DISTRACTED DRIVING AWARENESS CAMPAIGN

2014 Campaign Summary Report

FLORIDA DEPARTMENT OF TRANSPORTATION
District Six
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ANNUAL SUMMARY REPORT

This summary report is an outline of the "Put it Down" Distracted Driving Awareness Campaign that was implemented for the Florida Department of Transportation (FDOT) District Six throughout the months of July to November 2014. 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 continues 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 focuses on helping drivers:

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

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

1.2 CAMPAIGN TEAM

The team was led by the District Six Community Traffic Safety Program Coordinator, Carlos Sarmiento, and District Six Public Information Officer, Maribel Lena. The consulting firm that facilitated the 2014 campaign was Media Relations Group, LLC. One additional consulting firm, Infinite Source Communications, was used as a resource for printing and delivery of materials.

The first meeting of the 2014 team was held in April 2014. 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 team was given the following scope of work to achieve these goals:

- Further develop "Put it Down" logo/brand and messaging and produce all relevant collateral materials
- Partnership development and regular team progress meetings with FDOT CTST Coordinator
- 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 email 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. Copies of these forms would be kept by the driver and serve as a tangible reminder of the dangers of distracted driving. Through the leadership of the campaign partners, the commitment to the no-texting pledge was successful in gaining support of the campaign and its overall goals.

CAMPAIGN PLEDGE FORM

2.1 GOAL COMPARISON – PAST FOUR YEARS

	2011	2012	2013	2014
PARTNERS	7	13	40	98
OUTREACH EVENTS	14	22	40	73
NEWS CLIPS	4	13	28	25
CAMPAIGN IMPRESSIONS	3.1 million*	6 million *	40.3 million*	38.6 million*

Using data from partner surveys, an estimated 38,689,244 people were reached during the 2014 campaign. **Numbers reported by partners as of November 25, 2014; does not include every instance of people who viewed the campaign posters, articles and some news stories.*

3.0 PARTNERSHIP DEVELOPMENT

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

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

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

3.1 STRATEGY AND APPROACH

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

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

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 CAMPAIGN PARTNERS

The partners' logos were included in many of the collaterals materials, including the campaign posters and email 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 31, 2014 in Miami-Dade County at the FDOT District Six Auditorium, and August 14, 2014 in Monroe County at the FDOT Marathon Operations Center. Below is a list of the partners that joined the 2014 Distracted Driving Awareness Campaign.

- AAA/Traffic Safety Foundation
- AT&T
- Baptist Health South Florida
- Barry University
- Carnival Cruise Lines*
- City of Aventura*
- City of Aventura Police*
- City of Coral Gables*
- City of Coral Gables Police*
- City of Doral*
- City of Florida City*
- City of Hialeah*
- City of Hialeah Police Department*
- City of Homestead*
- City of Islamorada, Village of Islands
- City of Islamorada Fire Rescue
- 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
- City of Miami*
- City of Miami Beach*
- City of Miami Beach Police*
- City of Miami Gardens*
- City of Miami Springs*
- City of North Miami*
- City of North Miami Beach*
- City of Opa-Locka*
- City of South Miami*
- City of South Miami Police*
- City of Sweetwater*
- Florida Department of Health
- Florida Department of Highway Safety and Motor Vehicles (FLHSMV)
- Florida Department of Transportation (District Six)*
- FDOT District Six - Community Traffic Safety Teams
- Florida Highway Patrol (FHP)
- Florida International University
- Florida Keys Scenic Corridor Alliance*
- Florida Memorial University
- Florida's Turnpike Enterprise
- Green Mobility Network
- Jackson Health System*
- Key Largo Chamber of Commerce*
- Lower Keys Medical Center
- MADD - Mothers Against Drunk Driving*
- Mercy Hospital
- Miami Children's Hospital*
- Miami Dade College
- Miami Dade College - Hialeah Campus
- Miami Dade College - Homestead Campus
- Miami Dade College - InterAmerican Campus
- Miami Dade College - Kendall Campus
- Miami Dade College - Medical Campus
- Miami Dade College - North Campus
- Miami Dade College - West Campus
- Miami Dade College - Wolfson Campus
- Miami Shores Village*
- Miami-Dade County
- Miami-Dade County Public Schools
- Miami-Dade County Transit
- Miami-Dade Metropolitan Planning Organization (MPO)
- Miami-Dade Police Department*
- Monroe County
- Monroe County Fire Department
- Monroe County School District
- Monroe County Sheriff's Department
- Monroe County Tax Collector
- North Bay Village*

- Publix Supermarkets*
- SADD - Students Against Destructive Decisions*
- South Florida Commuter Services
- St. Thomas University*
- The Dori Slosberg Foundation
- Town of Cutler Bay*
- Town of Medley*
- Town of Medley Police Department*
- Town of Miami Lakes*
- Town of Surfside*
- Town of Surfside Police Department*
- University of Miami Parking & Transportation
- University of Miami Police Department
- University of Miami Student Services
- Verizon Wireless
- Village of Bal Harbour*
- Village of Bal Harbour Police Department*
- Village of Biscayne Park*
- Village of Biscayne Park Police Department*
- Village of El Portal*
- Village of Indian Creek*
- Village of Key Biscayne*
- Village of Key Biscayne Police Department*
- Village of Pinecrest*
- Village of Pinecrest Police*
- Virginia Gardens Police Department*
- zMotion Foundation

*denotes new partner

3.3 PARTNERSHIP CONTRIBUTIONS

Following is an overview of each partner's contributions and involvement throughout the campaign (August to November 2014).

- **AAA/Traffic Safety Foundation**
  - Campaign posters were displayed within AAA offices reaching 3,500 people.
  - The AAA Distracted Driving Simulator was displayed at several outreach events reaching more than 14,000 people.
- **Barry University**
  - Approximately 20 posters were displayed throughout campus, including the residence halls where more than 1,400 students live.
  - Campaign email blasts were distributed to 111,100 people.
  - A Campus Safety Day event was hosted, with more than 300 participants.
  - TV monitor images were shown on campus reaching more than 1,300 people.
- **City of Aventura and City of Aventura Police Department**
  - Campaign messaging was disseminated with email blasts to 50 recipients and on social media to 700 followers.
  - Posters and fliers were displayed in the lobbies of both City Hall and the police department reaching at least 300 people daily.
  - An Electronic Message Board displayed along US 1 (Biscayne Blvd) with campaign messaging reached more than 100,000 daily drivers.
  - Instructional information was sent to officers enforcing texting laws via email.
- **City of Coral Gables Police**
  - Posters were displayed in the lobby of the police department reaching approximately 1,000 people.
  - Officers (130) were also advised about the campaign during roll call.
- **City of Doral**
  - On September 19, the city hosted a "Put it Down" Pledge Event for the community, its elected officials and the city manager to sign a banner to pledge support of the campaign.
  - The email messaging was sent out to more than 8,000 individuals and a press release was distributed to 70 media contacts.

  - Facebook and Twitter were utilized reaching more than 10,700 people.
- **City of Florida City**
  - Campaign posters were located in the Utility Payment Lobby (reaching approximately 300 people), in the Building & Zoning Lobby (reaching approximately 80 people) and in the Police Department Lobby (reaching approximately 50 people).
  - Email blasts were also sent to a list of 30 recipients each week.
- **City of Hialeah and City of Hialeah Police Department**
  - Email blasts were distributed to 1,500 individuals internally.
  - Twenty posters were displayed receiving approximately 5,000 views.
  - Facebook was used to send messages to 500 followers.
- **City of Islamorada, Village of Islands and City of Islamorada Fire Rescue**
  - The campaign email blasts were sent externally to 156 recipients and internally to 90 employees.
  - Four posters were displayed in the lobbies of city buildings including the community center, reaching approximately 1,500 people.
  - Web banners were also posted on the city website.
- **City of Key Colony Beach**
  - Five campaign posters were displayed throughout the city in locations such as the post office, City Hall, and Marbie Hall, reaching approximately 2,500 people.
  - Campaign email blasts were sent to 11 employees.
- **City of Layton**
  - The city distributed the email messaging to 120 individuals.
  - Campaign posters were displayed reaching roughly 150 people.
- **City of Miami Beach**
  - The City hosted a Mock DUI & Distracted Driving event at Hebrew Academy on October 23, 2014, for175 students and 30 school staff. City of Miami Beach Commissioner Grieco, South Beach Towing, Tremont Towing, Riverside Gordon Funeral Home, Miami Beach Fire Department, Miami Beach Police Department, Miami Beach Coalition and the Miami Beach Community Traffic Safety Program were all in attendance.
  - The email messaging was sent to approximately 50 individuals.
- **City of Miami Springs**
  - English and Spanish campaign posters were displayed in City Hall, the Rec Center and the Senior Center reaching more than 3,000 views throughout the campaign.
  - Social media messaging was used to reach more than 617 people.
- **City of North Miami Beach**
  - Campaign email blasts were sent externally to 450 individuals and internally to 420 employees during the campaign.
  - Posters were displayed in 14 locations and at all city events reaching more than 40,000 people.
  - Campaign messaging was posted on the intranet and webpage receiving more than 30,200 views.
  - Social media messaging was utilized reaching 420 Facebook followers.
  - TV monitor images were displayed reaching 4,500 people and LED signs reached at least 30,000.
- **City of Sweetwater**
  - Two campaign posters were displayed, one at the Police Department and one in the lobby of City Hall. The posters received approximately 3,000 views.
  - The campaign email blasts were distributed to 1,000 people.

- Facebook was used to distribute campaign messaging to 4,000 followers.

- **FDOT District Six Community Traffic Safety Program/Teams (CTST)**
  - Carlos Sarmiento, the District Six Community Traffic Safety Program Coordinator, disseminated all campaign email blasts to 250 people.
  - Participating CTST teams/members received additional campaign posters, educational and promotional items for internal and external outreach.
- **FDOT District Six**
  - FDOT District Six distributed the email blasts to 500 employees.
  - The posters were displayed and social media was utilized to reach approximately 35,000 individuals.
  - The web banner placed on the fdotmiamidade.com home page as well as the "Put it Down" website received more than 35,000 visits during the campaign.
- **Florida Department of Health (Monroe County)**
  - All email blasts were distributed weekly to 86 DOH-Monroe employees, as well as Monroe County government employees throughout the Florida Keys.
  - Andrew Bulla and Christopher Tittel promoted the campaign during two separate Pirate Radio interviews in August.
  - Andrew Bulla and School Health Coordinator, TalleyAnne Reeb, posed for a publicity shot with campaign posters
  - Christopher Tittel delivered posters to all three area schools reaching 2,533 high school students.
- **Florida Department of Highway Safety and Motor Vehicles (FLHSMV)**
  - Campaign information was posted on FLHSMVs Facebook and Twitter accounts with 35,150 views as well as dispersed at four high schools reaching approximately 3,970 students.
- **Florida Keys Scenic Corridor Alliance**
  - Approximately 200 individuals received weekly campaign email blasts.
  - Campaign posters were displayed reaching 200 individuals.
- **Florida Memorial University**
  - Students in COM 423 - Public Relations Campaign were in charge of coordinating and promoting the campaign and safety event under the professor's supervision.
  - The "Put it Down" event was held on October 28, 2014, reaching more than 300 students.
  - Social media was utilized and student-created videos were posted reaching more than 105,000 people.
  - Campaign email messaging was distributed to 215 recipients on a weekly basis. In addition, FMU sent "Save the Date" reminders for the event via email.
  - Sixty posters were displayed on campus in all three languages reaching more than 1,500 people.
  - A banner created by students was also posted under Announcements in four Blackboard courses (Public Relations Program).
- **Florida's Turnpike Enterprise (FTE)**
  - Twelve campaign posters were displayed at four Turnpike offices reaching a potential audience of 500 per day.
  - Email blasts were distributed to 2,022 recipients on four occasions.
  - The campaign's web banner was displayed on the FTE website, which received approximately 47,000 page views each month throughout the campaign.
  - Turnpike service areas are equipped with a 'service plaza informational display' which consists of three large screen, flat panel monitors. Each plaza contained a

"Put it Down" message or image daily throughout the campaign. The total average traffic for these five plazas was just over 20,000 vehicles per day.

- **Jackson Health System**
  - Jackson Health distributed the campaign email blasts to two lists with 65 and 48 individuals.
  - Campaign web banners and social media messages were also utilized.
- **Key Largo Chamber of Commerce**
  - Key Largo Chamber distributed the email blasts to approximately 450 individuals.
  - The campaign poster was displayed in the Visitor Center lobby which has 80,000 visitors annually.
  - Social media was utilized reaching more than 2,987 people.
- **Lower Keys Medical Center**
  - Email blasts were distributed to approximately 600 recipients.
  - Information was posted on social media sites reaching 587 Facebook and 131 Twitter followers.
- **MADD - Mothers Against Drunk Driving**
  - Approximately 120 recipients received campaign email blasts.
  - Twenty posters were distributed to Palmetto High School and Braddock High School reaching 6,000 students.
- **Mercy Hospital**
  - Mercy's email blasts reached 2,000 recipients.
  - Ten campaign posters were displayed at the hospital reaching approximately 2,000 people.
  - The web banners were placed on the Mercy website reaching approximately 70,500 people (750 views per day).
- **Miami Children's Hospital (MCH)**
  - MCH distributed the email blasts to 3,000 recipients.
  - Two campaign posters were displayed: one at the main entrance of the hospital and the second in the Division of Adolescent Medicine reaching approximately 4,200 people.
  - A web banner was posted on the MCH website which linked to the campaign webpage and reached more than 54,000 people.
  - Social media was also utilized, with a combined reach of more than 281,500 on Facebook and Twitter.
  - The TV monitor image was posted on the hospital's internal television site, MCHTV, reaching more than 3,000 people.
- **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, Kendall, Hialeah, Medical, North, West, and Wolfson reaching thousands of students.
  - Social media messaging and email blasts were disseminated by several of the campuses as well.
- **Miami-Dade County Transit (MDT)**
  - Approximately 20 posters were displayed throughout the Overtown Transit Village building reaching approximately 1,500 people.
  - A web banner was also displayed on the Transit homepage reaching more than 115,400 individuals.

  - MDT used Facebook and Twitter to send out campaign messaging to its 2,278 followers.
- **Miami-Dade County Public Schools**
  - Approximately 800 campaign posters were displayed at 48 senior high schools potentially reaching more than 100,000 students and teachers.
  - Web banners and email blasts were displayed on the District's website, with an approximate 23 million viewers during a 6-week period.
- **Miami-Dade Metropolitan Planning Organization (MPO)**
  - Campaign email blasts were sent to approximately 2,000 recipients.
  - Campaign information and links were included in the October 2014 e-newsletter.
  - Campaign information was posted on the MPO's Facebook page, which has 156 followers.
  - The MPO staffed and distributed information at four campaign events reaching thousands.
- **Miami-Dade Police Department (MDPD)**
  - MDPD staffed seven events where they brought informational materials and interactive activities reaching thousands of people.
- **Monroe County and Monroe County Fire Department**
  - Email blasts were distributed to approximately 700 recipients.
  - Forty campaign posters were displayed during the campaign.
- **Monroe County Sheriff's Department**
  - The department distributed email blasts to 600 recipients.
  - Campaign posters were displayed reaching approximately 2,000 people.
  - Campaign messaging was utilized reaching 14,100 followers.
- **North Bay Village**
  - North Bay Village distributed the email blasts to 60 individuals externally and 100 internally.
  - Web banners were used to reach approximately 1,000 people.
  - Forty campaign posters were displayed.
  - North Bay Village Police Department staffed and distributed information at the Miami-Dade College Safety event at the Kendall Campus on September 30, 2014.
- **Publix Supermarkets**
  - Posters were displayed at each Publix location in Miami-Dade and Broward counties and break rooms at the Miami and Deerfield Warehouse Offices and Distribution Centers, reaching more than 32,000 people.
  - Email blasts were distributed to more than 160 employees.
- **South Florida Commuter Services (SFCS)**
  - SFCS staffed, attended and distributed materials at 27 campaign outreach events reaching thousands and posted one campaign poster.
  - The campaign's web banner was displayed on the SFCS website, which received 11,213 unique visitors during the campaign.
  - SFCS sent email blasts to more than 10,000 participants.
- **The Dori Slosberg Foundation**
  - Campaign email blasts were sent to approximately 25,000 recipients.
  - The Foundation provided literature, materials and staff representation at several campaign outreach events.
  - Campaign information was posted on the Foundation's website and social media pages reaching more than 2,300 people.
- **Town of Cutler Bay**
  - Email blasts were disseminated to approximately 450 recipients.

  - Twenty posters were provided to the local high school where 368 students are enrolled.
  - The Town of Cutler Bay hosted a Halloween event for more than 700 people in conjunction with its own distracted driving awareness campaign.
  - The Town has 20 signs about distracted driving at the parks, schools, along neighborhood roads and at the Town building.
- **Town of Miami Lakes**
  - The campaign posters were displayed at 13 locations reaching approximately 61,200 people.
  - The email messaging was posted on social media reaching 1,330 followers on Facebook and Twitter.
- **University of Miami (UM)**
  - Two posters were displayed during outreach programs twice on campus reaching at least 2,000 people.
  - Campaign email blasts were sent to approximately 15,000 recipients.
  - A campus-wide safety event for students, faculty and staff was held on September 18, 2014, at "The Rock" near the University Center.
  - Multiple articles were published in the Miami Hurricane (student newspaper) and the UMTV news channel, which has a circulation of 10,000.
  - The UM WalkSafe and BikeSafe programs also contributed by distributing email blasts, posting on social media and posting on TV monitors reaching thousands.
- **Verizon Wireless**
  - Verizon Wireless distributed the campaign email blasts to approximately 2,500 recipients and internal messaging to approximately 10,000.
  - During the campaign, Verizon Wireless posted 15 posters reaching approximately 500 people.
  - Social media was used reaching 5,000 people.
- **Village of Bal Harbour Police Department**
  - Four posters were displayed reaching approximately 500 people.
  - Twitter was used to send messaging to 1,382 followers.
- **Village of Biscayne Park and Village of Biscayne Park Police Department**
  - The campaign posters were displayed in the police department lobby receiving approximately 100 views.
  - Facebook was used to spread campaign messaging and the post received 68 views.
- **Village of Pinecrest Police**
  - The email blasts were distributed to 111 people.
  - Six campaign posters were displayed reaching approximately 10,000 people.

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 team was determined to surpass this goal. A total of 73 events were coordinated during the 2014 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 individual partner events, CTST sponsored events/meetings and interviews).

WEEK (2014)	OFFICIAL CAMPAIGN SCHEDULE
JULY 27 – AUGUST 2	• Miami-Dade Partner Kick-Off Meeting (July 31 at FDOT District Six Auditorium)
AUGUST 10 – 16	• Monroe Partner Kick-Off Meeting (August 14 at FDOT Marathon Operations Center)
AUGUST 17 – 23	• Campaign Launch – Send Email Blast #1
AUGUST 24 – 30	• Send Email Blast #2 • Media Availability Event (Friday, August 29 at FDOT District Six Auditorium)
SEPTEMBER 7 – 13	• Send Email Blast #3 • OUTREACH EVENT: Miami-Dade College (Kendall Campus) Student Safety Fair - September 10
SEPTEMBER 14 – 20	• Send Email Blast #4 • OUTREACH EVENT: Miami-Dade College (Medical Campus) Student Safety Fair - September 15 • OUTREACH EVENT: University of Miami Event - September 18
SEPTEMBER 21 – 27	• Send Email Blast #5 • OUTREACH EVENT: Miami-Dade College (Homestead Campus), Campus Safety Day - September 22 • OUTREACH EVENT: Miami-Dade College (West Campus), Campus Safety Day - September 22 • OUTREACH EVENT: Miami-Dade College (Hialeah Campus) Public Safety Day - September 25
SEPTEMBER 28 – OCTOBER 4	• Send Email Blast #6 • OUTREACH EVENT: St. Thomas University Safety Fair/Campaign Day - October 1
OCTOBER 5 - 11	• Send Email Blast #7 • OUTREACH EVENT: Miami-Dade College (InterAmerican Campus) Campus Safety Day - October 6 • OUTREACH EVENT: Miami-Dade College (Wolfson Campus) Campus Safety Day - October 8 • OUTREACH EVENT: Barry University Campus Safety Day - October 9
OCTOBER 12 – 18	• Send Email Blast #8
OCTOBER 19 – 25	• Send Email Blast #9 • National Teen Driver Safety Week • OUTREACH EVENT: Miami-Dade County Public Schools Event – Hialeah Gardens Sr. High School - October 21
OCTOBER 26 – NOVEMEBER 1	• OUTREACH EVENT: Florida Memorial University Event - October 28 • OUTREACH EVENT: Florida International University - Modesto Maidique Campus - October 29
NOVEMBER 2 – 8	• OUTREACH EVENT: Miami-Dade College (North Campus) Campus Safety Day - November 5

5.0 OTHER CAMPAIGN MESSAGING

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

5.1 FDOT DISTRICT SIX'S WEBSITE

FDOT District Six approved the use of its website (under the URL www.fdotmiamidade.com) as a communications resource to promote the 2014 "Put it Down" campaign. The campaign web banner and a short campaign summary were posted prominently on the website's homepage. In addition, the campaign website was posted at www.fdotmiamidade.com/putitdown.

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 Channel 51, Univision Channel 23 and America TeVe Channel 41.

The team also coordinated a media availability event held at the District Six Auditorium on August 29, the weekend prior to Labor Day when higher traffic volumes are in play. The event drew together law enforcement agents, traffic safety experts and others focused on notifying the public about the dangers of distracted driving and the laws in Florida. Florida Highway Patrol Trooper Joe Sanchez and District Six Community Traffic Safety Program Coordinator Carlos Sarmiento served as key note speakers.

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

- **Broadcast/Television**
  - **Fox (WSVN) Channel 7:** On August 29, following a joint news conference by FDOT's Carlos Sarmiento and FHP Trooper Joe Sanchez, Fox-7 aired a segment (5:30 p.m. newscast) about the dangers of texting while driving. The video coverage and an accompanying article were also posted on the station's website.
  - **CBS (WFOR) Channel 4:** On August 29, following a joint news conference by FDOT's Carlos Sarmiento and FHP Trooper Joe Sanchez, CBS-4 aired a segment (6 p.m. newscast) about the dangers of texting while driving.
  - **NBC Channel 6:** On August 29, following a joint news conference by FDOT's Carlos Sarmiento and FHP Trooper Joe Sanchez, NBC-6 aired a segment (6 p.m. newscast) about the dangers of texting while driving.
  - **Telemundo Channel 51:** On August 29, following a joint news conference by FDOT's Carlos Sarmiento and FHP Trooper Joe Sanchez, Telemundo-51 aired a segment 6 p.m. newscast about the dangers of texting while driving.
  - **Univision Channel 23: :** On August 29, following a joint news conference by FDOT's Carlos Sarmiento and FHP Trooper Joe Sanchez, Univision-23 aired a segment (6 p.m. newscast) about the dangers of texting while driving. The video coverage was also posted on the station's website. Univision also did a special segment on the campaign on their national show "En Nuestra Comunidad" which aired September 13 and 14. The segment was pre-recorded with FDOT CTST Coordinator Carlos Sarmiento and MADD Advocate, Ms. Helen Witty.
  - **Mundo Fox Channel 8:** On August 29, following a joint news conference by FDOT's Carlos Sarmiento and FHP Trooper Joe Sanchez, Mundo-Fox aired a segment (5 p.m. newscast) about the dangers of texting while driving.
  - **America Noticias – Ateve:** On August 29, following a joint news conference by FDOT's Carlos Sarmiento and FHP Trooper Joe Sanchez, Ateve aired a segment a (5 p.m. newscast)about the dangers of texting while driving. The video coverage was also posted on the stations website.

- **Radio**
  - **Caracol 1260 AM/La Voz de la Comunidad:** On August 29 and October 25, Carlos Sarmiento was interviewed by phone regarding the "Put it Down" Campaign.
  - **Radio Actualidad 1040 AM:** On August 27 at 3:30 p.m. Carlos Sarmiento was interviewed live on the air with Nino Acosta and Carines Moncada about distracted driving and the campaign.

- **Articles (Newspaper/Magazines)**
  - **Sun-Sentinel**: On October 14, the Sun-Sentinel published an article titled "Parents of kids killed in crashes warn teen drivers," following an event at Flanagan High School focusing on crash prevention.
  - **The Hurricane (UM):** The University of Miami's paper, *The Hurricane*, featured several articles during the campaign. These included an article in the Newsbrief section called "Put it Down Safety Fair" on September 19 and "Safety fair sheds light on reality of distracted driving" on September 21.
  - **Kiddos Magazine:** Kiddos Magazine is a bi-monthly publication that targets the major areas of Miami. The campaign messaging was published in its December 2014/January 2015 issue reaching approximately 22,000 people.

6.0 FUTURE CAMPAIGN GOALS

The 2014 "Put it Down" campaign was an extremely well-received and very successful initiative launched by District Six leadership and the members of the team. As the team 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. New strategic partnerships to be pursued will include: Miami Intermodal Center, Port of Miami, Miami Beacon Council, car rental companies, automobile dealerships, Great Miami Convention & Visitors Bureau and the Greater Miami and the Beaches Hotel Association.

- ***Expanded Presence in Monroe County*** – By continuing to develop strategic partnerships in Monroe County and working with additional partners, the campaign will have an even larger impact in the area. This will increase the dissemination of campaign materials and information via outreach events and existing communications resources to residents of Monroe County during future campaigns.

- ***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.

6.1 CAMPAIGN PROCESSES

In order to efficiently and effectively run a successful campaign in 2015, it is important to designate processes with strategic milestones. A three-tiered campaign plan will simplify the processes as follows:

- ***Pre-Campaign*** – Before the campaign is officially launched, adequate time and efforts are needed to research new safety information, create/develop new collateral materials, solidify existing partnerships and pursue new ones.

  Campaign Run – During the actual campaign run, it is vital to ensure that personnel resources are available for all planned and impromptu campaign events and outreach opportunities. Media opportunities should be continuously pursued to enhance the campaign's presence. Social media collaterals and information should be consistently disseminated to/via campaign partners to further extend the campaign's reach.

- ***Post-Campaign*** – The success of every campaign is measured by the results yielded by its efforts. The "Put it Down" Campaign has shown consistent increase in outreach, partnerships and media exposure. A campaign report not only is a vital document that showcases these accomplishments, but also serves as a reminder for partners on why their input and stewardship make a significant difference.

7.0 CAMPAIGN FEEDBACK

"The campaign was a great success. Looking forward to the campaign again next year."
-Barry University

"Thank you for allowing us to be part of this worthwhile endeavor!"
-City of Key Colony Beach

"Great program. Look forward to being part of it again next year."
-Florida's Turnpike Enterprise

"Great campaign. I received great feedback from email recipients. Thank you."
-MADD - Mothers Against Drunk Driving

"The campaign is really helpful to the school as we trying to keep our students safe from any (harm) and we enjoy working with your organization."
-Miami Dade College West Campus

"Once again, the campaign was a true success under the leadership and passion of Carlos Sarmiento. Congratulations!"
-Miami-Dade County Public Schools

"Effective, great campaign that we look forward to participating with in the future!"
-The Dori Slosberg Foundation

"Important issue and an excellent campaign. We appreciate the opportunity to participate."
-Verizon Wireless

"You are doing a great job. We look to be even more involved next year and we plan on utilizing more of the available materials."
-Village of Pinecrest Police

Appendix A – Campaign Poster: English

Appendix A – Campaign Poster: Spanish

Appendix A – Campaign Poster: Creole

Appendix B – Campaign Email Blasts (Miami-Dade Save the Date)

Put it Down Campaign 2014 View this email in your browser

DRIVING DOWN FATALITIES

SAVE THE DATE

Florida Department of Transportation District Six
2014 Campaign Partner Kick-off Meeting
(Miami-Dade Partners)

WHEN: Thursday, July 31, 2014 from 10 a.m. to 12 p.m.
WHERE: FDOT District Six Auditorium
(1000 NW 111 Avenue, Miami, FL 33172)

Please confirm participation by Friday, July 18,
by clicking the RSVP box below or by contacting
Jeanette Gorgas: jgorgas@mrgmiami.com **(786-239-8862)**

**Monroe Kick-off Meeting Save the Date coming soon

RSVP FOR KICK-OFF HERE

For more information about the Put it Down Campaign,

please visit fdotmiamidade.com/putitdown

Thank you to our dedicated Campaign Partners

Forward to Friend

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Miami, FL 33172

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Appendix B – Campaign Email Blasts (Monroe Save the Date)

Put it Down Campaign 2014 View this email in your browser

DRIVING DOWN FATALITIES

SAVE THE DATE

Florida Department of Transportation District Six
2014 Campaign Partner Kick-off Meeting
(Monroe Partners)

WHEN: Thursday, August 14, 2014 from 10:00 to 12:00 p.m.
WHERE: FDOT Marathon Operations Center
(3100 Overseas Highway, Marathon, FL 33050)

Please confirm participation by Friday, August 8, by clicking the RSVP box below or by contacting Jeanette Gorgas: jgorgas@mrgmiami.com (786-607-3004)

RSVP FOR KICK-OFF HERE

For more information about the Put it Down Campaign, please visit fdotmiamidade.com/putitdown

Thank you to our dedicated Campaign Partners

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Appendix B – Campaign Email Blasts (#1)

For more information about the Put it Down Campaign, please visit fdotmiamidade.com/putitdown

Upcoming Events

Media Availability Event: (Wednesday, August 27, 2014, 10 a.m. to 12 p.m., at FDOT District Six Auditorium

Outreach Event: Miami-Dade College (Kendall Campus) Student Safety Fair (Wednesday, September 10)

Outreach Event: University of Miami (Thursday, September 18, 10 a.m. to 3 p.m.)

Outreach Event: Miami-Dade College (Homestead Campus), Campus Safety Day (Tuesday, September 22, Time 10 a.m. to 2 p.m.)

Outreach Event: Miami-Dade College (Hialeah Campus) Public Safety Day (Thursday September 25, 9 a.m. to 2 p.m.)

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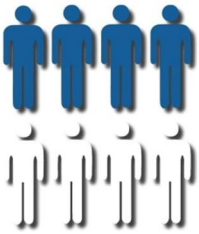
Appendix B – Campaign Email Blasts (#2)

Put it Down Campaign 2014 For digital eblast/video visit: http://eepurl.com/Uoclj

DRIVING DOWN FATALITIES

DID YOU KNOW?



Why is texting so bad?

Texting is the most alarming distraction because it involves manual, visual and cognitive distraction simultaneously.

Drivers spend more than half their time focused on things other than driving.

For more information about the Put it Down Campaign, please visit fdotmiamidade.com/putitdown

Upcoming Events

Media Availability Event: (Friday, August 29, 1 p.m. to 3 p.m., at FDOT District Six Auditorium **NOTE date and time change

Outreach Event: Miami-Dade College (Kendall Campus) Student Safety Fair (Wednesday, September 10, 10 a.m. to 2 p.m.)

Outreach Event: University of Miami (Thursday, September 18, 10 a.m. to 3 p.m.)

Outreach Event: Miami-Dade College (Homestead Campus), Campus Safety Day (Tuesday, September 22, 10 a.m. to 2 p.m.)

Outreach Event: Miami-Dade College (Hialeah Campus) Public Safety Day (Thursday September 25, 9 a.m. to 2 p.m.)

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Appendix B – Campaign Email Blasts (#3)

Put it Down Campaign 2014 View this email in your browser

PUT IT DOWN IT CAN WAIT

DRIVING DOWN FATALITIES

DID YOU KNOW?

Driving while using a cell phone reduces brain activity by 37%

No text is worth your life. Make the smart decision and put down the phone when you are driving.

For more information about the Put it Down Campaign, please visit fdotmiamidade.com/putitdown

Upcoming Events

Outreach Event: Miami-Dade College (Kendall Campus) Student Safety Fair (Wednesday, September 10, 10 a.m. to 2 p.m.)

Outreach Event: University of Miami (Thursday, September 18, 10 a.m. to 3 p.m.)

Outreach Event: Miami-Dade College (West Campus), Campus Safety Day (Monday, September 22, 9 a.m. to 2 p.m.)

Outreach Event: Miami-Dade College (Homestead Campus), Campus Safety Day (Monday, September 22, 10 a.m. to 2 p.m.)

Outreach Event: Miami-Dade College (Hialeah Campus) Public Safety Day (Thursday September 25, 9 a.m. to 2 p.m.)

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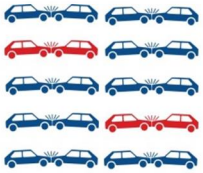
Appendix B – Campaign Email Blasts (#4)

Put it Down Campaign 2014 View this email in your browser

DRIVING DOWN FATALITIES

DID YOU KNOW?

Texting can take your eyes off the road for an average of five seconds. That's like driving the length of a football field, BLIND.



Distractions are a factor in up to 8 in 10 crashes. Don't be part of the majority, just put it down.

For more information about the Put it Down Campaign, please visit fdotmiamidade.com/putitdown

Upcoming Events

Outreach Event: University of Miami (Thursday, September 18, 10 a.m. to 3 p.m.)

Outreach Event: Miami-Dade College (West Campus), Campus Safety Day (Monday, September 22, 9 a.m. to 2 p.m.)

Outreach Event: Miami-Dade College (Homestead Campus), Campus Safety Day (Monday, September 22, 10 a.m. to 2 p.m.)

Outreach Event: Miami-Dade College (Hialeah Campus) Public Safety Day (Thursday, September 25, 9 a.m. to 2 p.m.)

Outreach Event: St. Thomas University Safety Fair/Campaign Day (Wednesday, October 1, 9 a.m. to 2 p.m.)

Outreach Event: Miami-Dade College (InterAmerican Campus) Campus Safety Day (Monday, October 6, 9 a.m. to 2 p.m.)

Outreach Event: Miami-Dade College (Wolfson Campus) Campus Safety Day (Wednesday, October 8, 10 a.m. to 1 p.m.)

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Appendix B – Campaign Email Blasts (#5)

Put it Down Campaign 2014 View this email in your browser

PUT IT DOWN IT CAN WAIT

DRIVING DOWN FATALITIES

DID YOU KNOW?

75% of teens say texting and driving is "common" among their friends.

100,000+ crashes each year involve drivers who are texting. See how a simple text can change not only your life, but the lives of other drivers and their families.

For more information about the Put it Down Campaign, please visit fdotmiamidade.com/putitdown

Upcoming Events

Outreach Event: Miami-Dade College (Hialeah Campus) Public Safety Day (Thursday, September 25, 9 a.m. to 2 p.m.)

Outreach Event: St. Thomas University Safety Fair/Campaign Day (Wednesday, October 1, 9 a.m. to 2 p.m.)

Outreach Event: Miami-Dade College (InterAmerican Campus) Campus Safety Day (Monday, October 6, 9 a.m. to 2 p.m.)

Outreach Event: Miami-Dade College (Wolfson Campus) Campus Safety Day (Wednesday, October 8, 10 a.m. to 1 p.m.)

Outreach Event: Barry University Campus Safety Day (Thursday, October 9, 9 a.m. to 3 p.m.)

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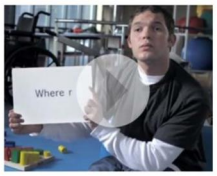
Appendix B – Campaign Email Blasts (#6)

Put it Down Campaign 2014 View this email in your browser

DRIVING DOWN FATALITIES

DID YOU KNOW?



See how Will's life changed after sustaining a serious, permanent brain injury due to texting behind the wheel. No text is worth permanent brain damage.

Distraction contributes to more than 5,000 traffic fatalities each year.

For more information about the Put it Down Campaign, please visit fdotmiamidade.com/putitdown

Upcoming Events

Outreach Event: St. Thomas University Safety Fair/Campaign Day (Wednesday, October 1, 9 a.m. to 2 p.m.)

Outreach Event: Miami-Dade College (InterAmerican Campus) Campus Safety Day (Monday, October 6, 9 a.m. to 2 p.m.)

Outreach Event: Miami-Dade College (Wolfson Campus) Campus Safety Day (Wednesday, October 8, 10 a.m. to 1 p.m.)

Outreach Event: Barry University Campus Safety Day (Thursday, October 9, 9 a.m. to 3 p.m.)

Outreach Event: Florida International University (Modesto Maidique Campus) Event (Wednesday, October 29, 10 a.m. to 3 p.m.)

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Appendix B – Campaign Email Blasts (#7)

Put It Down Campaign 2014 View this email in your browser

DRIVING DOWN FATALITIES

DID YOU KNOW?

The decisions you make behind the wheel can impact you for the rest of your life. Don't make the mistake of texting, driving and endangering someone else.

Drivers who use hand-held devices are 4 times more likely to be seriously injured in a crash

For more information about the Put it Down Campaign, please visit fdotmiamidade.com/putitdown

Upcoming Events

Outreach Event: Miami-Dade College (Wolfson Campus) Campus Safety Day (Wednesday, October 8, 10 a.m. to 1 p.m.)

Outreach Event: Barry University Campus Safety Day (Thursday, October 9, 9 a.m. to 3 p.m.)

Outreach Event: Florida Memorial University Event (Tuesday, October 28, 9:00 a.m. to 3:00 p.m.)

Outreach Event: Florida International University (Modesto Maidique Campus) Event (Wednesday, October 29, 10 a.m. to 3 p.m.)

Outreach Event: Miami-Dade College (North Campus) Campus Safety Day (Wednesday, November 5, 9 a.m. to 2 p.m.)

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Appendix B – Campaign Email Blasts (#8)

Put it Down Campaign 2014 View this email in your browser

DRIVING DOWN FATALITIES

DID YOU KNOW?

77% of young adult drivers are CONFIDENT they can safely text while driving.

Each day in the U.S. at least 9 people are killed and 1,060 people are injured due to distracted driving.

For more information about the Put it Down Campaign, please visit fdotmiamidade.com/putitdown

Upcoming Events

Outreach Event: Florida Memorial University Event (Tuesday, October 28, 9:00 a.m. to 3:00 p.m.)

Outreach Event: Florida International University (Modesto Maidique Campus) Event (Wednesday, October 29, 10 a.m. to 3 p.m.)

Outreach Event: Miami-Dade College (North Campus) Campus Safety Day (Wednesday, November 5, 9 a.m. to 2 p.m.)

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Appendix B – Campaign Email Blasts (#9)

Put it Down Campaign 2014 View this email in your browser

DRIVING DOWN FATALITIES

Poster created by Naomi Cruz, Miami Springs Senior High School (First Place Winner)

Congratulations to the Miami-Dade County Public Schools' 2014 Senior High School Safety Campaign Contest winners.

For more information about the Put it Down Campaign, please visit fdotmiamidade.com/putitdown

Upcoming Events

Outreach Event: Florida Memorial University Event (Tuesday, October 28, 9:00 a.m. to 3:00 p.m.)

Outreach Event: Florida International University (Modesto Maidique Campus) Event (Wednesday, October 29, 10 a.m. to 3 p.m.)

Outreach Event: Miami-Dade College (North Campus) Campus Safety Day (Wednesday, November 5, 9 a.m. to 2 p.m.)

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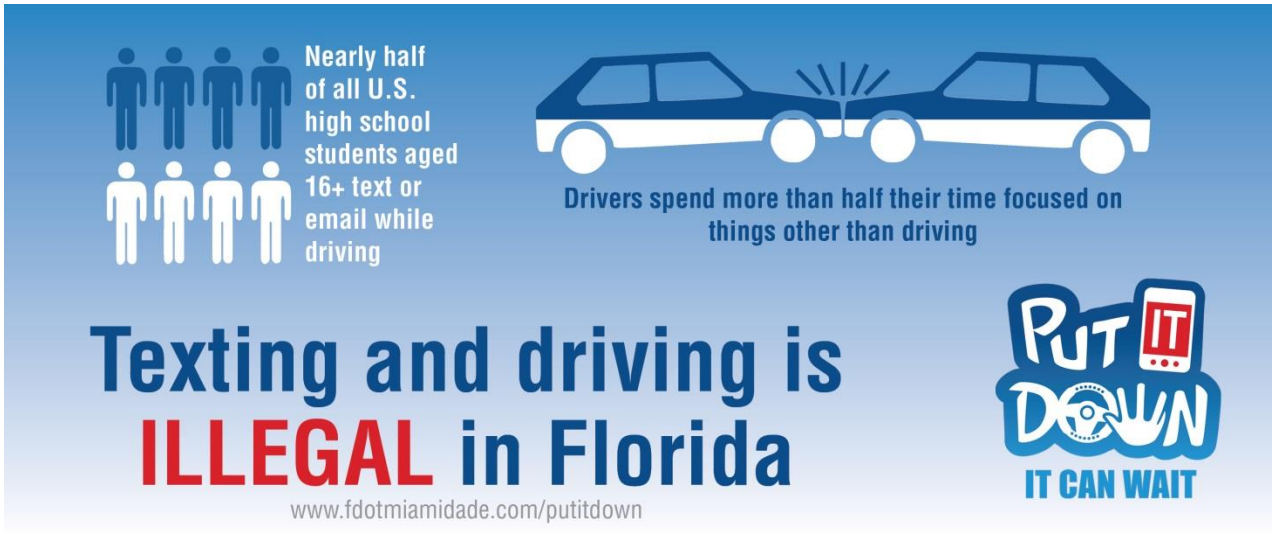
Appendix C – Campaign Web/TV Banners (English)



Appendix C – Campaign Web/TV Banners (Spanish)

Appendix C – Campaign Web/TV Banners (Creole)

Appendix D – Campaign Press Releases (English)

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

August 25, 2014

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

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

Miami - The Florida Department of Transportation (FDOT) will host a Media Availability from 1:30 p.m. – 3:00 p.m., on Friday, August 29, at the District Six Auditorium, located at 1000 NW 111 Avenue, Miami, FL 33172, to announce the re-launch of the "Put it Down" campaign. The campaign serves to inform drivers in Miami-Dade and Monroe counties of the risks of distracted driving and increase awareness of the Florida law banning texting while driving.

Representatives from Florida Highway Patrol (FHP) will be on hand to offer enforcement ride-along opportunities for the media, and a texting and driving simulator will be provided by Miami-Dade County Police Department. Participating campaign partners will also be in attendance to provide educational materials.

The campaign, which targets drivers between 16 and 24, will run from August through November, and includes 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.

"Drivers spend more than half their time focused on things other than driving," said FDOT District Six Secretary Gus Pego. "Our message is simple: next time you're behind the wheel, just Put it Down."

According to the Centers for Disease Control and Prevention (CDC), nearly half of all U.S. high school students ages 16 years or older text or email while driving.

For more information, please visit www.fdotmiamidade.com/putitdown 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.

Appendix D – Campaign Press Releases (Spanish)

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

26 de agosto del 2014

Departamento de Transporte de la Florida Lanza Campaña de Seguridad "Suelte el Celular"

Varias organizaciones a lo largo de los Condados de Miami-Dade y Monroe se unen a esta iniciativa para reducir las distracciones al conducir

Miami - El viernes, 29 de agosto, de 1:30 p.m. a 3:00 p.m., el Departamento de Transporte de la Florida (FDOT) realizará un encuentro con los medios de comunicación en el Auditorio del Distrito Seis del FDOT, ubicado en 1000 NW 111th Avenue, Miami, FL 33172, para anunciar el relanzamiento de la campaña "Suelte el Celular." La campaña tiene como objetivo informar a los conductores en los condados de Miami-Dade y Monroe acerca del peligro de las distracciones al conducir, y aumentar el conocimiento de la nueva ley que prohíbe el enviar mensajes de texto mientras se conduce un auto en la Florida.

Representantes de la Patrulla de Carreteras de la Florida (FHP) estarán presentes, e invitan a los medios de comunicación a acompañarles en sus vehículos para demostrar la detección de conductores distraídos y la aplicación de la ley. Además, el Departamento de Policía del Condado de Miami-Dade presentará un simulador que demuestra el efecto de las distracciones al conducir. Varios representantes de las organizaciones que se han unido a esta iniciativa también estarán presentes y ofrecerán información e materiales educativos.

La campaña está orientada a los conductores jóvenes, entre los 16 y 24 años de edad, y se llevará a cabo entre los meses de agosto y noviembre con una serie de eventos y actividades de alcance comunitario a través de la región. Varias instituciones educativas, agencias y organizaciones se han unido para respaldar la campaña y difundir el mensaje, "Suelte el Celular."

"Los conductores pasan más de la mitad de su tiempo enfocados en algo que no sea conducir," dice Gus Pego, Secretario del Distrito Seis del FDOT. "El mensaje es sencillo: cuando tome el volante, suelte el celular."

Según los Centros para el Control y la Prevención de Enfermedades, casi la mitad de los estudiantes de escuelas secundarias de 16 años o más en los Estados Unidos envían mensajes de texto o correos electrónicos mientras conducen.

Para más información, visite la página Web www.fdotmiamidade.com/putitdown, o comuníquese con Carlos Sarmiento, Coordinador de Programas Comunitarios para la Seguridad Vial, Distrito Seis del FDOT, al (305) 470-5437 o enviando un correo electrónico a carlos.sarmiento@dot.state.fl.us.

www.dot.state.fl.us
***C**onsistent, **P**redictable, **R**epeatable*

Appendix E – Social Media Campaign Messaging

WEEK OF AUGUST 17
Distractions are a factor in up to 8 out of 10 crashes #PutItDown

Texting and driving is ILLEGAL in Florida #PutItDown #ItCanWait

WEEK OF AUGUST 24
Texting = most alarming distraction bc it involves manual, visual & cognitive distraction simultaneously *http://tinyurl.com/lnndhbm* #PutItDown
(Full video link: https://www.youtube.com/watch?v=Aeza_UOfBzI)

Travel safely this Labor Day weekend… Distraction contributes to more than 5,000 traffic fatalities each year #PutItDown

WEEK OF AUGUST 31
Nearly half of all U.S. high school students aged 16+ text or email while driving #PutItDown

Drivers spend more than half their time focused on things other than driving #PutItDown

WEEK OF SEPTEMBER 7
No text is worth your life. Make the smart decision and put down the phone when you are driving http://tinyurl.com/ms5rz8m #PutItDown
(Full video link: https://www.youtube.com/watch?v=KAQzQgcnsEs)

Texting and driving makes a crash 23x more likely #PutItDown

WEEK OF SEPTEMBER 14
Texting and driving can have devastating consequences *http://youtu.be/F__OdGcae84* #PutItDown
(Full video link: http://youtu.be/F__OdGcae84)

At any given moment during daylight hours, 800k+ drivers are using hand-held phones #PutItDown

WEEK OF SEPTEMBER 21
75% of teens say texting and driving is common among their friends http://tinyurl.com/mk95rd8 #PutItDown
(Full video link: https://www.youtube.com/watch?v=RuawMvXHhSE)

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 28

See how Will's life changed after a serious, permanent brain injury due to texting behind the wheel. http://tinyurl.com/kueapbk #PutItDown
(Full video link: https://www.youtube.com/watch?v=i3O1GgSw4SE)

Driving and using a cell phone reduces brain activity by 37% #PutItDown

WEEK OF OCTOBER 5

The decisions you make behind the wheel can impact you for the rest of your life http://tinyurl.com/mfnegcs #PutItDown
(Full video link: https://www.youtube.com/watch?v=PN1eljqxs44)

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 12

Daily 9+ people are killed and 1,060+ are injured due to distracted driving http://tinyurl.com/m59yjoz #PutItDown
(Full video link: https://www.youtube.com/watch?v=gDkwd_io7iU)

Have you been in a car with a driver who is texting and driving? What did you do? #PutItDown

WEEK OF OCTOBER 19

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 26

No call or text is worth dying for. Next time you're behind the wheel, just #PutItDown #ItCanWait

Help spread the word… Distracted Driving is a killer #PutItDown

Appendix F – Campaign Outreach Event Photos

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

Put it Down – Kick-off Event Monroe County

Appendix F – Campaign Outreach Event Photos

Media Availability Event – August 29, 2014

Appendix F – Campaign Outreach Event Photos

University of Miami Safety Event - September 18, 2014 at "The Rock"

Appendix F – Campaign Outreach Event Photos

Miami-Dade College Hialeah Campus Safety Event – September 25, 2014

Barry University Safety Event – October 9, 2014

Appendix F – Campaign Outreach Event Photos

Miami-Dade College Wolfson Campus Safety Event – October 8, 2014

Florida Memorial University Safety Event– October 28, 2014

Appendix G – Campaign Media Coverage (*SunSentinel - Print*)

Parents of kids killed in crashes warn teen drivers

People who lost young loved ones to motor vehicle crashes spoke at Flanagan High School in Pembroke Pines on Tuesday to bring attention to Delete Teen Crashes Day and National Teen Driver Safety Week.

By **Tonya Alanez**,
Sun Sentinel

OCTOBER 14, 2014, 6:15 PM | PEMBROKE PINES

When two Florida Highway Patrol troopers showed up at Lori Smith's door in July with her son's wallet in hand, she thought he was playing video games in his bedroom.

Instead, they were there to inform her that Tyler Smith, 21, had died after he lost control of his motorcycle as he exited an I-595 express lane, crashed into a concrete barrier and fell 20 feet onto the Turnpike.

"He was gone and he was never coming home," Smith, of Coral Springs, told an auditorium full of students at Flanagan High on Tuesday afternoon.

The gathering put a spotlight on Delete Teen Crashes Day. It was one of eight statewide events hosted by the Florida Highway Patrol to emphasize the importance of wearing seat belts, and not speeding, texting or drinking and driving.

"When you're driving, slow down," Smith said. "The laws aren't there to take the fun out of driving; they're there to save your life, save your future."

Smith was one of three parents who shared the pain of losing a child in a motor vehicle crash.

"A student who gets distracted in class gets a failing grade," Sgt. Mark Wysocky told the students. "But in a car, you can lose your life or kill one of your friends."

In 2013 in Florida, 38,000 teen drivers were involved in crashes. Fifty-seven teen drivers died and 9,000 teen drivers were injured in those crashes, Wysocky said.

Drivers younger than 20, Wysocky said, are the age group most likely to text and drive.

Sophie Matellus, 18, a senior at Flanagan, told of how she missed a turn while driving because she was looking at her cellphone. She stopped, backed up without looking, hit a Mercedes-Benz and injured its driver, she said.

"I could have killed him. I could have gotten hurt," Matellus said. "It could have been a really bad situation just because of Snapchat."

Also on hand was Emily Slosberg and her father, state Rep. Irv Slosberg. Emily Slosberg gave an account of the crash she survived but that killed her twin sister, Dori, 18 years ago.

The 14-year-old twins were at a **Boca Raton** bowling alley when they accepted a ride from a 17-year-old boy in February 1996. Nine teens piled into the boy's two-door Honda Civic and headed down Palmetto Park Road at 90 mph.

When the driver lost control and smashed into an oncoming car, five of the teens were killed, including Dori. Another teen was paralyzed; Emily Slosberg suffered a broken leg, pelvis and ribs and a punctured lung.

"Don't get into overcrowded cars, don't speed, don't text and drive," Slosberg told the students. "Be careful. Speak up, because you don't want what happened to me to happen to you."

The event was also a kickoff to National Teen Driver Safety Week, Oct. 19-25.

***tealanez@tribune.com**, 954-356-4542 or Twitter @talanez*

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Appendix G – Campaign Media Coverage (*The Miami Hurricane - Print*)

CAMPUS LIFE

Food vendor serves Mediterranean cuisine

Venue features Kosher dining options

BY LAUREN GOODE
CONTRIBUTING NEWS WRITER

Eli Benhamou stands outside of the Merrick building every day, tempting passersby with the scent of shawarma spices.

His thick, silver beard, yarmulke and warm eyes are recognizable from the seven years he spent working as the head of Oasis, the on-campus Kosher deli that was displaced this year.

Now, he has welcomed students into the world of the Pita Pad, a new Mediterranean food kiosk located between the Merrick and Ferre buildings.

Benhamou is its supervisor – a man who has worked in the food industry for more than 30 years.

Although the kiosk is tucked away in a Jurassic Park-esque niche of campus, Benhamou believes that the location has been fruitful.

"This spot was the only one left on campus to set up the stand; it wasn't selected by me," he said. "Nevertheless, students are constantly passing by and asking what the smell is, inquiring upon what we're selling."

What they're selling is pita and platters – of shawarma, schnitzel (simply called chicken tenders on the menu), and a variety of salads. These salads include eggplant, red cabbage, hummus, tahini and tabouli.

Prices range from $6.99 for a veggie pita to $14.99 for a chicken tender plate. Also present are potato knishes (these run out fast), muffins, chocolates and candies.

The Pita Pad is Kosher – a religious dietary regiment that Benhamou himself has observed his whole life – and is supervised by the Chabad at the University of Miami. Benhamou has gained prior experience with applying Kosher dietary laws in a commercial setting by working as a Kosher rabbi on cruise ships.

TALIA HORVATH // CONTRIBUTING PHOTOGRAPHER
SAVORY SELECTION: New to campus this semester, The Pita Pad serves kosher shawarma and chicken tenders among their other offerings.

Despite the fact that the Pita Pad, like all on-campus dining options, is sponsored by food service company Chartwells, eating at this kiosk feels very personal.

The Pita Pad essentially markets itself with the potent scent wafting from the shawarma grill. The meat rotates on a vertical rotisserie rod and is marinated in 12 spices for 24 hours before portions are stripped for each student.

Customers can also select every salad item and sauce that goes into their pita or platter. Then, the meal is prepared in front of them by Benhamou and his assistant.

Senior Berna Berk, who has eaten at the Pita Pad four times now, said she identifies with the new dining option because of her ancestral origins.

"My family is 100 percent Turkish, and we have a food like shawarma but with a different name in my country," Berk said. "The Pita Pad tasted like my home-cooked meals and is surprisingly very yummy for on-campus food."

However, Benhamou emphasized that the Pita Pad is about more than catering to Kosher students on campus or any one specific culture. Because the food is delivered to campus daily, he says it can be an appealing fresh option for anyone.

"Our motto is to provide fresh and good-tasting food for all students, and we've been very successful here thus far," he said.

This can be seen in Pita Pad's wider appeal, including for vegetarian students.

Junior Smitha Vasan, ordering a meal at the kiosk, said that she came because she has always liked Mediterranean food and had recently heard about it.

"I've been strictly vegetarian for my whole life, so I liked that I was able to order the vegetarian wrap. … I definitely plan on going back," Vasan said. "It's hard to find a lot of options on campus that taste good and adhere to my limitations."

The kiosk opens at 11 a.m. Monday through Friday and closes at 7 p.m. every day except for Friday, when Benhamou closes up shop at 3 p.m. in observance of the Sabbath.

IF YOU GO

WHERE: Outside of the Merrick Building

WHEN: 11 a.m. to 7 p.m. Monday through Thursday, 11 a.m. to 3 p.m. Friday

PAYMENT: Cash, Credit and Cane Card

▸ If you are interested in part-time advertising work for the Pita Pad, email eli.benhamou@gmail.com for more information.

NEWS BRIEFS

AMY SARGEANT // CONTRIBUTING PHOTOGRAPHER
SENSATIONAL SISTER: Lambda Theta Alpha member Lena Habash performs the sorority's stroll during the PartyWalk event of National Pan-Hellenic Council Week Friday.

"PUT IT DOWN" SAFETY FAIR

The Florida Department of Transportation District Six and the University of Miami are partnering for "Put It Down," a safety campaign educating students on the risks of using a phone while driving. The annual safety fair returns to educate on the consequences of distracted driving, and how to ensure safety navigating the roads. The annual safety fair returns to UM from 11 a.m. to 2 p.m. Thursday on the Rock.

IBIS READING SERIES

The Ibis Literary Reading and Performance Series of 2014-2015, sponsored by the College of Arts and Sciences, The English Department the University of Miami Creative Writing Program, will kick off Thursday. A variety of writers and poets from a range of specialties in language, culture, and the narrative have been invited to campus as part of the event. For September, poets Jaswinder Bolina, Neil de la Flor and Oliver de la Paz will be featured. The first Ibis Reading Series will take place at 7 p.m. Thursday at the College of Arts and Sciences Gallery and Conference Center at the Wesley Foundation House.

ICE CREAM PARTY

In honor of Norm Parsons, executive director of the Patti and Allan Herbert Wellness Center, a "Sweet Goodbye" celebration for his retirement will feature an ice cream party at 7 p.m. on Thursday at the Centre Court of the Wellness Center. Students are invited to indulge in a sweet treat while celebrating the work that Parsons has dedicated to the university for over 30 years.

Emily Dabau may be emailed at edabau@themiamihurricane.com.

Appendix G – Campaign Media Coverage (*The Miami Hurricane - Print*)

The Miami HURRICANE.com
Vol. 93, Issue 6 | September 15 - September 17, 2014
STUDENT NEWSPAPER OF THE UNIVERSITY OF MIAMI IN CORAL GABLES, FLORIDA, SINCE 1929

NICK GANGEMI // PHOTO EDITOR

FRESHMAN 15: Freshman quarterback Brad Kaaya (No. 18) prepares for a snap during his third game with the Hurricanes. The Canes defeated Arkansas State University 41-20 during Saturday's game at Sun Life Stadium. Kaaya had a total of 342 yards in this weekend's game alone, the most by a true freshman in UM history.

ON THE MAP
P100 THE CAMPUS TOUR ORGANIZATION IMPLEMENTS NEW, STRICTER RULES PAGE 3

PUT IT DOWN
THE MIAMI HURRICANE STAFF COMMENTS ON TEXTING WHILE DRIVING PAGE 5

FALL FASHION
EDGE OFFERS TOP TIPS ON HOW TO DRESS TO IMPRESS PAGES 8-9

Canes storm Sun Life

Football team's practices made difference for quarterback

BY NEIL DWYER

In the midst of an on-and-off drizzle in the third quarter, Canes quarterback Brad Kaaya threw a rainbow toward wide receiver Phillip Dorsett going long. The pass just flew outside his diving grasp, but by that point it didn't matter.

Kaaya proved that the third time's a charm in a 41-20 win at Sun Life Stadium. He went 16/23 and threw for a grand total of 342 yards – the most by a true freshman in UM history – but more importantly, no interceptions.

Coach Al Golden said that this week's practice is what made the difference for Kaaya.

"I thought his timing was better, his rhythm was better," he said. "I thought our precision on the routes was better. Obviously we gave him enough time to throw."

SEE **FOOTBALL** PAGE 10

Appendix G – Campaign Media Coverage (*The Miami Hurricane - Online*)

21 September 2014

Safety fair sheds light on reality of distracted driving

(http://www.themiamihurricane.com/wp-content/uploads/2014/09/NEWS_SafetyFair_VM.jpg)

Wearing goggles that simulate alcohol impairment, Dean of Students Ricardo Hall attempts to complete a sobriety test. The annual safety fair took place on Thursday at the Rock. This year, the Florida Department of Transportation District Six partnered with UM to promote a "Put It Down" campaign. Victoria McKaba // Staff Photographer

UMPD and Miss UM helped educate the University of Miami's student body about the importance of practicing safe driving at the safety fair Thursday afternoon on the Rock.

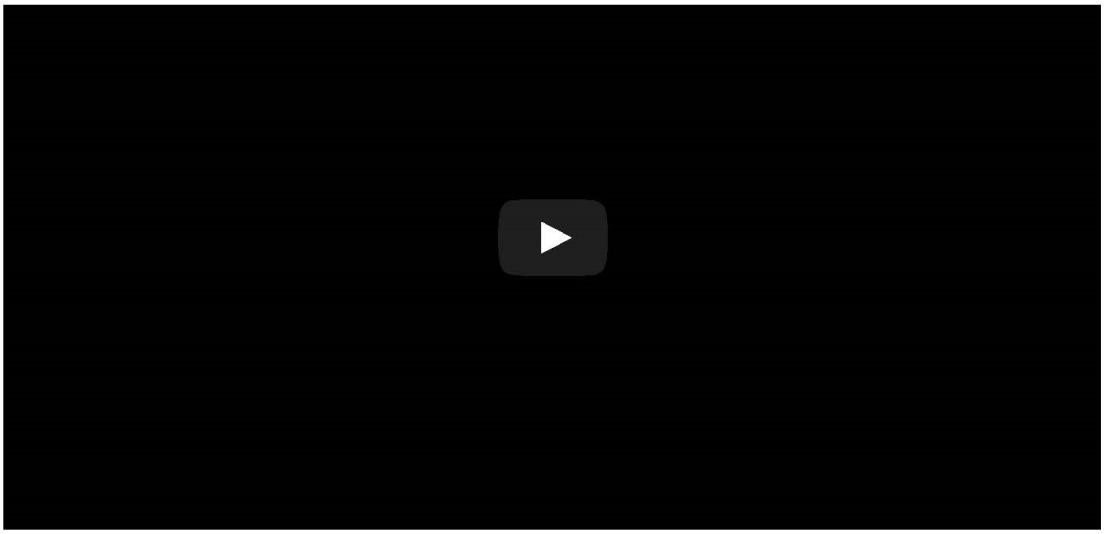
The safety fair, which included educational games and information, focused on the topics of alcohol and texting.

"The safety fair, in addition to general awareness, is also dealing with distracted driving and travel safety," said UMPD Crime Prevention Officer John Gulla. "We target college campuses and ask them to reconsider texting while driving."

Distracted driving is defined as the practice of driving a motor vehicle while engaged in other activities, such as the use of a cellular device.

According to distraction.gov (http://distraction.gov/), distracted driving is considered an epidemic. In 2012, there were 3,328 distracted drivers killed in car crashes. The likelihood of crashing while texting and driving is 23 times more than non-distracted driving.

"It's that one time you look down for a few seconds and you don't get a second chance," Gulla said.



On Oct. 1, 2013, texting while driving became a secondary offense in Florida. A secondary offense means that a driver can only receive a citation if he or she is pulled over for a separate traffic violation that is considered a primary offense, such as speeding or running a red light.

Along with the numerous informational brochures, the safety fair sponsored games to help educate the student body. A simulated driving game allowed people to experience what driving would look and feel like while intoxicated or distracted. Students were also able to watch a crash dummy inside a plastic vehicle that simulated the outcome of various types of car accidents.

Students seemed most enthused, however, to try the special goggles and attempt walking a straight line while "under the influence." The goggles came in different levels of drunkenness, including one to represent four beers and one to represent 10.

"I think it's informative and it puts things in perspective about how much you have to drink to be able to walk," said Jordan Brensilber, a senior majoring in marketing and management.

The safety fair did not only focus on distracted driving or driving under the influence. Making smart choices as a driver and pedestrian were also big topics.

Amber Butler, Miss University of Miami 2014, was in a head-on car accident at age 16.

"A driver did not yield at the light. My car was totaled, and I broke my back…," she said. "We were only going about 30 miles an hour, and the driver had just came from stopping, so he wasn't going that fast."

After her accident, Butler started up her own organization called Responsible and Educated Drivers (RED).

Her message to UM students is to "make responsible choices before you get in the car and make educated choices behind the wheel."

This year's safety fair was a part of the "Put it Down" campaign, which was started in 2011 to educate younger students about the dangers of distracted driving.

AT&T, as well as other cell phone carriers, offer apps like "DriveOff" that prevent distracted driving by shutting off apps while the car is in motion.

Other organizations that tabled at the event were Mothers Against Drunk Driving, the Dori Slosberg Foundation, AAA and 1800234ride.com (http://1800234ride.com/), which is a service that promotes alternative modes to school, as well as various departments of security and transportation safety.

Appendix G – Campaign Media Coverage (*Kiddos Magazine - Print*)

kiddos **technology**

M-DCPS Launches Mobile App For Parents, Students, Employees

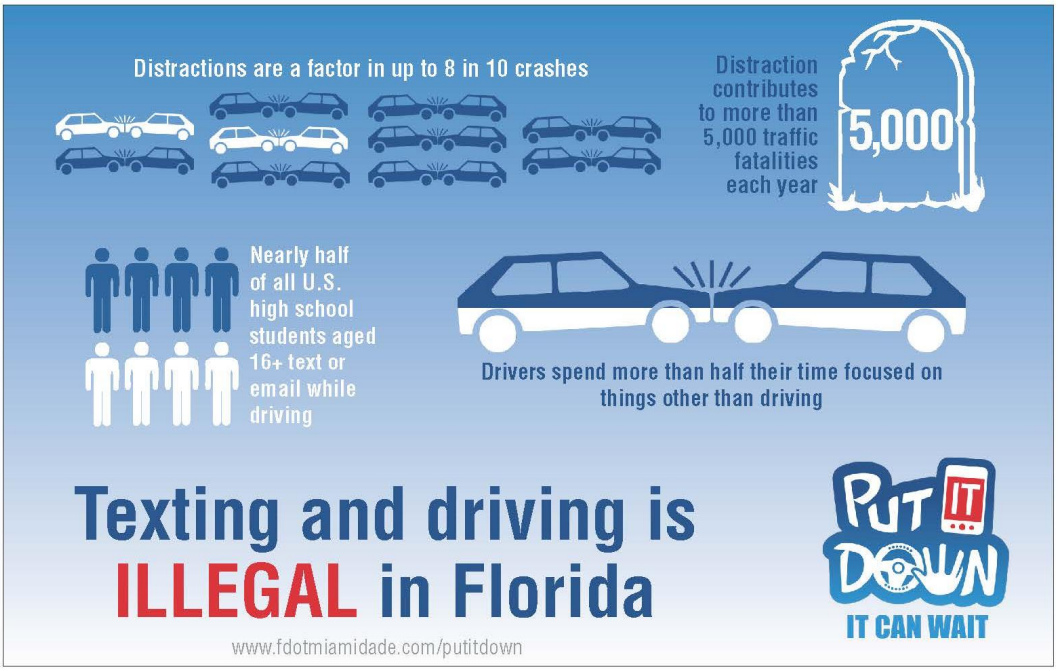
Miami-Dade County Public Schools (M-DCPS) recently launched a new mobile application to provide parents, students, and employees faster access to up-to-date school information. The official Dadeschools Mobile App is now available to download for FREE for iPhone and Android devices.

The mobile app features: student class schedules, bus route information, and report cards; school breakfast and lunch menus; list of all Miami-Dade public schools by school type; school information including school website, photos, school address, phone number, enrollment, school colors, and school hours; functionality to contact school via phone or email; ability to view school location on a map; ability to send text, email or Twitter post of the school's information; ability to receive notifications from M-DCPS; information about The Foundation for New Education Initiatives, Inc. (FNEI); log in using Dadeschools Portal username and password to receive personalized information tailored to parents, students, and employees.

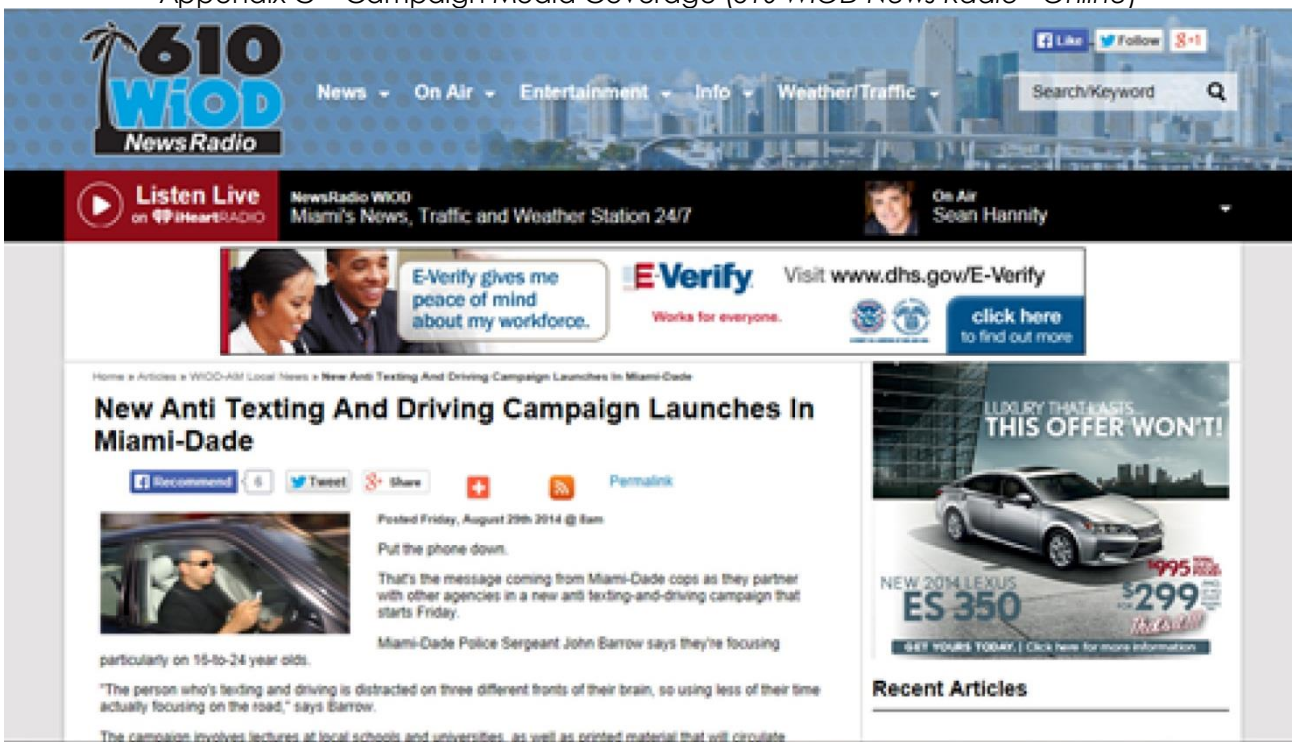
Parents, students and employees can also find information about the Bring Your Own Device (BYOD) program including which devices qualify and how to connect from your school.

Additional features: Additional features will be added throughout the school year.

For more information about M-DCPS Mobil App, please visit dadeschools.net



Appendix G – Campaign Media Coverage (*610 WIOD News Radio - Online*)



Campaign Media Coverage (*WSVN Channel 7 News - Online*)

Appendix G – Campaign Media Coverage (*AmericaTeve - Online*)

ateve
Vie 12 de Sep 2014 | 10:18:32
última actualización 10:15:34 am

PUBLICIDAD
Elkay Water Cooler (8 Gph). Model:...
IT'S NO PIPE DREAM
SHOP PLUMBING ▸
GRAINGER

NOTICIAS | CUBA | VENEZUELA | VIDEOS | PROGRAMAS | ENTRETENIMIENTO | MUNDO

Locales | Venezuela | Nacional | Internacional | Espectáculo | Latinoamérica | Series | Deportes | Insólito | Sexo | Especiales | PR Wire

ateve Infomerciales | teveo Infomerciales | Google™ Búsqueda personalizada

Lanzan campaña "Suelte el celular"

El Departamento de Transporte de la Florida anunció esta tarde en conferencia de prensa el relanzamiento de la campaña "suelte el celular".

29 de Agosto de 2014 , 05:49 pm

Crédito: americateve.com

Fuente : Diana Montaño

29 de Agosto de 2014 , 05:49 pm

PUBLICIDAD
Elkay Water Cooler (8 Gph). Model:...
IT'S NO PIPE DREAM
SHOP PLUMBING ▸
GRAINGER

Ultimas Noticias

Cuba
BALSEROS INTERCEPTADOS POR
Like 26 Tweet 2

Local
Coral Gables tiene nuevo jefe de policía interino
Like 0 Tweet 0

Cuba
Fotos: Los cubanos en el exilio, "un viaje hacia la
Like 0 Tweet 4

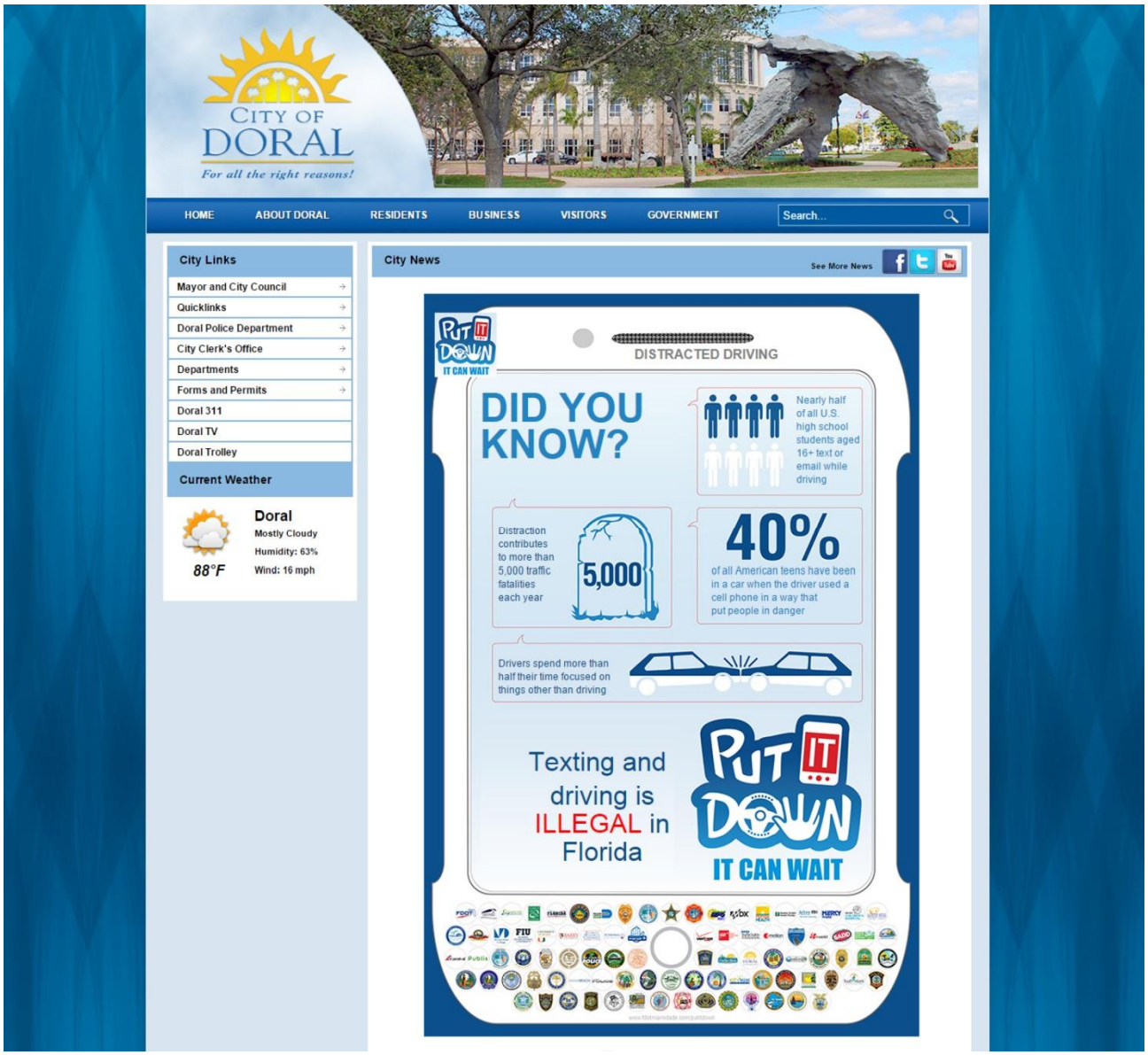
Venezuela
Gobierno de Venezuela repara aviones en USA
Like 0 Tweet 0

PUBLICIDAD
livingsocial
COSTCO WHOLESALE
Costco Wholesale
Fabrecs

Appendix G – Campaign Media Coverage (*Mundo Fox 8 - Online*)

Campaign Media Coverage (*Univision 23 - Online*)

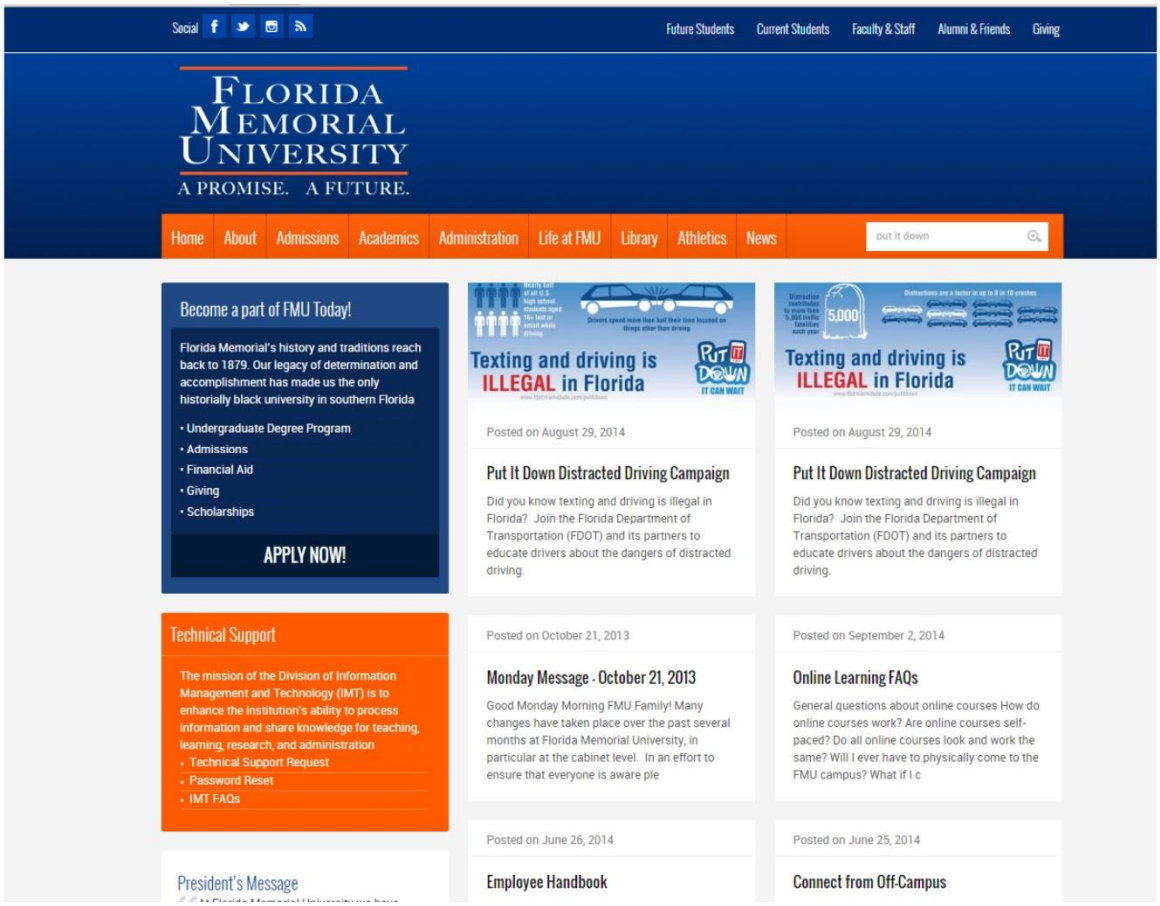
Appendix H – Other Campaign Coverage (City of Doral website)



Appendix H – Other Campaign Coverage (Dori Slosberg Foundation website)

Appendix H – Other Campaign Coverage (Florida Highway Patrol website)

Appendix H – Other Campaign Coverage (Florida Memorial University website)



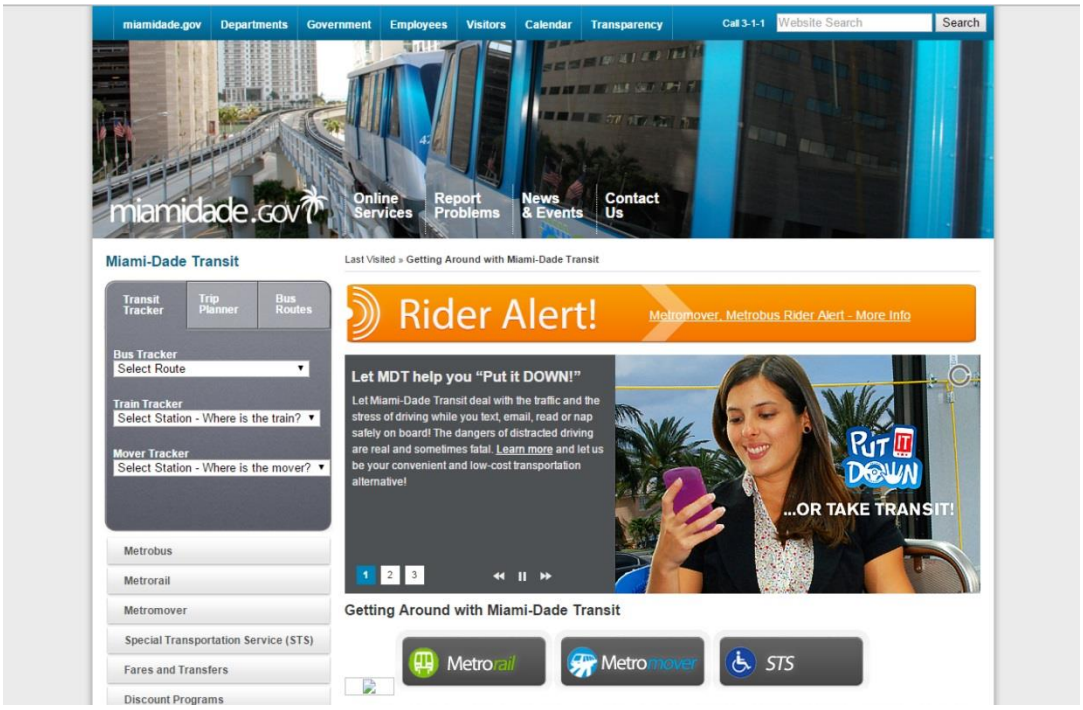
Other Campaign Coverage (Miami-Dade County Public Schools website)

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

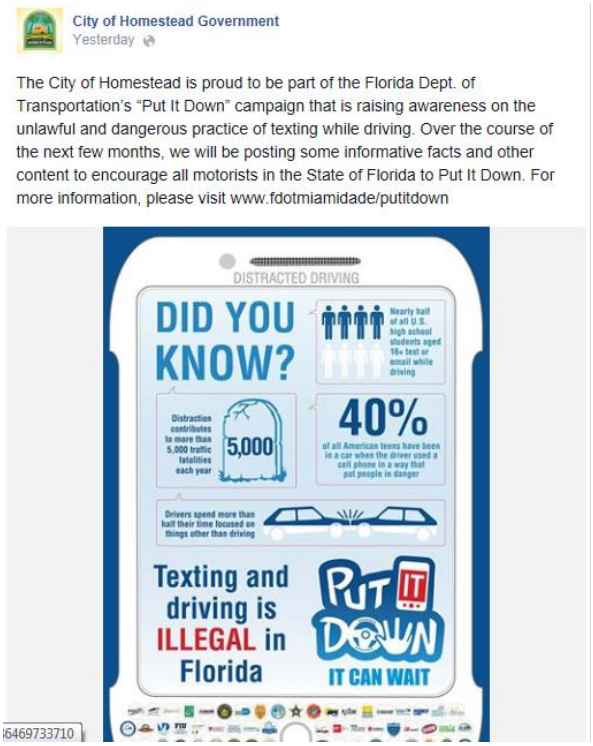
Appendix H – Other Campaign Coverage (Village of Key Biscayne website)

Appendix H – Other Campaign Coverage (Miami Children's Hospital website)

Other Campaign Coverage (Miami-Dade Transit website)



Appendix H – Other Campaign Coverage (City of Homestead Facebook)



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

Appendix H – Other Campaign Coverage (City of Doral Twitter)

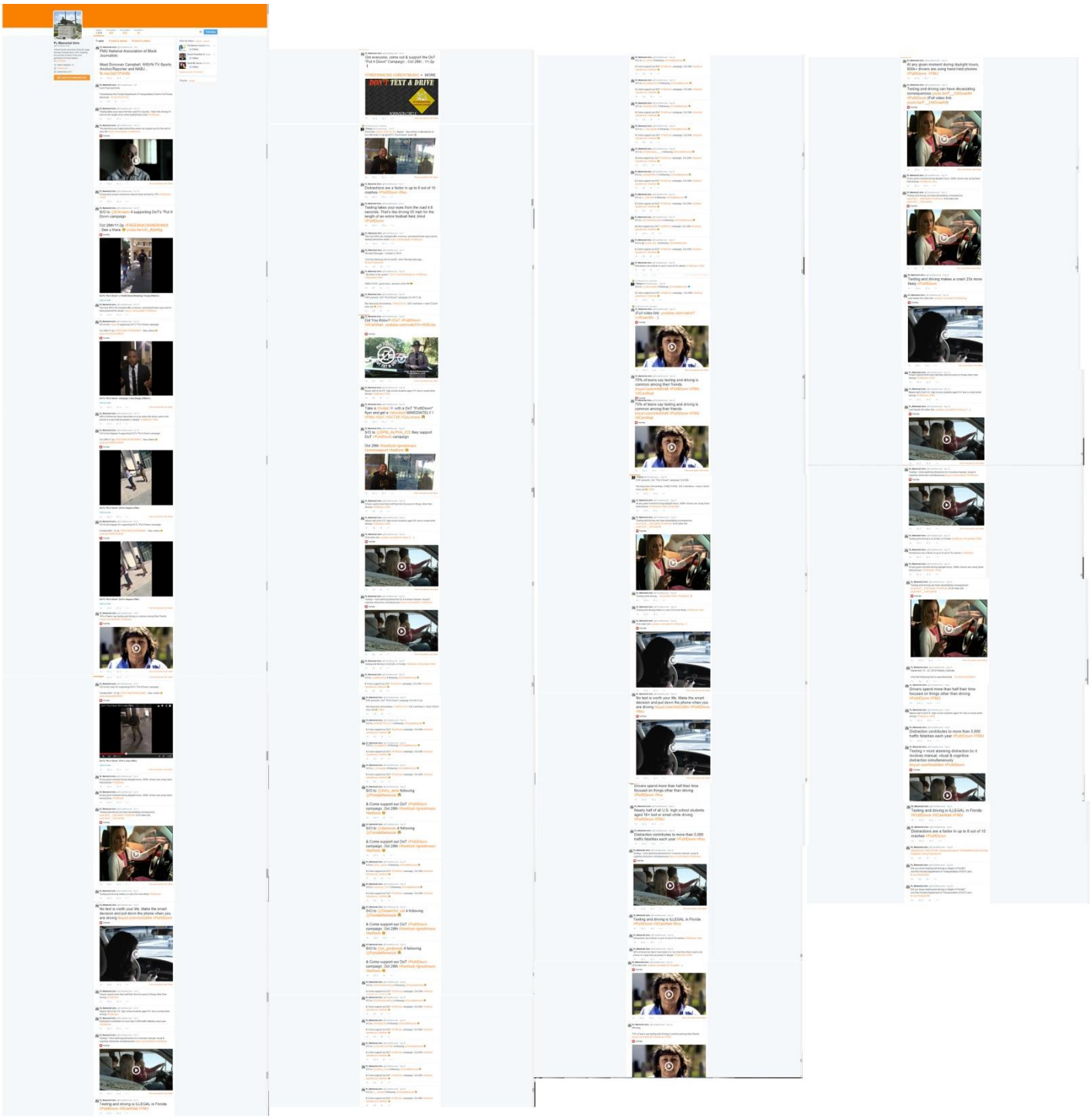
Other Campaign Coverage (Dori Slosberg Foundation Twitter)

Appendix H – Other Campaign Coverage (City of Homestead Facebook)

Other Campaign Coverage (FMU National Society of Collegiate Scholars Facebook)

Appendix H – Other Campaign Coverage (Florida Memorial University Facebook)

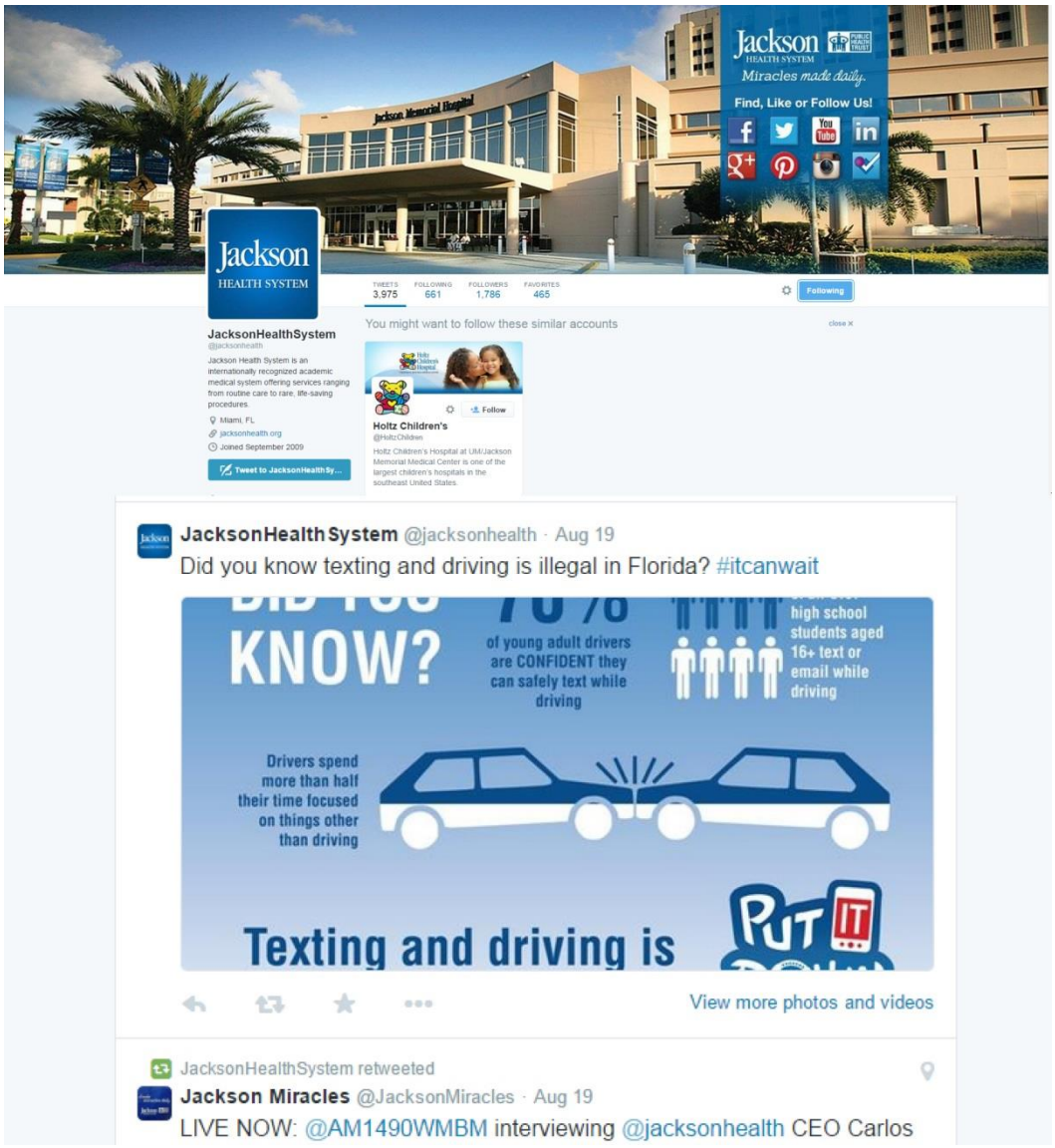
Appendix H – Other Campaign Coverage (Florida Memorial University Twitter)



Appendix H – Other Campaign Coverage (City of Homestead Facebook)

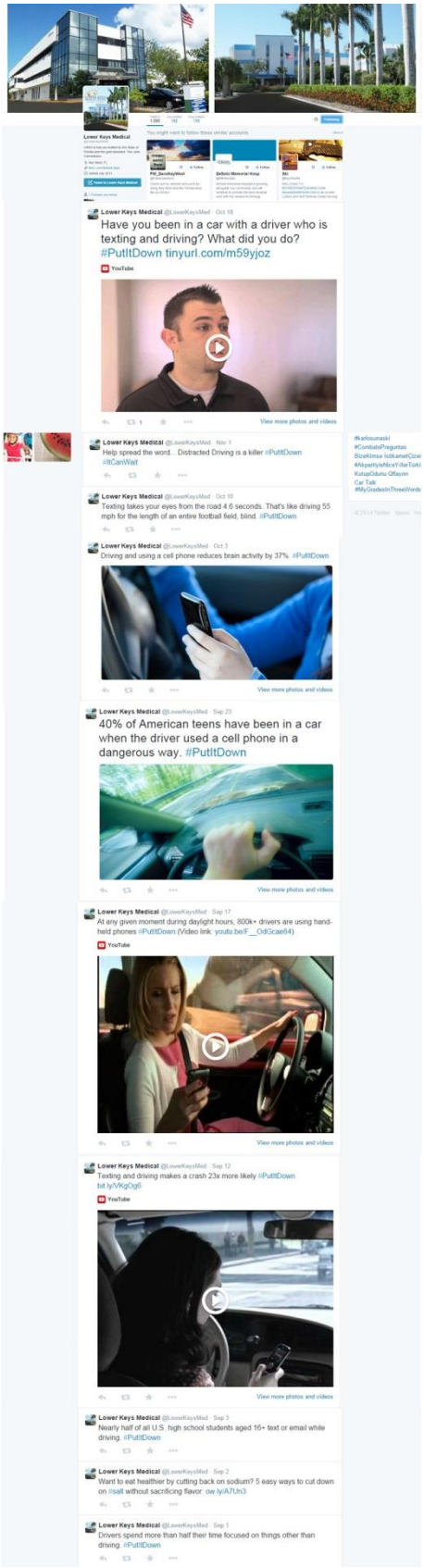
Appendix H – Other Campaign Coverage (Jackson Health System Facebook)

Appendix H – Other Campaign Coverage (Jackson Health System Twitter)



Appendix H – Other Campaign Coverage (City of Key Biscayne Facebook)

Appendix H – Other Campaign Coverage (Lower Keys Medical Center Facebook and Twitter)



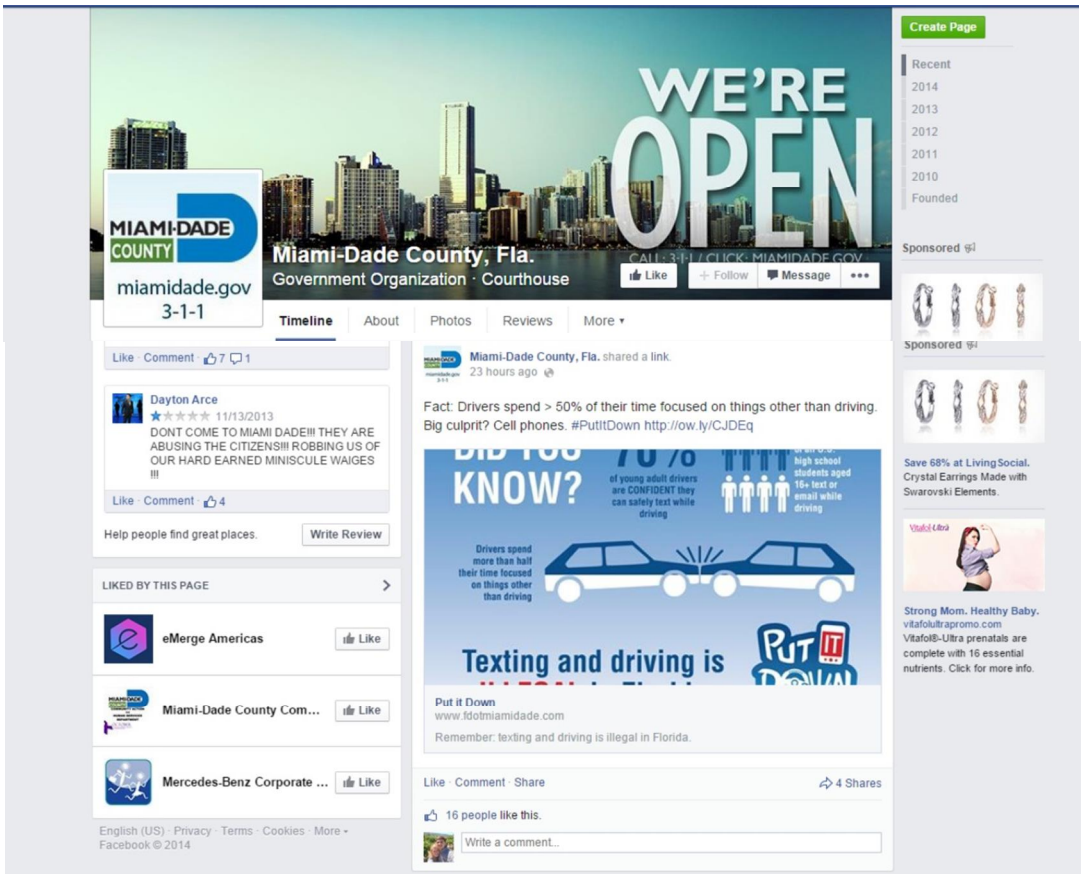
Appendix H – Other Campaign Coverage (Monroe County Sheriff's Office Facebook)

Appendix H – Other Campaign Coverage
(Miami Dade College Homestead Campus Twitter and Facebook)

Appendix H – Other Campaign Coverage
(Miami Dade College InterAmerican Campus Twitter and Facebook)

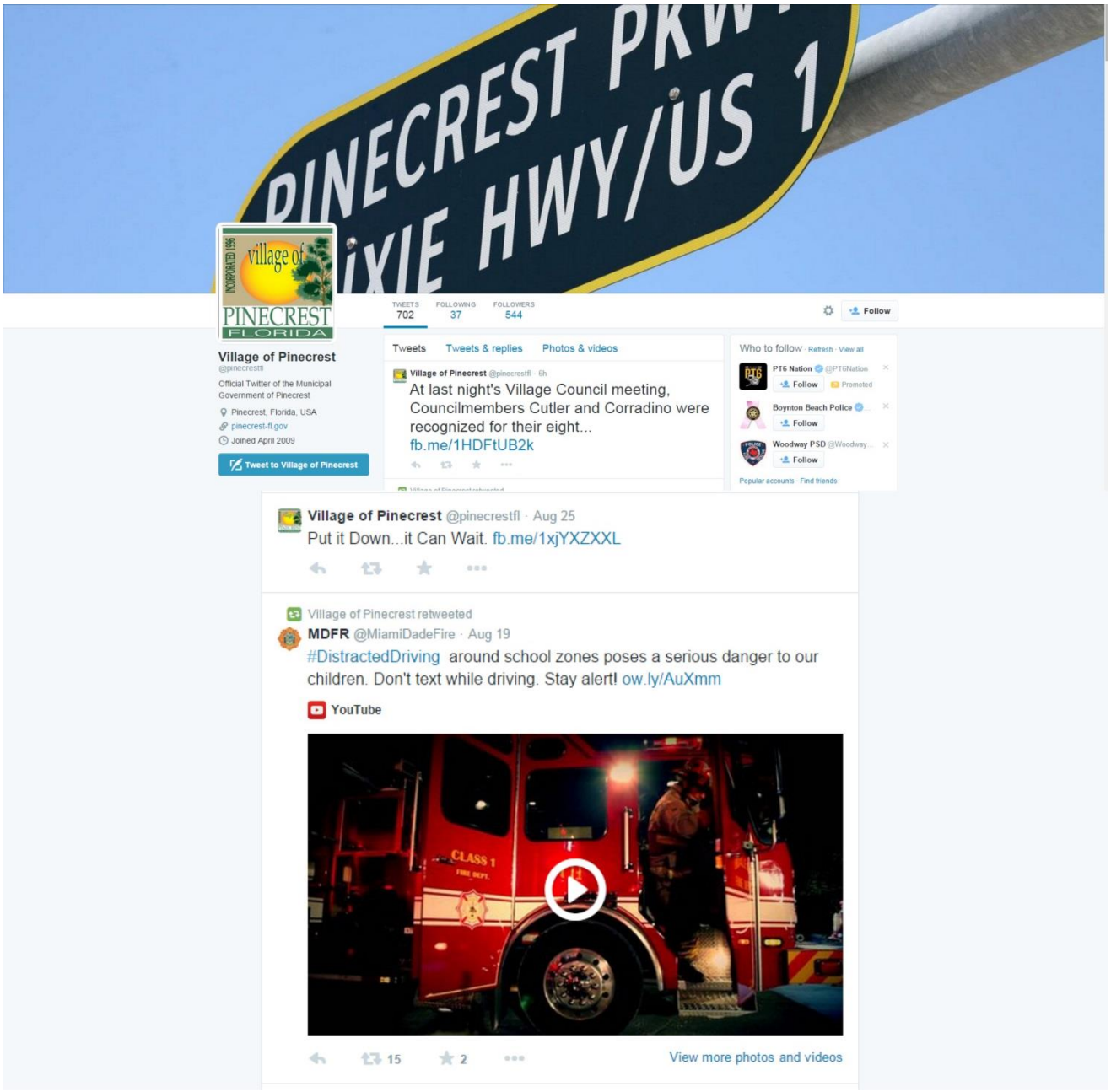
Appendix H – Other Campaign Coverage (Miami Dade College North Campus Twitter)

Appendix H – Other Campaign Coverage (Miami Dade County Facebook and Twitter)



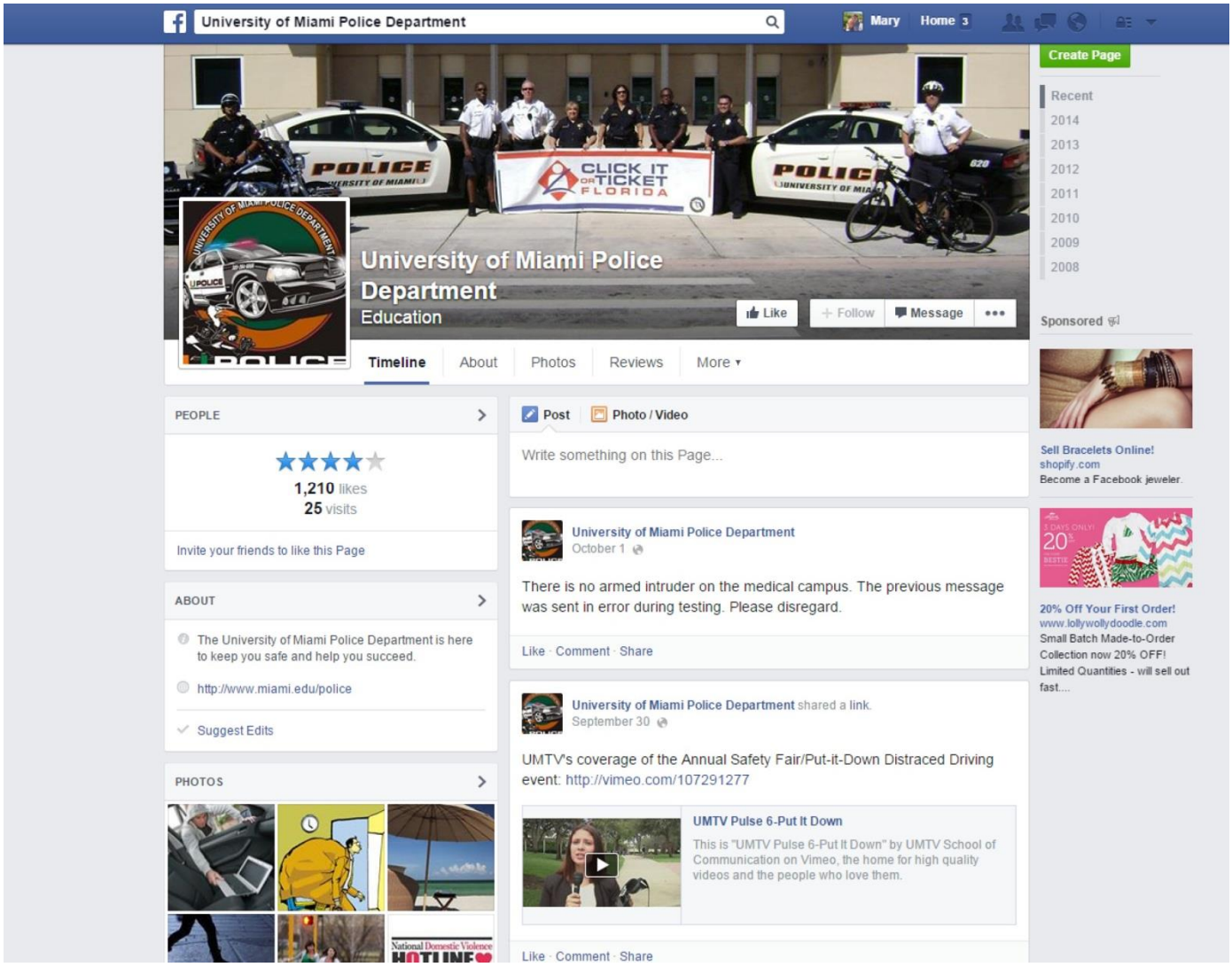
Appendix H – Other Campaign Coverage (Village of Pinecrest Facebook)

Appendix H – Other Campaign Coverage (Village of Pinecrest Twitter)



Appendix H – Other Campaign Coverage (Village of Pinecrest Police Department Facebook)

Appendix H – Other Campaign Coverage (City of Sweetwater Twitter)

Appendix H – Other Campaign Coverage (University of Miami BikeSafe Facebook)

Appendix H – Other Campaign Coverage (University of Miami Police Department Facebook)