.S.



9+ people are killed & 1,060+ people are injured due to distracted driving

TEXTING TAKES YOUR EYES OFF THE ROAD



That's like driving the length of a football field at 55 mph **BLIND**

Spread the Word... New Law Effective October 1, 2013

8.14.2013

10 AM - 12 PM

FDOT Marathon Operations Center

3100 Overseas Highway, Marathon, FL 33050

Please confirm participation by Friday, August 9 via email:

mmarrero@mr Miami.com

305.254.8598

put  down
it

APPENDIX D

Campaign Web/TV Banner

Appendix D – Campaign Web/TV Banners

Distracted Driving?

DID YOU KNOW?

EACH DAY IN THE U.S.



9+ people are killed & 1,080+ people are injured due to distracted driving

Next time you're behind the wheel, just

put  down

www.distraction.gov

Distracted Driving?

DID YOU KNOW?

DRIVING + USING A CELL PHONE reduces brain activity by **37%**



Next time you're behind the wheel, just

put  down

New Law Effective Oct. 1, 2013

www.distraction.gov

¿Distracciones al Conducir?

¿SABÍA USTED?

CONDUCIR + USO DEL CELULAR reduce la actividad cerebral un **37%**



TEXTEAR =



4.6 segundos sin mirar el camino

tiempo suficiente para recorrer un campo de fútbol con los ojos vendados a 55 millas por hora

Nueva ley a partir del 1 de octubre del 2013

Quando tome el volante,

suelte  celular

www.distraction.gov

Appendix D – Campaign Web/TV Banners

Ou konn distrè pandan w ap kondi?

ÈSKE W TE KONN RANSÈYMAN SA A?

LÈ YON MOUN AP KONDI EPI L AP SÈVI AK TELEFÒN sa bese aktivite nan sèvo li a 37%

LÈ W AP VOYE YON SMS SA FE W WETE JE W SOU WOUT LA PANDAN

4.6 segonn

Nouvo lwa konsènan moun k ap ekri SMS sou telefòn pandan y ap kondi pral antre anvigè le premye oktòb 2013

Pwochè fwa w ap kondi

depoze telefòn nan

www.distraction.gov

Distracted Driving?

DID YOU KNOW?

Each Day in the U.S.

DRIVING + USING A CELL PHONE

reduces brain activity by 37%

New Law Effective Oct. 1, 2013

Next time you're behind the wheel, just

put it down

www.distraction.gov

Ou konn distrè pandan w ap kondi?

ÈSKE W TE KONN RANSÈYMAN SA A?

LÈ YON MOUN AP KONDI EPI L AP SÈVI AK TELEFÒN sa bese aktivite nan sèvo li a 37%

LÈ W AP VOYE YON SMS SA FE W WETE JE W SOU WOUT LA PANDAN

4.6 segonn

Nouvo lwa konsènan moun k ap ekri SMS sou telefòn pandan y ap kondi pral antre anvigè le premye oktòb 2013

Pwochè fwa w ap kondi

depoze telefòn nan

www.distraction.gov

¿Distracciones al Conducir?

¿SABÍA USTED?

CONDUCIR + USO DEL CELULAR reduce la actividad cerebral un 37%

TEXTEAR =

4.6 segundos sin mirar al camino

Nueva ley a partir del 1 de octubre del 2013

Quando tome el volante, suelte el celular

www.distraction.gov



APPENDIX E

Campaign Press Release

Appendix E – Campaign Press Release



For Immediate Release
July 22, 2013

Maribel Lena (305) 470-5349
maribel.lena@dot.state.fl.us

Florida Department of Transportation Launches “Put it Down” Distracted Driving Awareness Campaign

Various Organizations Partner to Promote Safety Message in Miami-Dade, Monroe Counties

Miami - The Florida Department of Transportation (FDOT) will host a partnership kick-off event from 10 a.m. to 11:30 a.m. on Thursday, July 25 at the District Six SunGuide Transportation Management Center to launch a campaign to inform drivers in Miami-Dade and Monroe counties of the risks of distracted driving. The campaign also hopes to increase awareness of the new Florida law banning texting while driving, which goes into effect on October 1.

The campaign, which targets drivers between 16 and 24, will run from August through November, and include extensive community outreach throughout the region. FDOT has joined forces with numerous educational institutions and other partner agencies and organizations to promote the “Put it Down” safety message.

“Texting while driving causes a driver to be physically, visually, and cognitively distracted, which is an extremely dangerous combination,” says FDOT District Six Secretary Gus Pego. “Our message is simple: next time you’re behind the wheel, just ‘Put it Down.’”

According to the Virginia Tech Transportation Institute, text messaging takes a driver's eyes off the road for an average of 4.6 seconds, the equivalent of driving the length of a football field, at 55-miles-per-hour, blind.

For more information, please visit www.distraction.gov or contact the FDOT District Six Community Traffic Safety Coordinator, Carlos Sarmiento, at (305) 470-5437 or via email at carlos.sarmiento@dot.state.fl.us.

www.dot.state.fl.us

Consistent, Predictable, Repeatable



APPENDIX F

Social Media Campaign Messaging

Appendix F – Social Media Campaign Messaging

WEEK OF AUGUST 18

- Did you know? Driving and using a cell phone reduces brain activity by 37% #PutItDown (include link to campaign launch e-blast#1)
- Are you reading this post while driving? Put the phone down, we'll still be here once you've parked. #PutItDown
- Back to school? Let's make sure everyone makes it through the year... next time you're behind the wheel, just #PutItDown

WEEK OF AUGUST 25

- The driver didn't see Xzavier crossing the street. She was busy texting. #PutItDown (include link to e-blast#2)
- Every day in the US 1000+ people are injured because of distracted driving. Do you want to be one of the 1000? #PutItDown
- Don't let this post be the last thing you ever read. Don't drive distracted. #PutItDown

WEEK OF SEPTEMBER 8

- 77% of young adult drivers are CONFIDENT they can safely text and drive. 100% of those drivers are putting others at risk. #NoJoke #PutItDown
- Ashley was reading a text from her sister. She lost control of her car and was killed on impact. #PutItDown (include link to e-blast#3)
- Texting and driving makes a crash 23x more likely. Why take the risk? #PutItDown

WEEK OF SEPTEMBER 15

- "Where you at" Mariah was reading this text when she drove into oncoming traffic. #PutItDown (include link to e-blast#4)
- We want you to give our posts your attention, but not while you're driving! #PutItDown
- How has texting and driving affected your life? We want to know. Use hashtag #PutItDown

WEEK OF SEPTEMBER 22

- She texted to say she was on her way to the party. She never made it. No text is worth dying for. #PutItDown (include link to e-blast#5)
- Did you know? At any given moment during daylight hours, 800k+ drivers are using hand-held phones. #NotCool #PutItDown
- 40% of American teens have been in a car when the driver used a cell phone in a way that put people in danger. #PutItDown

WEEK OF SEPTEMBER 29

- Get ready! The new law will be effective in FL on 10/1 #NoTextingAndDriving #PutItDown
- New texting and driving ban now effective in FL #SavingLives #PutItDown
- Distracted driving has changed so many lives. Don't let it destroy yours #PutItDown (include link to e-blast#6)

WEEK OF OCTOBER 6

- Will the new law stop you from texting & driving? No message is worth dying for #PutItDown
- Three ordinary drivers take the texting and driving test. What do you think the result will be? #PutItDown (include link to e-blast#7)
- Texting takes your eyes from the road 4.6 seconds. That's like driving 55 mph for the length of an entire football field, blind #PutItDown

WEEK OF OCTOBER 13

- He wasn't killed in the line of duty. He died because of texting and driving. #PutItDown #ItsTheLaw (include link to e-blast#8)
- Did you know? Distractions are a factor in up to 8 out of 10 crashes #PutItDown
- Have you been in a car with a driver who is texting and driving? What did you do? #PutItDown

WEEK OF OCTOBER 20

- It's National Teen Driver Safety Week! What are you doing to spread the word? #PutItDown #NTDRW
- Ride Like A Friend. Drive Like You Care #NTDRW #PutItDown
- Fatal crash risk hits a lifetime high in the first six months of driving alone. #NTDRW #PutItDown

WEEK OF OCTOBER 27

- No call or text is worth dying for. Next time you're behind the wheel, just #PutItDown
- Do you text and drive? Dying isn't cool. #PutItDown
- Help spread the word... Distracted Driving is a killer #PutItDown



APPENDIX G

Campaign Outreach Event Photos

Appendix G – Campaign Outreach Event Photos



Put it Down – Kick-off Event Miami-Dade County



Put it Down – Kick-off Event Monroe County

Appendix G – Campaign Outreach Event Photos



Miami Dade College – Kendall Campus “Welcome Back Picnic”



University of Miami Safety Event at The Rock

Appendix G – Campaign Outreach Event Photos



University of Miami Safety Event at The Rock



Miami Dade College - North Campus "Club Rush and Resource Fair"

Appendix G – Campaign Outreach Event Photos



Miami Dade College – Medical Campus Outreach Event



*Miami Dade College – West Campus "Public Safety Day"
(FDOT CTST & AT&T's Distracted Driving Simulator booth)*

Appendix G – Campaign Outreach Event Photos



Miami Dade College – InterAmerican Campus Outreach Event



*Put it Down Texting Ban Press Conference
(FDOT D6 CTST Coordinator Carlos Sarmiento interviewed live by NBC 6 Reporter Julia Bagg)*

Appendix G – Campaign Outreach Event Photos



*Florida Memorial University Outreach Event
(FDOT D6's Carlos Sarmiento and FHP Trooper Joe Sanchez addressing FMU students)*



Florida Memorial University Outreach Event

Appendix G – Campaign Outreach Event Photos



Barry University "Campus Safety Day"



*Barry University "Campus Safety Day"
(Florida Highway Patrol and Seat Belt Convincer)*

Appendix G – Campaign Outreach Event Photos



Florida Keys Community College Community Outreach Event



Florida International University – BBC Campus “CAPSapalooza”



APPENDIX H

Campaign Media Coverage

Appendix H – Campaign Media Coverage (*USA Today*)



Hands-free mobile is big distraction for college-age drivers

By Julia Craven

@ MissCraven

USA TODAY Collegiate Correspondent

By Robert F. Bukaty, AP

Among college students considered to be experienced drivers, the decrease in brain activity associated with driving is 37% when they are being spoken to.

A recent [AAA study shows](#) mental distractions while driving can increase the chance of accidents — and college students may be at a higher risk. The study, released Wednesday, found that using voice-activated, in-car technologies posed the biggest mental distraction to drivers.



Voice-based interactions that allow drivers to make phone calls, send text messages and interact with other apps — actions made possible by several popular smartphone interfaces — do not eliminate the risks associated with distracted driving. “Just because a new technology does not take the eyes off the road does not make it safe to be used while the vehicle is in motion,” the report said.

[Since 79% of 18- to 24-year-olds own a smartphone](#), according to Pew Research Center, technologies that integrate mobile phones with a vehicle’s in-dash system have the potential to place college students at a disadvantage while driving. “People don’t realize that the distracting tasks (phone calls, texting, e-mailing) use up brain power,” said Marcel Just, director of the Center for Cognitive Brain Imaging at Carnegie Mellon University.

Drivers need to focus on what is happening in front of them, and mental distractions — such as someone speaking — can put drivers at a higher risk for accidents, Just says.

Among college students considered to be experienced drivers, the decrease in brain activity associated with driving is 37% when they are being spoken to, according to Just.

“When someone is talking to you ... that takes your mind off the road,” Just says. “There’s no question that talking on the cellphone increases the risk of the accident.” More drivers ages 20 to

24 report being distracted while driving than any other age group, according to the [2012 Traffic Safety Culture Index](#) published by the AAA Foundation for Traffic Safety.

Concerned universities have responded with initiatives to educate students on the dangers of distracted driving. The University of North Carolina-Chapel Hill, along with the town of Chapel Hill and the UNC Highway Safety Research Center, produced a driving simulation in a high-foot-traffic area on the campus.

The simulation put students behind the wheel and highlighted the impact distracted driving has on situational awareness, says Randy Young, spokesperson for UNC's Department of Public Safety. Similar efforts were conducted at Albright College in Reading, Pa., during the college's safety month in September.

Thomas McDaniel, director of public safety at Albright, said the college distributes AAA materials and has state police talk with students about distracted driving. "Anything that we can share with the students is a positive," he says. Several universities located in the Florida Department of Transportation District Six participate in the "Put it Down" Distracted Driving Campaign.

The campaign, which is in its third year, targets drivers ages 16 to 24 to address distracted driving through educational measures, says Carlos Sarmiento, community traffic safety program coordinator for the FDOT – District Six. The 2012 "Put it Down" campaign hosted safety days, which included distracted driving simulators, at the University of Miami, Florida International University, Miami-Dade College and Barry University.

More universities will be added to the 2013 campaign that will launch in September, Sarmiento says. "Being on campus, it gives us a good face-to-face time with the students," he says. Though college students have more brain capacity to multitask than older adults, according to Just, that doesn't mean they are any safer from accidents.

Thirteen percent of drivers ages 18 to 20 report engaging in some form of phone use at the time of a crash or near-crash — the highest level of all age groups analyzed in a [2012 study conducted by the National Highway Traffic Safety Administration](#). The "Put it Down" campaign provided students with a sticker that could be placed on the backs of phones to remind them not to use a mobile device while driving.

Multitasking while driving leads to people "dividing resources between two tasks, and each one gets less than what it needs," Just says. Sarmiento suggests young drivers give their phones to a passenger and have them make the text or call to avoid accidents.

"Keep your eyes on the road, your hands on the wheel and your mind on the task at hand," Sarmiento says. "It's really as simple as that."

Julia Craven is a Summer 2013 USA TODAY Collegiate Correspondent. [Learn more about her here.](#)

Appendix H – Campaign Media Coverage (*The Beacon – Florida International University*)



CAPSapalooza to inform students about dangerous driving in series of campus events

Alex Blencowe/Contributing Writer

More than 7000 Americans died in motor vehicle crashes, according to the National Highway Transportation Safety Board. In Florida, at least 85 crashes by distracted drivers turned fatal in 2010 and 2011.

Counseling and Psychological Services, Student Health Services and the Florida Department of Transportation is hosting CAPSapalooza 2013 just in time for National College Alcohol and Drug Awareness Week.

CAPSapalooza, in partnership with the FDOT's Put It Down Campaign, will feature two events: "Get It Straight" and "Get Crashed." The events are an interactive and preventative approach to helping students to think about situations that put them at risk, wrote event organizers Xuan Stevens, University psychologist, and Silva Hassert, psychology intern, in an email.

"Get It Straight" will feature special guest speaker Laura Finley, vice president of the Humanity Project Board of Directors and assistant professor of criminology and sociology at Barry University, who will share her inspirational story about the dangers of drug abuse and irresponsible behavior.

"Get Crashed" will feature a rock-climbing wall and a bounce house that Stevens and Hassert say will be part of an "educational experience geared towards changing students' negative association and inappropriate use of the bounce house while intoxicated." The Florida Department of Transportation, the American Automobile Association and AT&T are also bringing some interesting attractions: a distracted driving simulator, a roll-over simulator, motor squads, a BAT mobile and more. Delicious Capri-Sun "mocktails" will be served at the "Get Crashed" event, and "they are most certainly non-alcoholic," says Hassert.

Students from local surrounding high schools are invited to join the events. According to Hassert's findings, about 662 students attended in 2011 and there were about a thousand attendees in 2012, with more expected this year.

Carlos Sarmiento, community Traffic Safety Program Coordinator at the Florida Department of Transportation, District 6, says the Put It Down Campaign has visited high schools, colleges and universities for the past three years, and has reached 4.2 million people so far. This year the FDOT hopes to get new data on how effective the recent Florida ban on texting and driving has been in making roads safer.

"The Put It Down Campaign and CAPSapalooza is an opportunity for students to learn and share experiences about what they do when they drive," said Sarmiento.

Funding for CAPSapalooza is provided by CAPS, the Victim Empowerment Program, Student Government, Campus Recreation, Student Health Services through the student health fee, and Campus Life through the student activities fee.

In attendance will be members of the Florida Highway Patrol, Florida Department of Highway Safety and Motor Vehicles, Miami-Dade Metropolitan and Planning Organization, South Florida Commuter Services, as well as officials of various police departments such as Bay Harbor Islands, Aventura and Sunny Isles, to name a few.

CAPSapalooza "Get It Straight" will take place on Oct. 30, from 6:30 p.m. to 9:00 p.m. at Bay Vista Housing at BBC, and will be video-conferenced to the Parkview Multipurpose Room at MMC during that time. CAPSapalooza "Get Crashed" will be held from 10:00 a.m. to 4:00 p.m. on Oct. 29 in ACII Breezeway at BBC and on Oct. 31 at Betty Chapman Plaza at MMC.

Sarah Kenneally, senior health educator of Student Health Services Wellness Center, says it's not just about drugs, alcohol and texting while driving.

"We want students to be more responsible with the decisions they make and the consequences of their actions," Kenneally said.
-news@fiusm.com

Appendix H – Campaign Media Coverage (*Baptist Health Blog*)



HEALTH LIFE & COMMUNITY

HURTING UR HANDS?
October 3rd, 2013 by Bethany Rundell

Texters beware: Future messages to those on your contact list may be in danger if you ignore pain in your thumbs, fingers, wrists or elbows.

Repetitive stress injuries – or RSI – of the thumbs, wrists and elbows have received much attention lately, thanks to the increased use of smartphones and tablets, according to orthopedic surgeon Roberto Miki, M.D., who specializes in hand surgery primarily at West Kendall Baptist, Doctors, South Miami and Baptist Hospitals.

“We saw a spike in hand injuries, especially of the thumb, when small keyboards with standard buttons, like those on cellphones, first came out and texting started becoming popular,” he said. “Smartphones and tablets, now, no longer require pressing of actual buttons, which has helped decrease these injuries.”

Dr. Miki says that the most common injuries he sees are carpo-metacarpal (CMC) arthritis, or basal joint injuries, which affect the thumb; carpal tunnel syndrome, which affects the wrist; and cubital tunnel syndrome, which affects the elbow. With CMC arthritis of the thumb, underlying joint damage leads to pain when the joint is used repetitively or with excessive force. With carpal tunnel and cubital tunnel syndromes, ligaments press down on nerves, leading to discomfort or pain, numbness and sometimes permanent damage.

About Health, Life & Community

Baptist Health South Florida has created an interactive place for the South Florida community to connect and share their stories and experiences. It is the online companion to Resource and Salud magazines, and is a virtual source for healthcare news and information for our patients and their families.

FOLLOW THIS BLOG

HURTING UR HANDS?

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But, he says, there’s a myth that these injuries are caused by the devices themselves.

“It’s not the device that causes these injuries,” he said. “It’s the way we use them. If you’re using a smartphone or tablet for long periods of time with your elbows bent beyond 90 degrees or your wrists flexed, you’ll likely experience some discomfort.”

Appendix H – Campaign Media Coverage (*The Miami Hurricane – University of Miami*)

The Miami HURRICANE.com

CAMPUS LIFE, CRIME REPORT + UMPD, NEWS
Safety Fair alerts campus of new texting ban
Posted on September 12, 2013 by Ashley Martinez
Safety Fair

In an effort to promote safe driving, Officer Bel Tran of the Florida Highway Patrol demonstrates to 21-year-old criminology major Janelle Barnes the difficulties of walking in a straight line while intoxicated, through the use of special goggles that mimic the compromised eyesight of an intoxicated individual. Janelle stated that this was "an eye-opening experience" and that she would keep it in mind when she applies for her license and starts driving later this year. Ally Marcus // Contributing Photographer



Miami Police Cpl. Pedro Beltran doing a simulated sobriety test

The University of Miami Police Department (UMPD) and the Florida Department of Transportation (FDOT) co-hosted the third annual Safety Fair on Wednesday.

“The fair has always focused on travel safety, but had a special emphasis on texting and driving this year,” said John Gulla, crime prevention officer for UMPD.

“This generation is generally more text-oriented,” he said. “And so the campaign itself, and of course us, because we deal with campus specifically, we’re going to deal with that age group mostly. So we feel it’s really relevant for us because of that.”

FDOT's state-wide "Put-it-Down" campaign has focused on educating people on the dangers of texting and driving with the University of Miami for the past two years.

On Oct. 1, a new law in Florida will be enforced forbidding drivers from texting.

According to Carlos Sarmiento, FDOT community traffic safety program coordinator, texting and driving will now be a secondary offense, meaning drivers must be pulled over for something else, like speeding or not wearing a seat belt, and then, if the officer has seen the driver texting, issue an additional citation for this offense.

"The whole purpose of the campaign is to create awareness of the law, but even more than that is to correct the bad habits by doing the smart thing and putting the phone down," Sarmiento said.

Various student groups were involved, such as Pier 21, UM's BikeSafe and WalkSafe programs and the Association of Commuter Students (ACS). Daniel Acosta was representing ACS and felt that as commuters, supporting safe driving and the new law is important.

"I think it's a good thing, because I know a lot of my friends text and drive, and it's something that's really dangerous, and I've driven behind my friends, and they're like swerving around," he said. "It's bad, so hopefully that will deter some people from doing that and, you know, make the roads a little safer.

To highlight the danger of drinking and driving, police officers instructed students in walking a line the same way they would instruct someone pulled over for a DUI. They allowed students to walk the line sober and then walk it again with "fatal goggles" that stimulated being drunk at night at the legal blood alcohol level, between .08 and .10.

"It was pretty difficult, we had to put on the beer goggles, which obviously made walking the line very difficult," sophomore David Simonetti said. "You couldn't tell what was straight, you had no depth perception. I had no idea where I was walking."

The fair also featured representatives from Miami-Dade transit who showcased renderings about the plans for the new pedestrian bridge being built over U.S. 1 across from campus at Mariposa Court that will make it safer for the UM community to cross the highway.

Gulla hopes that students benefitted from the partnerships of all the organizations and have enjoyed watching the fair evolve to include UMPD, Florida Highway Patrol and the city of Miami, Miami-Dade and Pinecrest police departments.

"In addition to the distracted driving campaign, there's also an awareness that we want to let people know about the safety programs that we have available here and a general awareness of public safety and things we have available in the community for them," Gulla said.

Appendix H – Campaign Media Coverage (*The Miami Hurricane – University of Miami*)



Safe driving event encourages students to "put it down"

The Miami Hurricane Newspaper – Video Clip (<http://youtu.be/GhiaSXCSgUg>)

Appendix H – Campaign Media Coverage (*University of Miami Student Assignment*)

{ By ALEXANDRA HURTADO }
a.hurtado3@umiami.edu

Next month, drivers driving on South Dixie Highway with a phone in their hand will be breaking Florida law. Drivers may be unaware of this new law because government funding to promote it was vetoed, but officials are finding ways to bring it to the public's attention.

The "Put it Down" campaign was initiated by the Florida Department of Transportation to tell drivers to put their phones down while driving. Carlos Sarmiento is the community traffic safety program coordinator at the Florida Department of Transportation. The funding for this campaign comes from "federal grant funds that are intended for traffic safety programs and related campaigns," he said.

"Each day in the U.S., more than nine people are killed and 1,060 are injured due to distracted driving," Sarmiento said. The "Put it Down" campaign with the support of its partners, including the University of Miami and other Florida universities, are trying to push the message of putting down the phone while driving and are hosting outreach events to educate the public.

Florida Gov. Rick Scott signed the "Florida Ban on Texting While Driving Law," into law earlier this year at a North Miami high school. This new law prohibits drivers from using their wireless communication devices while driving, with the exception at red lights and during traffic jams.

Even though Scott approved the ban on texting, he vetoed \$1 million of revenue funds provided to the Driver Courtesy and Safety Public Education Campaign, which would have been used to promote the new law. According to the letter of veto, projects funded by the state should show "a benefit to Florida's taxpayers that can be objectively measured." In this case, the governor said the project provides no clear way to measure the "return of the state's investment."

Despite the fact that the governor vetoed the campaign funding for this new law, he is "committed to reducing distracted driving in Florida," said John O'Brien, the deputy communications director of the Florida Department of Transportation. O'Brien said in order to reduce car fatalities the state is using internal and partnered resources to promote safety messages to the public.

The government's outreach includes social media campaigns to raise awareness and supporting the "It Can Wait" campaign from AT&T. The goal of the "It Can Wait" campaign is to save lives and make texting while driving as unacceptable as drinking and driving. One of its messages is "no text is worth dying for."

Appendix H – Campaign Media Coverage (*University of Miami Student Assignment cont.*)

Next month, the Florida Department of Transportation will also run digital message boards statewide on interstate roads stating, "Don't Text and Drive. It's the Law."

Lorna Mejia, a senior analyst for policy and legislative affairs at the mayor of Miami-Dade County's office, said the county is promoting the "Put it Down" campaign. "The County is promoting the campaign through digital eNewsletters, social media, the internet, and posters at county facilities," Mejia said.

Ruth Kimbrough-Bent works for Miami-Dade County's Community Information and Outreach Department. She said there is no funding being used to financially support the "Put it Down" campaign. Instead, county officials are adding messages, like "do the smart thing with your smart phone and put it down," to existing channels including their newsletters and social media.

In a September newsletter sent to county officials, Miami Mayor Carlos Gimenez and the Board of County Commissioners proclaimed Sept. 19 as "Drive 4 Pledges Day." This pledge day was put in place to "drive home the message to the public to put an end to texting while driving."

Nancy Rasmussen, chief of public affairs of the Florida Highway Patrol, said they are also trying to enlighten motorists on the new law by working on in-house public service announcements. There is no government funding involved in making these PSAs, because they are being created in the Florida Department of Highway Safety and Motor Vehicles' Communications Office, Rasmussen said. The PSA's will be on texting and distracted driving targeting teenagers, parents, and motorists in general.

Rasmussen also said that on Oct. 15 public affairs officers around Florida will be visiting local high schools for "Delete Teen Crashes," an event that will involve discussions about bad driving behaviors and their consequences, including texting.

According to Florida law, the consequence for breaking the no texting while driving law will result in a "noncriminal traffic citation." A first-time offender will have to pay a \$30 fine and if a second violation were to occur within five years of the first offense, it would be cited as a moving violation carrying a \$60 fine. If the use of a cellular device were to result in a car accident, six points would be added to the offender's driver's license record. Drivers can lose their driving privilege for one year if they accumulate 24 points over three years.

Even though the ban on texting while driving will be in effect starting Oct. 1, drivers can only be given a citation as a secondary action after being pulled over for another driving violation, such as for speeding or improper lane changes.

Appendix H – Campaign Media Coverage (*The Key West Citizen*)

THE KEY WEST CITIZEN • THURSDAY, SEPTEMBER 12, 2013

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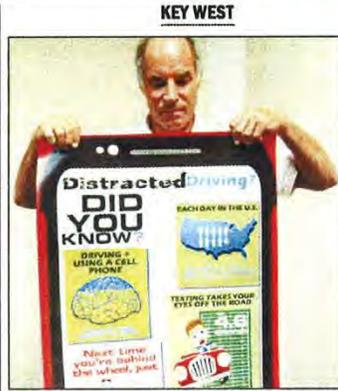
MILE MARKERS

KEY WEST
Apply for Dec. parade
The city is taking applications for locals who want to participate in the annual Holiday Parade, set for 7 p.m. Saturday, Dec. 7.

This year's theme is "Holiday in the City." All floats can't be wider than 15 feet or more than 12 feet off the ground. Any length is allowed. Applications are available online at www.keywestcity.com. The deadline to file is Nov. 15. A pre-parade meeting is set for 5:30 p.m. Dec. 2 at Old City Hall, 510 Greene St. Call 305-809-3881 for more information.

KEY WEST
Crime stats show decline
Crime has fallen nearly 9 percent for the first half of 2013, according to the Key West Police Department's report to the state Department of Law Enforcement.

Robberies on city streets dropped by over 50 percent, from 20 in 2012 to 9 in 2013, spokeswoman Alyson Crean said Wednesday. Burglaries dropped by 18.5 percent and thefts from cars were down by 41 percent, compared to the same time period in 2012, police reported. "Working together, we may see our efforts paying off," said Chief Donie Lee in a statement. Thefts from vehicles went from 82 incidents in 2012 to 48 in 2013 so far.



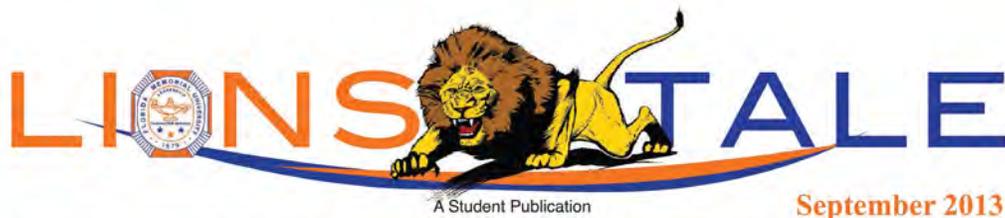
KEY WEST
Andrew Bulla of the Florida Department of Health in Monroe County displays a "Put It Down" campaign poster Monday at the Gato Building. The department teamed up with the state to raise awareness of the new "don't text and drive" law effective Oct. 1.

Photo courtesy of Christopher Titler

FLORIDA KEYS
Beaches test OK for bacteria
The Monroe County Health Department's water-quality tests this week showed none of the county's beaches had high levels of bacteria.

Enteric bacteria are normally found in the intestinal tract of humans and other warm-blooded animals. The Health Department says high levels may come from runoff or sewage from pets, wild animals or humans. It can cause disease, infections or rashes. Don't swim in the water if a warning is issued. For more information, visit <http://www.doh.state.fl.us>, click on A-Z Topics, choose Beach Water Quality, and click on the Beaches tab to the right of Monroe County, or call 305-293-1653.

Appendix H - Campaign Media Coverage (*Lion's Tale* - Florida Memorial University)



Lion's in Washington

50 years later: Reliving the March

By Darlesia Brown

On August 22, Vernon Martin (Student Activities Director) traveled with 29 Florida Memorial University students on a once in a lifetime trip. They took a bus to Washington D.C. to celebrate the 50th Anniversary of the March on Washington. This is where Rev. Dr. Martin Luther King Jr.'s "I Have A Dream" speech was first heard and changed African-American history forever.

The 24-hour trip made students question what that bus ride would have been like for a group of minority students 50 years prior. None of the basic privileges and necessities like food and bathrooms would have been available to them. De'Jannien Butts-Johnson, Florida Memorial student and former Miss UNCF said, "That's all I could think about the whole trip, what if I was in 1963 how it would be different and I'm grateful."

Once the students arrived in Washington they were eager to tour the city and see all it had to offer. They visited Howard University, which is one of the most elite Histori-

cally Black Universities in the United States. They also visited The White House, the Washington Monument, the Martin Luther King Jr. Monument and the Lincoln Monument (the location Dr. Martin Luther King Jr. gave his "I Have A Dream" speech).

Florida Memorial University also made its own history on the steps of the Washington Monument. Some of the students represented their Greek organizations, while the others chanted loudly "ORANGE... WHITE... BLUE... F... M... U!" Tourist spectators, took pictures and cheered them on. It was an exciting and memorable moment. Freshmen Julio Alicia said, "You shouldn't take nothing for granted and take advantage of every opportunity you have."

That Sunday the students attended a church service at Empowerment Temple, Pastor Dr. Jamal-Harrison Bryant spoke powerful words that touched the hearts of all who heard it. The alter call that day was life changing for many of the students who were brave enough to go up.

Lives were changed, bonds were made and most importantly history was made. Then on August 24, people came together from all different walks

of life to celebrate a special event in history. Florida Memorial sophomore Aissata Dia stated, "We have come a long way no matter what happened in the past we are still strong."



Photos by Jerwayne Hall



Stay In Your Lane... "Put It Down"

By Marquise Yvette DeVilla

The Florida Department of Transportation (FDOT) is bringing its *Put It Down* Distracted Driver Campaign to Florida Memorial University. Activities will take place on October 9th, 2013 from 10:00am until 2:00pm. The event will offer hands-on experience with educational booths, a distracted driving simulator, and so much more.

The community traffic safety program coordinator, Carlos Sarmiento has high hopes for the campaign. Sarmiento said, "The Florida Department of Transportation and its Put it Down - Distracted Driving Awareness Campaign partners hopes that this year's campaign brings the Florida Memorial University community together in acknowledging and addressing traffic safety, particularly distracted driving."

District Six of FDOT formed the *Put It Down* Distracted Driver Campaign to focus on spreading awareness about the dangers of distracted driving, to inform students about the risks and consequences and to also implement steps to eliminate as much distracted driving as possible. The main goal is to keep drivers and pedestrians safe.

FMU Welcomes Interim President

It is a new day in leadership at Florida Memorial University as Dr. Roslyn Clark Artis assume the position of Interim President. Her appointment, announced during the summer by the institution's Board of Trustees, will foster the University's tradition of excellence toward advancement for a promising future.



Photo by Mark Hill

Hire Day Appreciation

By Ka'Neira Evans

The 1st Annual Hire Day Appreciation was held on Tuesday, September 10. Mrs. Valerie Hall, Interim Chair of Social Sciences initiated this Hire Day event to spotlight and present awards to some of the most distinguished professors on campus.

The event was designed to honor the Social Science faculty and staff for their services at FMU. These respected professors have given effortlessly with very limited funds and extensive hours of work.

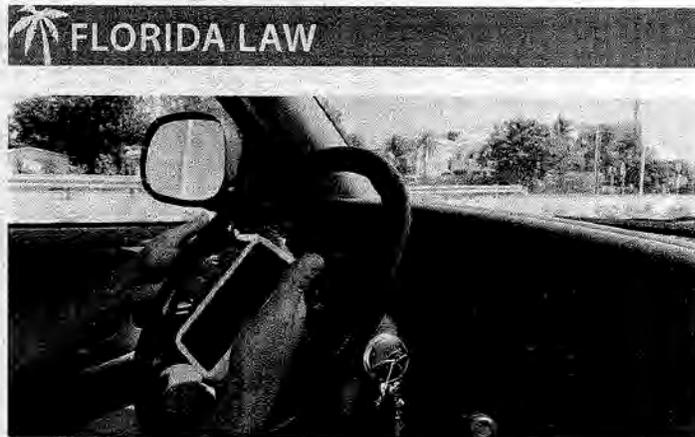
"The department plans to increase our enrollment, to create interesting curriculums to better prepare students for their careers," said Mrs. Hall. They are also taking steps to expand faculty members to ensure that class sizes will remain small.

The Social Sciences department offers degree pro-
Hire Day continued on pg. 7

A LOOK INSIDE

- Page 2 Campus News
- Page 3-4 Health & Wellness
- Page 5 FMU Sports
- Page 6 Entertainment
- Page 7 Lifestyles
- Page 8 Calendar

Appendix H – Campaign Media Coverage (*Upper Keys Weekly*)



SARA MATTHIS/The Weekly
'You can't text and drive and still drive well. Keys residents should always be conscious because of the nature of our roadway,' said MCSO's Becky Herrin. The ban on texting and driving takes effect on Tuesday, Oct. 1.

Texting and driving to be illegal soon

It's a two-lane jungle out there; check twice for idiots

By Sara Matthis

No one should text and drive at the same time because it's dangerous. That's a given.

And beginning on Tuesday, Oct. 1, it will also be illegal.

Florida is the 41st state to pass a ban on texting and driving. However, it's a second offense, meaning officers must witness some other traffic infraction that warrants stopping the vehicle. Then, and only then, can drivers be ticketed for texting and driving. The penalties are \$30 plus court costs for a first offense and \$60 for a second offense.

"It's a step in the right direction. We would like to see a law that's a little tougher, but we're moving in that direction. The seat belt law started as a secondary offense and slowly got stronger, so maybe we will see this law do that," said Becky Herrin, spokesperson for the Monroe County Sheriff's Office.

The law does have a few holes in it ... big enough to drive a Smart car through.

For one, it's okay to text at a stoplight or anytime to report emergencies or criminal behavior to law enforcement. And the law only bans texting on a handheld device — defined as "manually typing or entering multiple letters ... or sending or reading data ... [such as] texting, emailing and instant messaging." In other words, it's

the stats

According to the National Highway Transportation Safety Administration (NHTSA), texting while driving is the most alarming distraction of all because it not only takes your eyes off the road, but it also occupies your hands and your mind. Studies show sending or reading a text takes your eyes off the road for 4.6 seconds. If you are driving at 55 miles per hour, that is enough time to drive the length of an entire football field — blindfolded.

—Contributed

okay to have a nice long chat with Siri.

The devil will be in such details, plus communicating the law's intricacies to the general public. State Rep. Doug Holder, R-Venice, championed a \$1 million educational campaign against the texting and driving ban, but it was vetoed by Gov. Rick Scott. In the Keys, the Sheriff's Office and the state Department of Health are participating in campaigns to educate the public. Officer Thomas Hill, along with School Resource Deputy Nancy Torrijos, made a special point of explaining the issue to a group at Marathon High School recently. And the Health Department is passing

out "Put It Down" campaign posters.

The other difficulty will be writing the tickets.

"It's somewhat hard to enforce," said attorney Hal Schuhmacher. He said it would be difficult for a deputy to prove, on the spot, whether a person was texting at that particular moment. Deputies may ask to see a driver's phone to verify it, but the request can be declined in the same way a driver could decline to have his or her car searched. The deputy must then establish probable cause to continue. According to state law, only when a crash results in death or personal injury, will a user's billing records be admissible as evidence.

Even though it's difficult to prove a person has been texting and driving, cops will still be on the lookout.

"If you are texting and that causes dangerous driving — such as weaving or crossing over the center line — we can write those tickets," Herrin said, adding that all the officers have been instructed to read the law carefully and advising the public to do so, as well.

"At the very least, this gives the dangers of texting and driving a little bit more visibility. You can't text and drive and still drive well," Herrin said. "If it's that important, then pull over to the side of the road. It's easier to concentrate anyway."



Appendix H – Campaign Media Coverage (*America Noticias – Ateve Miami*)



America Noticias – Ateve Miami – 5 p.m. September 30, 2013 (Left to right: FDOT D6 Secretary Gus Pego, FDOT D6 CTST Coordinator Carlos Sarmiento, FHP Trooper Joe Sanchez)

<http://www.americateve.com/programas-09302013-39417018-114>

Appendix H – Campaign Media Coverage (*CBS - WFOR - Channel 4*)

Texting While Driving Ban Goes Into Effect Tuesday

September 30, 2013 11:11 PM

Reporting Carey Codd

MIAMI (CBSMiami) – Starting Tuesday, it will be illegal to text while driving.

Last May, Governor Rick Scott signed Florida’s texting and driving ban into law in Miami. The law makes texting and driving a secondary offense, which means you have to be pulled over for something else.



“I lost my daughter Dory and I do not want another family to go through this,” said Representative Irving Slosberg at a news conference at SunGuide Transportation Center in Miami.

Slosbert made it his mission to ban texting while driving in Florida after the loss of his daughter in a traffic crash.

After Scott signed the bill, critics said it wasn’t strong enough and would be difficult to enforce let alone prosecute.

“It would just be very hard for the officer to testify with a straight face that person was texting while driving because of the many possibilities including turning off your ringer, turning off your phone,” said attorney Yehuda Bruck who handles traffic tickets in court.

Florida Highway Patrol Trooper Joe Sanchez disagreed.

“It’s a secondary violation. When you’re texting you’re going to fail to keep a single lane, you’re going to speed, you’re going to run a stop sign,” Sanchez said. “That’s the primary law. If you’re texting the officer will just write you another ticket for \$30.”

If you’re ticketed a second time within five years, the penalty will be a moving violation and if you’re involved in an accident, law enforcement can pull your phone records and six points will be added to your drivers license.

Many drivers we spoke with agreed that the law is a good idea.

“If you know you’re gonna get a ticket, it’s gonna make people think twice,” said Rene Arredondo. “Ah, I’ll just wait till I get to the parking lot’ (to send a text.)”

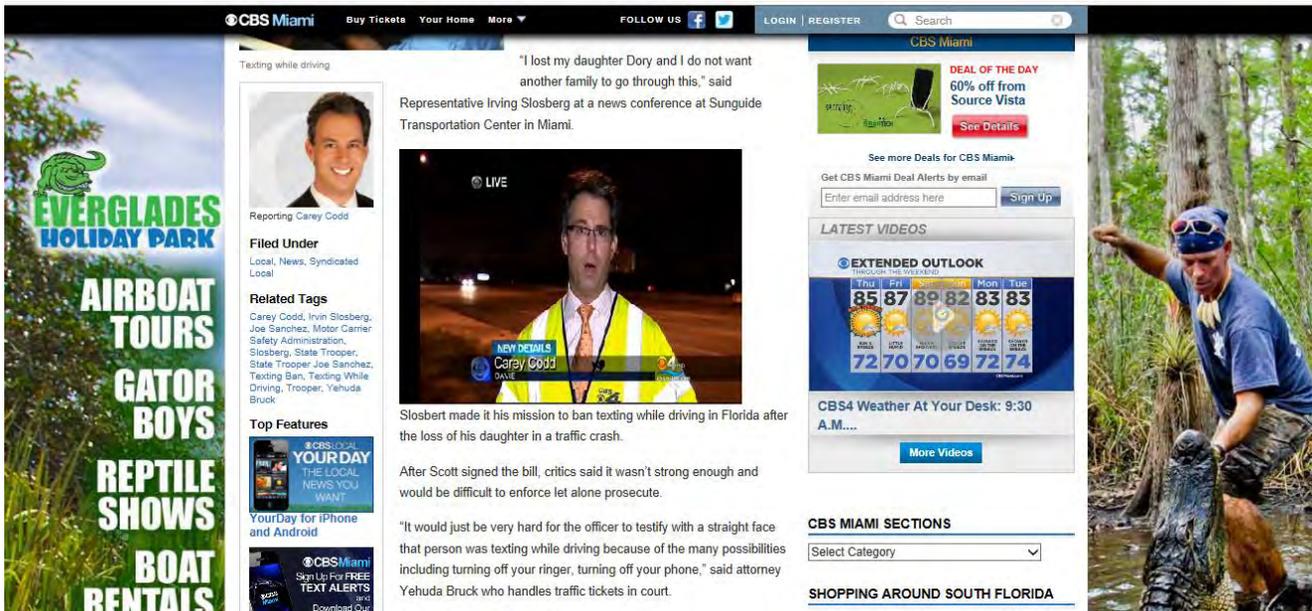
Others who admit texting and driving think the law is overdue.

“If I’m gonna get a ticket, I’m definitely gonna try my best not to do it,” said Chris Knight.

Drivers doing 55 mph and who text take their eyes off the road for almost five seconds can cross the equivalent of a football field while not looking, according to the federal Motor Carrier Safety Administration which regulates the trucking industry.

There were 256,443 reported crashes in Florida in 2012. In 4,841 of those crashes, a driver had been texting or otherwise using an “electronic communication device” while driving, according to a preliminary report from the Florida Department of Highway Safety and Motor Vehicles.

“It is dangerous it is costing live families are selected it is a law and we will enforce it; I’m here to tell you this much, I will personally write you a ticket if you’re texting behind the wheel” said Trooper Joe Sanchez.



The screenshot shows a CBS Miami news article titled "Texting while driving" with a sub-headline "I lost my daughter Dory and I do not want another family to go through this," said Representative Irving Slosberg at a news conference at Sungulde Transportation Center in Miami.

The article features a video of reporter Carey Codd reporting on the issue. Below the video, the text states: "Slosberg made it his mission to ban texting while driving in Florida after the loss of his daughter in a traffic crash. After Scott signed the bill, critics said it wasn't strong enough and would be difficult to enforce let alone prosecute. 'It would just be very hard for the officer to testify with a straight face that person was texting while driving because of the many possibilities including turning off your ringer, turning off your phone,' said attorney Yehuda Bruck who handles traffic tickets in court."

The website interface includes a navigation bar with "CBS Miami", "Buy Tickets", "Your Home", "More", "FOLLOW US" (Facebook, Twitter), "LOGIN | REGISTER", and a search bar. A sidebar on the left promotes "EVERGLADES HOLIDAY PARK" with activities like "AIRBOAT TOURS", "GATOR BOYS", "REPTILE SHOWS", and "BOAT RENTALS". A "DEAL OF THE DAY" banner offers 60% off from Source Vista. A "LATEST VIDEOS" section features an "EXTENDED OUTLOOK" weather forecast for the week of 8/11 to 8/17, with temperatures ranging from 69 to 89 degrees. A "CBS MIAMI SECTIONS" dropdown menu and a "SHOPPING AROUND SOUTH FLORIDA" link are also visible.

Appendix H – Campaign Media Coverage (CBS - WFOR - Channel 4)



CBS 4 Miami – September 30, 2013

<http://miami.cbslocal.com/2013/09/30/texting-while-driving-ban-goes-into-effect-tuesday/>

Texting While Driving Ban Goes Into Effect Tuesday

MIAMI (CBSMiami) – Starting Tuesday, it will be illegal to text while driving.

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“If you know you’re gonna get a ticket, it’s gonna make people think twice,” said Rene Arredondo. “Ah, I’ll just wait till I get to the parking lot’ (to send a text.)”

Others who admit texting and driving think the law is overdue.

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“It is dangerous it is costing live families are selected it is a law and we will enforce it; I’m here to tell you this much, I will personally write you a ticket if you’re texting behind the wheel” said Trooper Joe Sanchez.

Appendix H – Campaign Media Coverage (NBC Channel 6)



NBC 6 South Florida – September 30, 2013

http://www.nbcmiami.com/news/Florida-Texting-and-Driving-Ban-to-Go-Into-Effect-225816011.html?_osource=SocialFlowFB_MIBrand

Florida Texting and Driving Ban Goes Into Effect

Beginning at midnight Monday, South Florida drivers will have to stop texting behind the wheel or they'll face a fine.

However, the statewide ban does not allow officers to pull someone over for texting and driving. The violation is a secondary offense, which can be tacked on to someone stopped for speeding, driving without a seatbelt, or another infraction.

State representative Irv Slosberg says texting and driving is "an epidemic." He described the fight to get the ban on the books as "hand to hand combat."

The fine is \$30 for a first offense, then \$60 plus three points on your license for a second offense within five years.

Slosberg admitted "it's a weak law," but he sees it as a step in the right direction. His own daughter was killed in a car crash in 1996.

"There's not a lot of teeth in the law, however it's a bite of the apple," said Slosberg.

He said he plans to push to make the violation a primary offense.

The Virginia Tech Highway Institute reports a person is 23 times more likely to get into a crash if he or she is texting and driving.

GPS navigation and regular cell phone calls are still permitted. Texting is also permitted when a car is stopped.

Florida is joining 40 other states in the U.S. where it is illegal to text and drive.

The Sunshine State's ban is one of more than two dozen laws passed by the Republican-controlled Legislature that are scheduled to kick in on Tuesday.

Other new laws include a measure that bans welfare recipients from using electronic benefit transfer or EBT at "adult entertainment establishments" such as strip clubs and casinos; a requirement that citizens be given a right to speak at meetings of local government and state executive branch bodies; and a "paper reduction" law that increases the ability of citizens to get information electronically.

Copyright Associated Press / NBC 6 South Florida

Appendix H – Campaign Media Coverage (*Telemundo Channel 51*)



Telemundo 51– September 30, 2013

<http://www.telemundo51.com/noticias/Nueva-ley-prohibe-manejar-y-textear-225809681.html>

Queda prohibido manejar y "textear" Nueva ley prohíbe manejar y "textear"

La ley entra en vigor a partir de este martes en la Florida.

Autor : TELEMUNDO 51 | Fecha: 30/09/2013 | Actualizado: 30/09/2013 11:30 AM EDT

Textear y manejar prohibido en la Florida.

A partir de este próximo martes si te gusta enviar textos al mismo tiempo que manejas estarás en riesgo de ser multado, pues entra en vigor la nueva ley de la Florida que convierte esta práctica cada vez más común en completamente ilegal.

Las multas serán entre 30 y 60 dólares. La ley no es rigurosa con este comportamiento que se considerará una infracción secundaria.

La ley ha sido ampliamente respaldada por la ciudadanía, debido al inmenso número de accidentes que provoca textear mientras se maneja, un acto que reduce la atención y los reflejos de los choferes.

Appendix H – Campaign Media Coverage (*Univision Channel 23*)



Univision 23 Miami– September 30, 2013

<http://miami.univision.com/noticias/miami/video/2013-09-30/florida-prohibe-textear-y-manejar-el-1-de-octubre-textos-mensajes/embed>

Appendix H – Campaign Media Coverage (*WSVN Fox Miami 7*)



(FHP Trooper Joe Sanchez)

WSVN Fox Miami 7– September 30, 2013

<http://www.wsvn.com/news/articles/local/21011825742540/texting-while-driving-ban-begins-tomorrow/>

Texting while driving ban begins tomorrow

WEST MIAMI-DADE, Fla. (WSVN) -- Officials are warning drivers to put away their cell phones before getting behind the wheel as the new texting while driving law goes into effect Tuesday.

"People are on there phones, they are texting, they are facebooking, they are checking in, they are checking out, it's a free for all out there," said District 91 Representative Irving Slosberg.

The Florida Department of Transportation, the Florida Highway Patrol, AT&T and Rep. Slosberg held a news conference Monday morning about the new law, and they shared their frustrations toward the drivers who text behind the wheel. "Ladies and gentlemen, it is dangerous. It is costing lives," said FHP Trooper Joe Sanchez

At the conference, Sanchez said the ban on texting and driving is a secondary law, which means drivers will get ticketed for texting and driving after another law is violated. "Somebody speeding, taking a red light, following too closely, if I observe you texting and driving, not only do I write you a ticket for speeding, I could also write you a ticket under this new state law for the texting ban," said Sanchez.

Officials said people who text and drive are 23 times more likely to get into an accident, and everyday, nine people are killed nationwide and thousands are injured because of texting and driving.

To get the point across of how dangerous it is to text while driving, AT&T takes a video game-type simulator to schools across South Florida where students try to drive and text. "Every single student crashes," said an AT&T representative.

The idea behind the simulator is to get drivers to put down their cell phones and keep both hands on the wheel.

Drivers caught violating the law will be fined \$30.

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APPENDIX I

Other Campaign Coverage

Appendix I – Other Campaign Coverage (*City of Marathon website*)



Home Government Residential/Visitor Information City Forms Employment Document Center Calendar Contact Us

City of Marathon Florida

New Law regarding Distracted Driving

Distracted driving is typified by any mental or physical activity that takes the driver's focus off the task of driving. The Florida crash report allows officers to report driver distraction in the following categories: distracted by electronic communication devices (cell phone, etc), other electronic devices (navigation device, DVD player), other distraction inside the vehicle, external distraction (outside the vehicle), texting or general inattentiveness.

Effective October 1, 2013, texting while driving is a citable offense in the State of Florida. However, there are no grant funds designated for Distracted Driving Programs at this time. Florida has identified Distracted Driving as one of eight traffic safety priority concerns. Visit FDOT's website for more information, or click here.

Events Calendar

August 2013

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |



Distracted Driving?

DID YOU KNOW?

DRIVING + USING A CELL PHONE

Reduces brain activity by 37%

Next time you're behind the wheel, just put it down

EACH DAY IN THE U.S.

80 people are killed or 1,000+ people are injured

TEXTING TAKES YOUR EYES OFF THE ROAD

4.6 seconds

That's like driving the length of a football field at 55 mph **BLIND**

Spread the Word.. New Law Effective October 1, 2013

Upcoming Events

- 10/06 Nov, Wed
- 10/07 Nov, Thu
- 10/08 Nov, Fri
- 10/09 Nov, Sat
- 10/10 Nov, Sun
- 10/11 Nov, Mon
- 10/12 Nov, Tue
- 10/13 Nov, Wed
- 10/14 Nov, Thu
- 10/15 Nov, Fri
- 10/16 Nov, Sat
- 10/17 Nov, Sun
- 10/18 Nov, Mon
- 10/19 Nov, Tue
- 10/20 Nov, Wed
- 10/21 Nov, Thu
- 10/22 Nov, Fri
- 10/23 Nov, Sat
- 10/24 Nov, Sun
- 10/25 Nov, Mon
- 10/26 Nov, Tue
- 10/27 Nov, Wed
- 10/28 Nov, Thu
- 10/29 Nov, Fri
- 10/30 Nov, Sat
- 10/31 Nov, Sun

Job Postings

- Wastewater Plant Operator
- Seasonal Part-Time Marine Tactical
- Part-Time Recreation Specialist

Appendix I – Other Campaign Coverage (*Miami-Dade County Public Schools website*)

The screenshot shows the Miami-Dade County Public Schools website. At the top, there is a navigation bar with links for Discover M-DCPS, Calendars, Committees, Directories, Schools, School Board, Superintendent, and Portal. Below this is a secondary navigation bar with categories: Students, Parents, Employees, and Community. The main content area features a large banner for the "Distracted Driving?" campaign. The banner includes the text "DID YOU KNOW?", "EACH DAY IN THE U.S.", and "Next time you're behind the wheel, just put it down". It also features a graphic of the United States with icons of people and a "put it down" logo. Below the banner, there is a "Welcome to Miami-Dade County Public Schools" section with a brief description of the district. To the right, there are "Highlights" and "Resources" sections with links to various reports and assistance programs.

Appendix I – Other Campaign Coverage (*Florida Memorial University website*)

The screenshot shows the Florida Memorial University website. At the top, there is a navigation bar with links for Prospective Students, Current Students, Faculty & Staff, Alumni & Friends, Visitors, Apply Online, and Giving. Below this is a secondary navigation bar with links for Audit, Academic, Admissions, Campus Life, Library, In The News, Photo Gallery, and Athletics. The main content area features a large banner for the "DON'T TEXT & DRIVE" campaign. The banner includes the text "Florida Department of Transportation District 6 & Florida Memorial University present", "DON'T TEXT & DRIVE", "ROBINSON CIRCLE WEDNESDAY, OCTOBER 9, 2013 10 A.M. - 2 P.M.", and "www.distraction.gov". To the right of the banner is a "CLICK HERE" button. Below the banner, there is a "University Features" section with three featured articles: "Letter from Gov. Scott to students receiving the Florida Resident Access Grant", "Twelfth Annual Scholarship Gala", and "Florida Memorial University's Interim President Assumes Position on July 15th".

Appendix I – Other Campaign Coverage (*Florida's Turnpike Enterprise website*)



Real-time Traffic Updates

REAL-TIME TRAFFIC INFORMATION
For detailed traffic information, including traffic incidents and construction, traffic cameras, message boards, and estimated

SUNPASS
PREPAID TOLL PROGRAM

Centralized Customer Service Center
Forum/Review

Toll Rate Rule Development
Workshop

THERE ARE

- NO CASH TOLL LANES in Miami-Dade County
- NO MORE TOLLBOOTHS

Visit <http://www.flhsmv.gov/eci/> to register your emergency contact information with the Florida Department of Highway Safety and Motor Vehicles. Registering your information helps law enforcement officers notify loved ones if you are involved in a crash or other emergency situation.

Connector Extension of the Central Florida Greenway, Veterans Expressway, the Suncoast Parkway and the Polk Parkway. On average, 1.8 million motorists use Florida's Turnpike each day.

Traveler Information

Florida's Turnpike strives to maintain a strong level of communication with its customers in order to make their experience with us more useful and efficient.

- » **System Descriptions and Maps**
- » **Click here if you received a toll document in the mail and aren't sure what to do next**
- » **What To Do if You Miss Paying a Toll**
- » **Toll Rate Calculator**
- » **Paying Tolls**
- » **State Farm Safety Patrol**

Turnpike News

- » Weekly Lane Closure and Detour Update
- » Work Begins on \$10.2 Million Project at Turnpike I-4 Interchange ~ Additional ramp capacity improves traffic flow in attractions corridor ~
- » Work Begins to Convert Suncoast Parkway to All-Electronic Tolling ~ \$24.2 million project eliminates cash collection by June 2015 ~
- » Night closure for northbound exit ramp to PGA Boulevard (Exit 109) September 3-5
- » Pinellas Bayway Commuter Pass Renewal Period Ends September 30
- » SunPass Now Sold In Vending Machines at Official Florida Welcome Centers ~ The convenience of SunPass NOW even easier to purchase ~
- » For News Archive, visit Press Room

More Useful Links

- » **Contact Numbers for Toll Collector Jobs**

Appendix I – Other Campaign Coverage (*The Dori Slosberg Foundation website*)

The screenshot displays the website for The Dori Slosberg Foundation, which is dedicated to "SAVING LIVES ON OUR ROADWAYS". The navigation menu includes: Home, Mission, Donate, Driver Safety & Driver Education, Parents of Teen Drivers, New Traffic Laws, Events, News, DUI, Photos, Links, and Contact.

Key content elements include:

- Social Media:** A Pinterest widget and a news snippet titled "Lawmaker Proposes Cell Phone Ban For Teen Drivers".
- Video Player:** A video titled "Stop on Red, Kids Ahead" with the subtitle "School Bus Safety Video." The video frame shows a road with a "Divided" sign and "UNPAVED" and "BARRIER" labels.
- Sponsors:** A section featuring the Walmart logo.
- Event Information:** A central announcement for "The Dori Slosberg Foundation's Fall Networking Party" on September 25th, 5:30pm - 7:30pm at Tanzy Restaurant, 301 Plaza Real, Boca Raton, Florida. The text invites attendees to support the foundation's road safety programs.
- Other Content:** A "Survive The Drive" video player and a "Put it Down - Distracted Driving Awareness Campaign" graphic that states "DID YOU KNOW? 77% of all crashes are caused by distracted driving."

Appendix I – Other Campaign Coverage (*Key West Citizen website*)



Key West Citizen - Thursday, September 12, 2013

Texting while driving ban

The state starts enforcing the new Florida law against texting while driving Oct. 1. For more information, visit www.distraction.gov, email carlos.sarmiento@dot.state.fl.us, or call 305-470-5437.

Appendix I – Other Campaign Coverage (*Monroe County Public Schools website*)



Appendix I – Other Campaign Coverage (*City of Miami Springs Twitter page*)



Appendix I – Other Campaign Coverage (*Miami-Dade MPO Facebook page*)



Appendix I – Other Campaign Coverage (Town of Cutler Bay Facebook page)



Appendix I – Other Campaign Coverage (*Miami-Dade MPO email blast*)



City of Miami Baywalk Mobility Plan...



For the second year, the MPO is actively supporting the Florida Department of Transportation (FDOT) District Six “Put it Down” Distracted Driving Campaign in Miami-Dade and Monroe Counties. Did you know that:

- Driving and using a cell phone reduces brain activity by 37%.
- Every day in the US 1,000+ people are injured because of distracted driving.
- 77% of young adult drivers are CONFIDENT they can safely text and drive. 100% of those drivers are putting others at risk.
- Texting and driving makes a crash 23 times more likely.
- At any given moment during daylight hours, 800,000+ drivers are using hand-held phones.
- 40% of American teens have been in a car when the driver used a cell phone in a way that put people in danger.
- Texting takes your eyes from the road 4.6 seconds. That’s like driving 55 mph for the length of an entire football field, blind.
- Distractions are a factor in up to 8 out of 10 crashes.

For more information regarding this campaign contact Carlos Sarmiento, FDOT District Six Community Traffic Safety Coordinator, at (305) 470-5437 or via email at carlos.sarmiento@dot.state.fl.us

Appendix I – Other Campaign Coverage (*Florida Health - Monroe County email blast*)



Subject: Weekly Safety Tip – “Florida Ban on Texting While Driving Law”

In this week’s tip we discuss the “Florida Ban on Texting While Driving Law” that takes effect on October 1st. The new law makes texting while driving a non-moving violation and is enforceable as a secondary offense – meaning that a Law Enforcement Officer needs to first identify a primary traffic violation to make the stop. Currently, 41 states ban text messaging for all drivers and all but 4 have primary enforcement.

A provision in the new law allows Law Enforcement to obtain your phone records and use those records to confirm that the driver was texting at the time of a crash involving death or bodily injury.

*An example why should you be concerned about a non-moving traffic ticket for texting? Other than the obvious dangers involved, consider this: about two weeks ago a Court in New Jersey ruled in the Plaintiff’s favor when phone records determined that the Defendant was texting at the time they were involved in a serious accident. After learning that the Defendant driver was also texting when the crash occurred, the Plaintiff filed a lawsuit against the texting driver AND the person the Defendant driver was texting – **AND WON.***

Some Sobering Data on Texting While Driving:

- *Texting while driving increases your risk of an accident by as much as 23 times.*
- *At any given daylight moment across America, about 660,000 drivers are using cell phones or manipulating electronic devices while driving.*
- *As of December 2012, 171.3 billion text messages were sent in the U.S.*
- *A quarter of teens respond to a text message once or more every time they drive.*
- *20 percent of teens and 10 percent of parents admit they have extended, multi-message text conversations while driving.*
- *Sending or receiving a text takes a driver’s eyes from the road for an average of 4.6 seconds, the equivalent –at 55mph-of driving the length of a football field blind.*

Florida Health, Monroe County is proud to partner with the Florida Department of Transportation in supporting the “Put It Down” campaign designed to provide information on the Dangers of Texting While Driving!

Andrew M. Bulla

Administrative Services

Florida Health Monroe County

1100 Simonton Street, Key West, Fla. 33040

Ph. 305.809.5637 - Cell 305.890.6082

Andrew_Bulla@doh.state.fl.us

Please note: Florida has a very broad public records law. Most written communications to or from state officials regarding state business are public records available to the public and media upon request. Your e-mail communications may therefore be subject to public disclosure.

Appendix I - Other Campaign Coverage (*Miami-Dade County email blasts*)

If you are having trouble viewing this email, please click [here](#).

WHAT'S NEW



Don't put it all on the line for a text message

Here's a mind-boggling fact: 77 percent of young adult drivers are confident they can safely text while driving. That sense of confidence may have cost Mariah  her life. She was reading a text that said "Where u at" when she drove into oncoming traffic. So the next time you're driving, keep your eyes on the road, your hands on the wheel, and your phone put away. A law banning texting while driving takes effect Oct. 1 and violators face fines and points on their license. So do the smart thing with your smartphone when you're behind the wheel and Put it Down .



Friends don't let friends text and drive

Over the last few weeks, you've learned about Mariah, Xavier and Ashley—real people who have been victims of texting while driving. Their stories are all too familiar to law enforcement officers like Missouri State Trooper Grant Hendricks, who is featured in this [brief documentary](#)  on the dangers of texting while driving. Because 40 percent of American teens  have been in a car when a driver used a cellphone in a manner that endangered others, watching this video with your kid might be the most important eight minutes you'll spend together.



Appendix I – Other Campaign Coverage (*Baptist Health South Florida Facebook and Twitter pages*)



Appendix I – Other Campaign Coverage (Monroe County Tax Collector website)

Monroe County Tax Collector
Honorable Danise D. Henriquez

Please send us your comments....

E-mail Address:
Comments:
Send

Popular Online Services

- Pay Real Property Taxes
- Pay Tangible Property Taxes
- Pay Local Business Taxes (Occupational License)
- Pay Tourist Development Tax
- Renew Vehicle/Vessel Registration
- Purchase a Hunting or Fishing License
- Tax Certificate Sale
- Purchase County Held Certificates

Search Records

- Search Real Property Records
- Search Tangible Records
- Search Tax Certificates
- Search Local Business Taxes
- View Your Payment history
- Hunting and Fishing
- Tags
- Get E-mailed Tax Bills

Honorable Danise Henriquez
Monroe County Tax Collector
1200 Truman Avenue, Suite 101
Key West, FL 33040

Mailing Address:
Honorable Danise D. Henriquez
PO Box 1129
Key West, FL 33041-1129

Distracted Driving?

DID YOU KNOW?

DRIVING + USING A CELL PHONE

EACH DAY IN THE U.S.

Next time you're behind the wheel, just put it down

New Law Effective Oct. 1, 2013

How will you leave your mark on the world?

put  down
it

Prepared by:

Media Relations Group, LLC