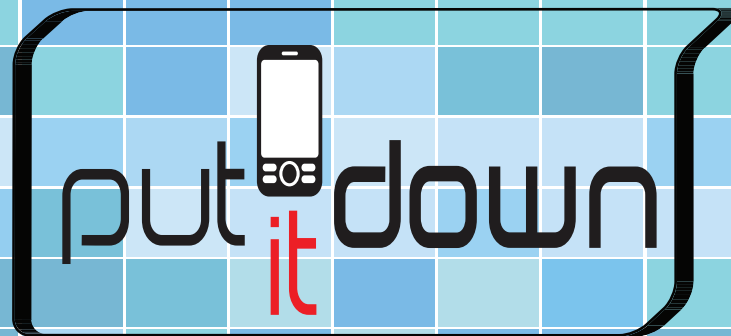
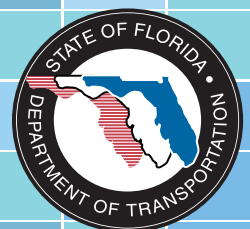


2012

# DISTRACTED DRIVING AWARENESS CAMPAIGN SUMMARY REPORT



**FLORIDA DEPARTMENT OF TRANSPORTATION**  
DISTRICT SIX



# **Distracted Driving Awareness Campaign 2012 Campaign Summary Report**

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



**December 2012**

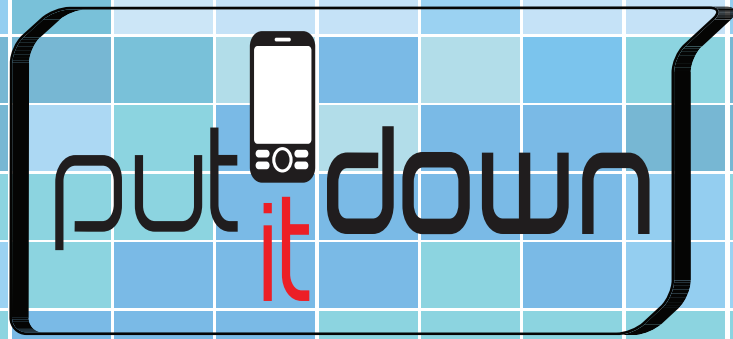
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Prepared by:



Media Relations Group, LLC



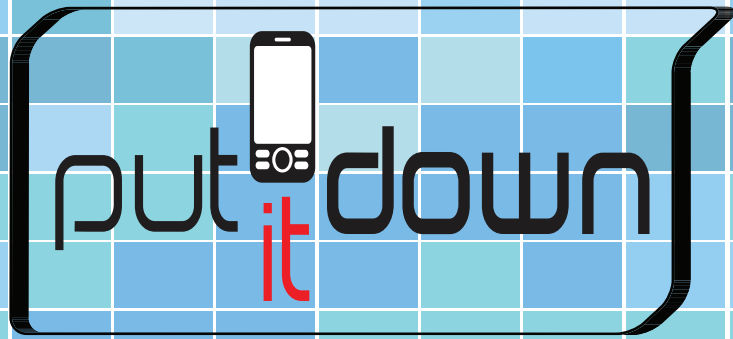
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# ANNUAL REPORT

## **ANNUAL SUMMARY REPORT**

This summary report is an outline of the “Put it Down” Distracted Driving Awareness Campaign that was implemented for the Florida Department of Transportation (FDOT) District Six during the months of August and November 2012. 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 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:

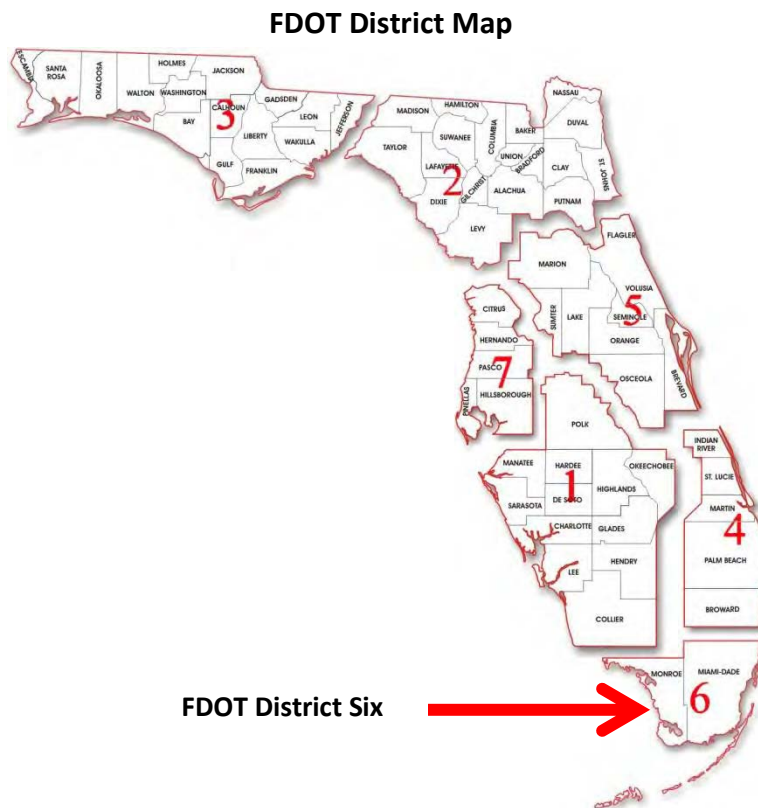
- To understand the problem of distracted driving
- To recognize the risks and consequences associated with distracted driving
- To implement specific steps to help eliminate distracted driving within their families, schools, businesses or organizations
- To keep drivers and pedestrians safe on our roadways

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. Although the risks associated with distracted driving are applicable to all drivers, this year’s campaign once again targeted younger drivers between the ages of 16 and 24. 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 collateral materials including a campaign poster, e-mail blast messages, web/TV banner developed by the Creative Committee.

### 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 Public Information Officer, Maribel Lena, and the District Six Community Traffic Safety Program Coordinator, Carlos Sarmiento. The consulting firms that joined the 2012 campaign included Media Relations Group, LLC and Infinite Source Communications.

The first meeting of the 2012 Creative Committee was held on June 28, 2012. Each firm was tasked with a different role and answered directly to Ms. Lena or Mr. Sarmiento as required. 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 a Partner Kick-Off Meeting to launch the campaign
- Develop a press release detailing the campaign and scheduled outreach events
- Work with campaign partners to disseminate campaign messaging via e-mail blasts and other 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 document 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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### **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, or invite the “Put it Down” team to existing events within their organizations
- Provide educational and promotional items to distribute away 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 for use.

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 collaterals prepared 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 Meeting was held on August 22, 2012 at the FDOT District Six SunGuide Transportation Management Center (TMC). Below is a list of the partners that joined the 2012 Distracted Driving Awareness Campaign.

- Florida's Turnpike Enterprise
- South Florida Commuter Services
- Miami-Dade Expressway Authority
- Miami-Dade County
- Miami-Dade Metropolitan Planning Organization
- Florida Department of Highway Safety and Motor Vehicles
- Miami-Dade County Public Schools
- University of Miami
- Florida International University
- Barry University
- Miami Dade College
- The Dori Slosberg Foundation
- AAA/Traffic Safety Foundation

### 3.3 Partnership Contributions

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

- **Florida's Turnpike Enterprise (FTE)**
  - A total of eight campaign posters were displayed at the Turnpike Headquarters in Orlando, FL as well as the Turnpike Operations Center in Pompano Beach, FL and at the training center for Turnpike toll collectors. These posters were viewed by more than 500 people.
  - An electronic campaign message was displayed on flat-screen displays at the Travel Plaza in Pompano Beach, FL.
  - An article regarding the campaign was published in the SunPassages e-newsletter.
  - The campaign's web banner was displayed on the FTE website, which receives 27,000 page views per month.

- **South Florida Commuter Services (SFCS)**
  - SFCS attended and distributed materials at the following events, where a total of approximately 600 participants received “Put it Down” campaign information:
    - West Kendall Baptist Hospital
    - Baptist Health’s Data Center
    - Baptist Health’s Tamiami Call Center
    - Baptist Hospital
    - Miami Dade College North Campus
    - Barry University Car Safety Week Event
    - Intercontinental Hotel Employee Benefits Fair
  - The campaign’s web banner was displayed on the SFCS website, which received approximately 6,700 unique visitors during the campaign.
- **Miami-Dade Expressway Authority (MDX)**
  - One campaign poster was displayed at MDX’s office, which was visible to all employees and visitors.
  - Campaign e-mail blasts and messaging were displayed on the MDX website, which received approximately 8,868 unique visitors during the campaign.
- **Miami-Dade County**
  - A total of 10 campaign posters were displayed in prominent areas in the Stephen P. Clark Government Center in Downtown Miami.
  - Two articles were included in the weekly email blasts sent to Miami-Dade County employees via a distribution list of approximately 38,000 recipients.
- **Miami-Dade Metropolitan Planning Organization (MPO)**
  - Three campaign posters were placed in the Stephen P. Clark Government Center lobby by their Community Information and Outreach Department.
  - Campaign e-mail blasts were sent to approximately 2,000 individuals including the MPO Governing Board members and their liaisons. As a result of this distribution, the Broward Metropolitan Planning Organization’s public information officer, who received the e-mail blasts, also sent it to their e-mail distribution list of approximately 900 recipients.
  - Campaign information and links were included in the September and October “Keeping Up with the Miami-Dade MPO” e-mail blasts.
  - MPO staff attended four outreach events to assist in promoting the campaign and to speak with individuals regarding their transportation needs.
  - Campaign information was posted on the MPO’s Facebook page, which has approximately 50 fans/followers.

- **Florida Department of Highway Safety and Motor Vehicles (DHSMV)**
  - Approximately thirty campaign posters were displayed in offices in Miami-Dade, Broward, Palm Beach and Leon counties. This includes five posters that were provided to a high school in Madison County.
  - An electronic campaign message was displayed on television monitors at approximately 60 driver license offices throughout the state of Florida.
  - DHSMV provided literature and equipment for demonstrations at campaign outreach events. DHSMV also listed its participation in many of the outreach events in weekly reports to the Governor’s Office.
  - An article was included in the September edition of DHSMV’s monthly “HSMV Hi-Lights” e-newsletter, via a distribution list of approximately 4,500 recipients including employees, the HSMV Advisory Board and the FHP Advisory Council.
  - A “Put it Down” button and hyperlink were displayed the homepage of the DHSMV Intranet/Internet, which received pageviews of 3,823,644 during the campaign.
  - Campaign information was posted on DHSMV’s Facebook page, which has 1,351 fans/followers, as well as the Twitter account, which has 1,456 followers.
- **Miami-Dade County Public Schools**
  - Approximately 150 campaign posters were displayed at 48 senior high schools (two per school), as well as the School Board Administration Building. Posters were also provided to members of the Public Schools Community Traffic Safety Team.
  - Rallies were held at American Senior High School and Hialeah Senior High School, where more than 5,000 students received information regarding the dangers associated with distracted driving.
  - Two press releases were also published regarding the campaign and rallies.
- **University of Miami (UM)**
  - Approximately 50 posters were displayed throughout the campus, including residential halls, the University Center, and parking facilities. In addition, nine DVDs with electronic campaign images were provided to the Parking & Transportation Department and were displayed on the Hurry ’Canes shuttles during the campaign.
  - Campaign e-mail blasts were sent to approximately 18,000 students including distribution by the office of Commuter Student Involvement.
  - A campus-wide safety event for students, faculty and staff was held on October 24, 2012 at “The Rock” near the University Center.
  - Two articles were published in the “E-Veritas” employee e-newsletter, which has a distribution list of approximately 18,000 recipients. 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:** As a sponsor of UM’s Hurricane Athletics, Verizon Wireless also joined with FDOT District Six and participated in the outreach event at the University of Miami with staff representation and giveaways for students.
  - Verizon Wireless distributed campaign messaging to its employee database via a distribution list of approximately 77,000 recipients.
  - The campaign information was also placed on the Verizon Wireless “NewsHub” tab at [www.verizonwireless.com](http://www.verizonwireless.com) for external audiences.
- **Florida International University (FIU)**
  - A total of 100 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 more than 60,000 students and staff.
  - Campaign e-mail blasts were sent to approximately 12,000 students via FIU’s Student Affairs database.
  - CAPSAPalooza, a major safety event held at FIU’s BBC (Biscayne) campus on October 31, 2012 and MMC (main) campus on November 1, 2012.
  - Two articles regarding the campaign were published in the FIU News, which has more than 23,000 readers.
  - **Verizon Wireless:** After being introduced to the Creative Committee through the University of Miami, Verizon Wireless also participated in the outreach event at FIU’s MMC campus with staff representation and giveaways for students.
- **Barry University**
  - Approximately 20 posters were displayed throughout campus, including the residence halls where more than 1,400 students live.
  - Five safety events were hosted, where campaign messaging and information was made available to students and staff. Pictures of the events were added to the University’s main Facebook page.
  - An article was published in Barry’s newspaper, and a segment was posted on the television cable channel (15-1), which students, faculty and staff were able to view throughout the campus.
- **Miami Dade College (MDC)**
  - Approximately 20 campaign posters were displayed throughout MDC’s Homestead, InterAmerican, Kendall, Medical, North, West, and Wolfson campuses.
  - Campus safety/campaign outreach events were held at the following campuses: Homestead, InterAmerican, Kendall, Medical, North, West, and Wolfson.
  - An article was published in MDC’s newspaper.
  - Campaign information and details regarding the safety/outreach events was posted on MDC’s Facebook page.

- **The Dori Slosberg Foundation**
  - Campaign e-mail blasts were sent to approximately 10,000 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.
  - Campaign information was posted on the Foundation's website and Facebook page.
- **AAA/Traffic Safety Foundation**
  - Approximately 10 campaign posters were displayed within AAA offices located in Kendall, South Miami and Pembroke Pines, FL.
  - Campaign e-mail blasts were distributed to more than 143,000 AAA members.
  - The AAA Distracted Driving Simulator was displayed at the Partner Kick-Off Meeting as well as outreach events at Barry University, the University of Miami and Florida International University.
- **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 the 16 CTST teams (242 members).
  - 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 August 22, 2012 was hosted by the TMC.
  - The TMC's public information officer participated at the University of Miami safety event, and also invited the "Put it Down" campaign team to share a booth at the Children's Trust 2012 Family Expo.
  - An article regarding the campaign was published in "The ITS Disseminator," FDOT's monthly statewide newsletter, covering Intelligent Transportation Systems news.
  - Campaign information was posted on the TMC's website.
- **Law Enforcement Partners**
  - Several law enforcement partners participated in the campaign's outreach events, including: City of Miami Police Department, Florida Highway Patrol, Virginia Gardens Police Department, Sunny Isles Police Department, Aventura Police Department, Golden Beach Police Department, Bay Harbor Islands Police Department, Medley Police Department, Doral Police Department, and Coral Gables Police Department.
  - Law enforcement partners brought several interactive displays that captured the public's attention during outreach events, including Seat Belt Convincer, Roll-Over Vehicle Simulator, Impaired-Driving Goggles/Simulators, among other devices.

#### 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 20 events were coordinated during the 2012 campaign, mostly at local high schools, colleges and universities. This one-on-one contact was crucial to the campaign’s success. Younger 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 29 – AUGUST 4	<ul style="list-style-type: none"> <li>Send “Save the Date” for Partner Kick-Off Meeting</li> <li>Send Campaign Intro Package to all confirmed partners</li> </ul>
AUGUST 19 – 25	<ul style="list-style-type: none"> <li>Partner Kick-Off Meeting at SunGuide Transportation Management Center (August 22nd)</li> <li>Deliver campaign event timeline and posters/banners to partners</li> </ul>
SEPTEMBER 2 – 8	<ul style="list-style-type: none"> <li>Campaign Launch – Send E-Blast #1</li> <li>Outreach Event #1 – Miami Dade College – North Campus (September 5th)</li> </ul>
SEPTEMBER 9 – 15	<ul style="list-style-type: none"> <li>Send E-Blast #2 – The Faces of Distracted Driving</li> <li>Outreach Event #2 – Miami Dade College – Medical Campus (September 10th)</li> <li>Outreach Event #3 – Children’s Trust 2012 Family Expo (September 15th)</li> </ul>
SEPTEMBER 16 – 22	<ul style="list-style-type: none"> <li>Send E-Blast #3 – FAQs About Distracted Driving – Part 1</li> <li>Outreach Event #4 – Miami Dade College “Making Democracy Count” – Wolfson Campus (September 17th)</li> <li>Outreach Event #5 – Miami Dade College – Homestead Campus (September 20th)</li> </ul>
SEPTEMBER 23 – 29	<ul style="list-style-type: none"> <li>Send E-Blast #4 – FAQs About Distracted Driving – Part 2</li> <li>Outreach Event #6 – Miami Dade College – Kendall Campus (September 26th)</li> </ul>
SEPTEMBER 30 – OCTOBER 6	<ul style="list-style-type: none"> <li>Send E-Blast #5 – Statistics of Distracted Driving</li> <li>Outreach Event #7 – Miami Dade College - West Campus (October 3rd)</li> </ul>
OCTOBER 7 – 13	<ul style="list-style-type: none"> <li>Send E-Blast #6 – Help Prevent Distracted Driving</li> <li>Outreach Event #8 – Barry University – “Campus Safety Day” (October 10th)</li> </ul>
OCTOBER 14 – 20	<ul style="list-style-type: none"> <li>Outreach Event #9 – Hialeah-Miami Lakes Senior High School “2012 Teen Driver Safety Week Event” (October 16th)</li> <li>Outreach Event #10 – Miami Dade College – InterAmerican Campus (October 17th)</li> </ul>
OCTOBER 21 – 27	<ul style="list-style-type: none"> <li>Outreach Event # 11 – University of Miami (October 24th)</li> </ul>
OCTOBER 28 – NOVEMBER 3	<ul style="list-style-type: none"> <li>Outreach Event #12 – Florida International University – Biscayne Bay Campus (October 31st)</li> <li>Outreach Event #13 – Florida International University – Modesto A. Maidique Campus (November 1st)</li> <li>Official FDOT campaign ends</li> </ul>

#### **4.2 Miami Dade College Outreach Events**

Following a meeting with the Student Life Directors for each of the campuses, the Creative Committee was invited to participate in safety events at the Homestead, InterAmerican, Kendall, Medical, North, West, and Wolfson campuses. Campaign materials were distributed and students were encouraged to complete the pledge form.

#### **4.3 Children's Trust 2012 Family Expo**

The Children's Trust Family Expo, held on September 15, 2012 at the Miami-Dade Fair and Expo Center, is a family festival featuring activities and entertainment for the entire family in an effort to provide parents with direct contact with health/social services and educational opportunities. FDOT District Six SunGuide Transportation Management Center had previously reserved a booth at this annual event, and invited the "Put it Down" campaign team to participate and distribute campaign materials to the attendees. This event attracts more than 20,000 visitors a year.

#### **4.4 Barry University Outreach Event**

Barry University's "Campus Safety Day" was held on October 10, 2012. Students were able to visit various booths to learn about driver safety as well as drug abuse prevention. A total of five safety events were hosted on campus, where campaign messaging and information was made available to students and staff.

#### **4.5 Miami-Dade County Public Schools Outreach Events**

Several events were held at high schools all around Miami-Dade County as part of the "Put it Down" campaign. Rallies were held at American Senior High School and Hialeah Senior High School to get the students involved and excited about the campaign. Additional outreach was conducted at Miami Beach Senior High School and Miami Springs Senior High Schools as well as Hebrew Academy, a private high school in Miami Beach.

#### **4.6 University of Miami Outreach Event**

A safety event for students, faculty and staff was held on October 24, 2012 at "The Rock" near the University Center, where hundreds of attendees received information regarding the "Put it Down" campaign. More than 15 campaign partners, including law enforcement representatives, attended this event which was coordinated with the University of Miami Police Department and Parking and Transportation Department as well as the Division of Student Affairs, Association of Commuter Students, and Pier 21. WSVN (Channel 7) and the campus news station (UMTV) were present to take video footage of the event and interview campaign representatives and participants. A news article also ran in the Palmetto Bay News regarding the event.

#### 4.7 Florida International University Outreach Events

CAPSAPalooza, a major safety event held at FIU’s BBC (Biscayne) campus on October 31, 2012 and MMC (main) campus on November 1, 2012, prominently featured “Put it Down” campaign information as part of the National College Alcohol and Drug Awareness Week at FIU. Approximately 15 campaign partners, including law enforcement representatives, were represented at the event which was coordinated by the Department of Counseling & Psychological Services, Office of Community Relations and Special Events, and Division of Student Affairs.

#### 4.8 Florida’s First Distracted Driving Summit

Carlos Sarmiento, the District Six Community Traffic Safety Program Coordinator, was invited to attend Florida’s first-ever Distracted Driving Summit and participate in the press conference featuring U.S. Secretary of Transportation Ray LaHood. Held in Tampa, FL on November 13, 2013, the event drew together more than 270 federal, state and local officials, law enforcement agents, traffic safety experts, physicians and others focused on reducing the incidence and impact of distracted driving in Florida. All major TV networks (Tampa area) and print media covered this event.

### 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](http://www.fdotmiamidade.com)) as a communications resource to promote the 2012 “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](http://www.distraction.gov).



## 5.2 Web/TV Banners

Several campaign partners displayed the “Put it Down” web banner on their websites, as well as TVs and electronic monitors at their facilities.

## 5.3 Media Coverage

Representatives from the University of Miami, Florida International University, Barry University and Miami Dade College all worked with the “Put it Down” campaign team to publish articles within their respective student newspapers, employee newsletters, and/or online news outlets. In addition, the campus news station at the University of Miami (UMTV) aired a news story following the outreach event held on October 24, 2012.

Carlos Sarmiento, the District Six Community Traffic Safety Program Coordinator, was also interviewed by several news outlets for stories/articles, including: City of Miami TV, America TeVe, Telemundo’s “Buenos Dias” morning program, El Nuevo Herald, Actualidad 1020 AM (Miami-Dade County), Florida International University Radio and WFF6 1300 AM (Monroe County).

## 6.0 FUTURE CAMPAIGN GOALS

The 2012 “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. All established goals were met and, in most cases, exceeded.

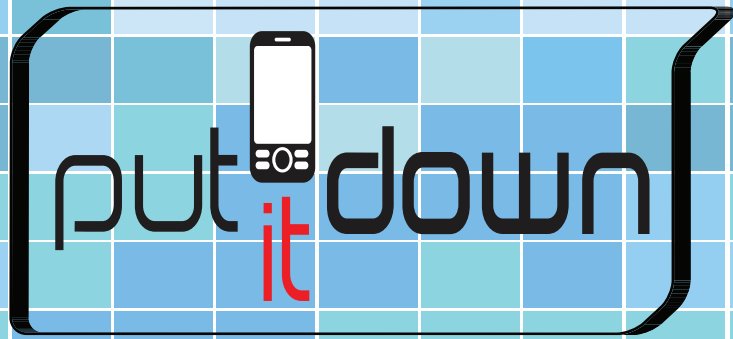
**An estimated 4,261,911\* people were reached during the campaign.**

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:

- **Target Younger Audiences** – As cell phones and other devices become more available and part of day-to-day activities, younger generations begin using these items at an earlier age. Therefore, it is imperative that children learn the dangers of texting and driving using age-appropriate messaging, even before they reach the legal driving age.
- **Expanded Presence in Monroe County** – By working with partner agencies in Monroe County, we can efficiently disseminate the campaign materials and information via outreach events and existing communications resources to residents of Monroe County during future campaigns.
- **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.

- **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.
- **Develop Social Networking Strategy** – Developing a 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.
- **Increase Marketing Budget** – Because of limited funding resources, the outreach campaign was almost exclusively a “grassroots” effort. While 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.

*\*Numbers reported by partners as of November 27, 2012. Does not include number of people who viewed the campaign posters, articles and other news stories.*



APPENDIX A  
CAMPAIGN POSTER

Appendix A – Campaign Poster

put it down

omg did u hear about Alex?

OMGGG!!! what happened?!?!

he was txtng n didn't c the truck :/

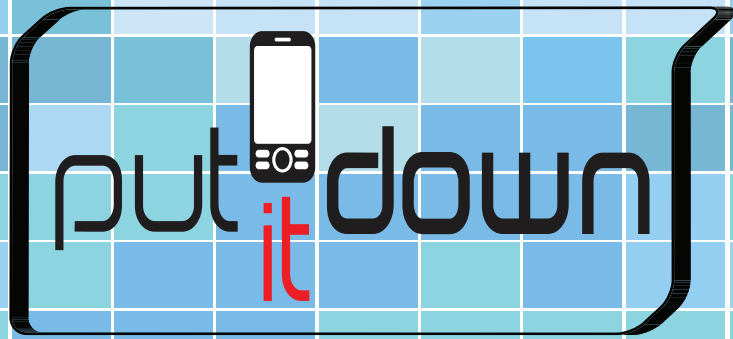
no way! :(

i'll nvr txt n drive again

yea for real

Logos: VOCA TRAFFIC SAFETY TEAM, COMMUTER SERVICES, STATE OF FLORIDA DEPARTMENT OF TRANSPORTATION, ZDX, MIAMI-DADE COUNTY, MIAMI DADE MPO, FLORIDA ENTERPRISE, MIAMI-DADE COUNTY PUBLIC WORKS, FIU FLORIDA INTERNATIONAL UNIVERSITY, UNIVERSITY OF MIAMI, BARRY UNIVERSITY, FLORIDA, The Auto Club Group, Traffic Safety Foundation, Miami Dade College.

Next time you're behind the wheel  
**JUST PUT IT DOWN!**  
[www.distraction.gov](http://www.distraction.gov)




# APPENDIX B

## CAMPAIGN E-MAIL BLASTS

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

omg did u hear about Alex?



OMGGG!!! what happened?!?!


he was txtng n didn't c the truck :/

no way! :\'(

i'll nvr txt n drive again

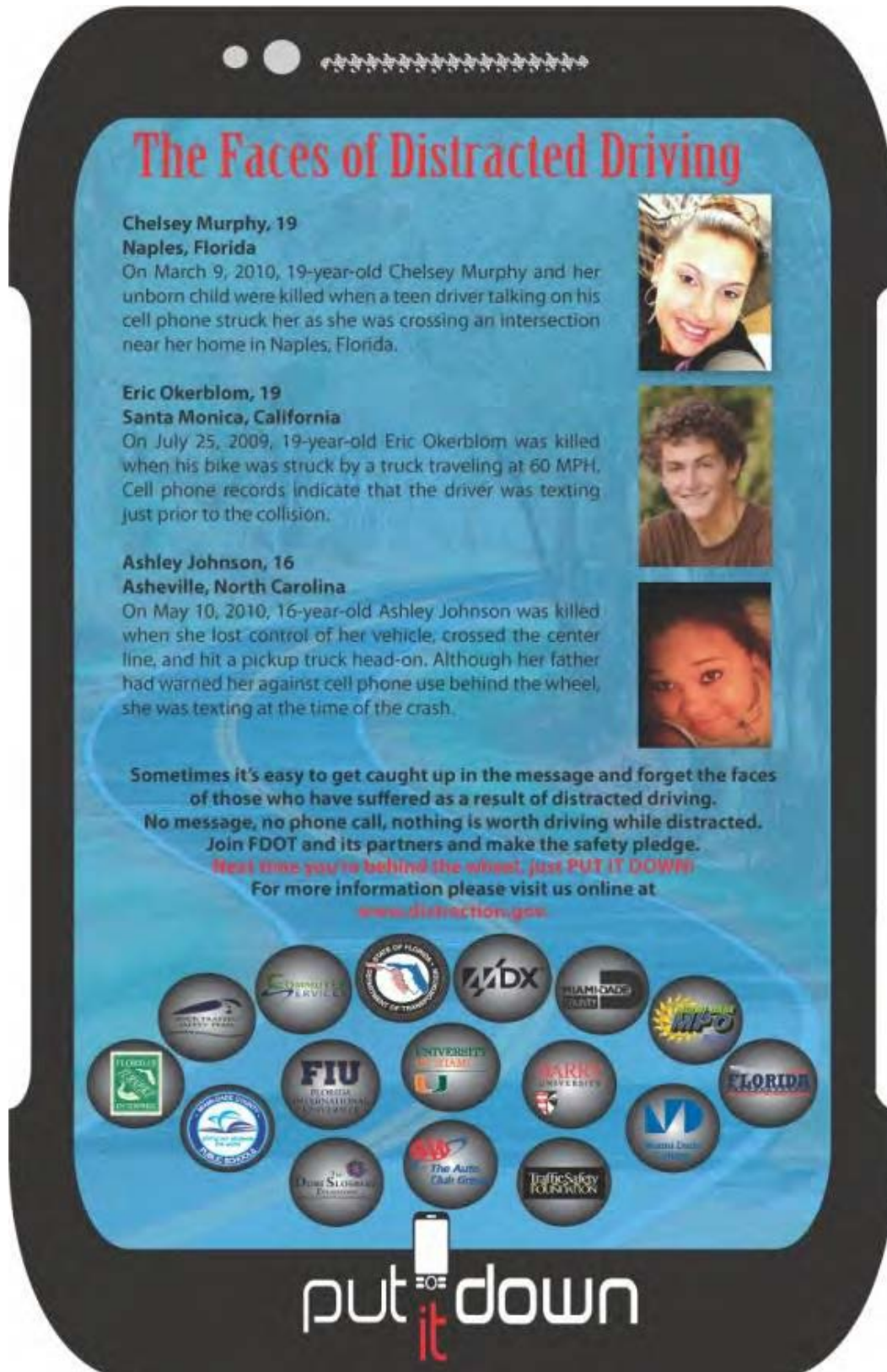
yea for real

No message, no phone call, nothing is worth driving while distracted.  
This fall, join FDOT and its partners and make the safety pledge.  
**Next time you're behind the wheel, just PUT IT DOWN!**  
For more information please visit us online at  
[www.distraction.gov](http://www.distraction.gov).



put it down

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






## The Faces of Distracted Driving


**Chelsey Murphy, 19**  
**Naples, Florida**  
On March 9, 2010, 19-year-old Chelsey Murphy and her unborn child were killed when a teen driver talking on his cell phone struck her as she was crossing an intersection near her home in Naples, Florida.


**Eric Okerblom, 19**  
**Santa Monica, California**  
On July 25, 2009, 19-year-old Eric Okerblom was killed when his bike was struck by a truck traveling at 60 MPH. Cell phone records indicate that the driver was texting just prior to the collision.

**Ashley Johnson, 16**  
**Asheville, North Carolina**  
On May 10, 2010, 16-year-old Ashley Johnson was killed when she lost control of her vehicle, crossed the center line, and hit a pickup truck head-on. Although her father had warned her against cell phone use behind the wheel, she was texting at the time of the crash.

Sometimes it's easy to get caught up in the message and forget the faces of those who have suffered as a result of distracted driving. No message, no phone call, nothing is worth driving while distracted. Join FDOT and its partners and make the safety pledge. **Next time you're behind the wheel, just PUT IT DOWN!** For more information please visit us online at [www.distraction.gov](http://www.distraction.gov).



put  down

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

## Frequently Asked Questions (FAQs) About Distracted Driving - PART 1

The best way to help fight distracted driving is to get educated. The Florida Department of Transportation and its safety partners want you to better understand the safety threat posed by cell phone use on the roadways. Get the facts, spread the word, and help us keep the roadways safe.

### 1. What is distracted driving?

Distraction occurs any time you take your eyes off the road, your hands off the wheel, and your mind off your primary task: driving safely. **Any non-driving activity you engage in is a potential distraction and increases your risk of crashing.**

### 2. Who are the most serious offenders?

Our youngest and most inexperienced drivers are most at risk, with 16% of all distracted driving crashes involving drivers under 20. But they are not alone. **At any given moment during daylight hours, over 800,000 vehicles are being driven by someone using a hand-held cell phone.**

### 3. Sending or reading one text is pretty quick, unlike a phone conversation - wouldn't that be okay?

**Texting is the most alarming distraction because it involves manual, visual, and cognitive distraction simultaneously.** Sending or reading a text takes your eyes off the road for 4.6 seconds. At 55 mph, that's like driving the length of an entire football field, blindfolded. It's extraordinarily dangerous.

**No message, no phone call, nothing is worth driving while distracted.**

**Join FDOT and its partners and make the safety pledge.**

**Next time you're behind the wheel, just PUT IT DOWN!**

For more information please visit us online at  
[www.distraction.gov](http://www.distraction.gov).



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

## Frequently Asked Questions (FAQs) About Distracted Driving - PART 2

The best way to help fight distracted driving is to get educated. The Florida Department of Transportation and its safety partners want you to better understand the safety threat posed by cell phone use on the roadways. Get the facts, spread the word, and help us keep the roadways safe.

### 1. Is it safe to use a hands-free device to talk on a cell phone while driving?

So far, the research indicates that the cognitive distraction of having a hands-free phone conversation causes drivers to miss the important visual and audio cues that would ordinarily help you avoid a crash.

### 2. Is distracted driving against the law?

Every state has different laws related to distracted driving. In Florida, Preemption Law prohibits local governments from enacting distracted driving bans. But every person can make a difference...contact your local and state legislators to help change the laws in Florida.

### 3. What can I do to help?

You've already taken the first step by learning about the dangers of distracted driving. Now, **take the pledge** to drive phone-free and turn your cell phone off when you turn your ignition on. And if you're a passenger, make sure your driver does the same.

**No message, no phone call, nothing is worth driving while distracted.  
Join FDOT and its partners and make the safety pledge.**

**Next time you're behind the wheel, just PUT IT DOWN!**

For more information please visit us online at  
[www.distraction.gov](http://www.distraction.gov).



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

## Statistics of Distracted Driving

**18%** of injury crashes in 2010 involved reports of distracted driving.

**40%** of American teens say they have been in a car when the driver used a cell phone in a way that put people in danger.



Joe Teater  
Dead at 12

In 2010, **3,092** people were killed on U.S. roadways and an estimated additional **416,000** were injured in motor vehicle crashes involving a distracted driver.

**11%** of all drivers younger than 20 involved in fatal crashes were reported to have been distracted while driving. This age group has the largest population of distracted drivers.



Brittanie Montgomery  
Dead at 19

Drivers who use hand-held devices are **four times** more likely to get into crashes serious enough to injure themselves.



Casey Feldman  
Dead at 21

Text messaging creates a crash risk **twenty-three times** worse than driving while not distracted.

Of 1,999 teens (ages 16-19) surveyed **86%** have driven while distracted even though **84%** know it's dangerous.

No message, no phone call, nothing is worth driving while distracted. Join FDOT and its partners and make the safety pledge.

**Next time you're behind the wheel, just PUT IT DOWN!**

For more information please visit us online at [www.distraction.gov](http://www.distraction.gov).



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

## Help Prevent Distracted Driving

The Florida Department of Transportation and its safety partners urge you to get involved and do your part to end distracted driving. Here are some steps you, your friends and family can take.

### STEP #1

**Find out more** about this tragic problem. The more you know, the more you will understand the severity of the issue.

### STEP #2

**Discuss the risks** of driving while dividing your attention between a cell phone and the road. Show your friends and family the statistics related to distracted driving. Urge them to talk to others.

### STEP #3

**Set up family rules** about not using a cell phone while behind the wheel, wearing safety belts, not speeding and not driving after drinking. Enforce the limits set by Florida's graduated licensing program or create your own family contract, including penalties such as loss of driving privileges.

### STEP #4

**Kids learn from their parents. Put down your phone while driving** and only use it when you've safely pulled off the road. According to the Pew Research Center, 40 percent of teens 12 to 17 say they have been in a car when the driver used a cell phone in a way that put themselves or others in danger.

### STEP #5

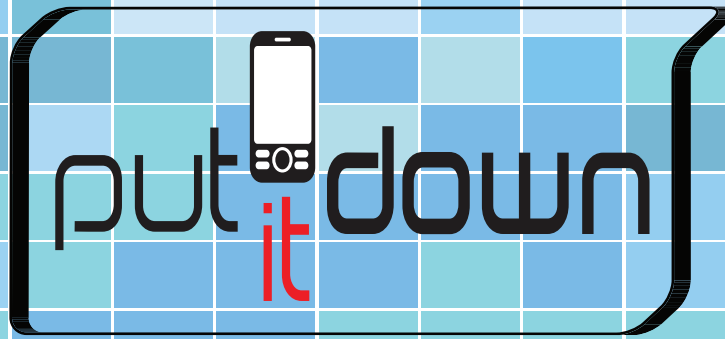
**Get involved** in educating and promoting safe driving in your community and through online social-media websites. Talk to friends, family, and coworkers and support advocacy organizations.

**No message, no phone call, nothing is worth driving while distracted.**  
**Join FDOT and its partners and make the safety pledge.**

**Next time you're behind the wheel, just PUT IT DOWN!**

For more information please visit us online at  
[www.distraction.gov](http://www.distraction.gov).





**APPENDIX C**  
**PARTNER KICK-OFF**  
**MEETING INVITATION**

Appendix C – Partner Kick-Off Meeting Invitation



omg did u hear about Alex?



OMGGG!!! what happened?!?!

he was txtng n didn't c the truck :/

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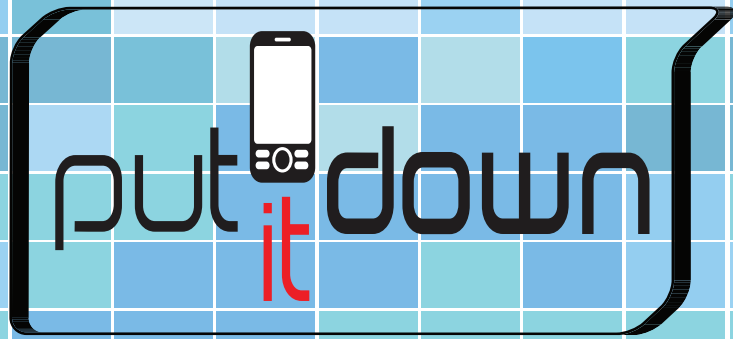
put  down  
it

**SAVE THE DATE**

**Florida Department of Transportation District Six  
2012 Campaign Partner Kick-Off Meeting**  
Wednesday, August 22, 2012  
10 a.m. to 11:30 a.m.  
SunGuide Transportation Management Center  
1001 NW 111th Avenue  
Miami, FL 33172

*Please email [mmarrero@mrqmiami.com](mailto:mmarrero@mrqmiami.com)  
to confirm your participation prior to Friday, August 17th.*

Next time you're behind the wheel  
**JUST PUT IT DOWN!**  
[www.distraction.gov](http://www.distraction.gov)

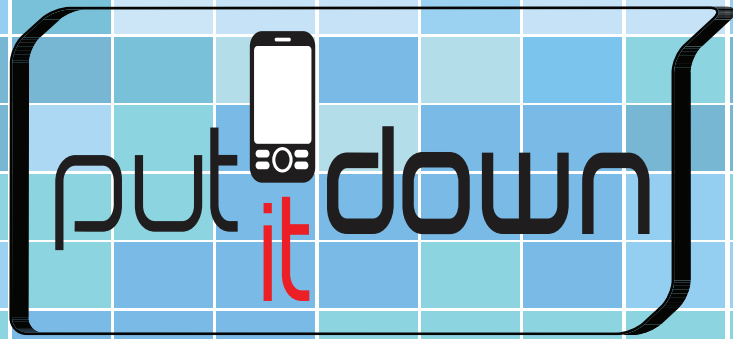


# APPENDIX D

## CAMPAIGN WEB/TV BANNER

Appendix D – Campaign Web/TV Banner





# APPENDIX E

## CAMPAIGN PRESS RELEASE

Appendix E – Campaign Press Release



For Immediate Release  
August 22, 2012

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

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

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

**Miami** - The Florida Department of Transportation (FDOT) District Six will host a kick-off event today at the District Six SunGuide Transportation Management Center as it prepares to launch a campaign to inform drivers in Miami-Dade and Monroe counties of the risks of distracted driving. The “Put it Down” campaign, which targets drivers between 16 and 24, is expected to continue through October with a series of community outreach events throughout the district.

Representatives from numerous educational institutions will gather along with FDOT and a host of partners including the Florida Highway Patrol, Miami-Dade Expressway Authority and Florida’s Turnpike Enterprise.

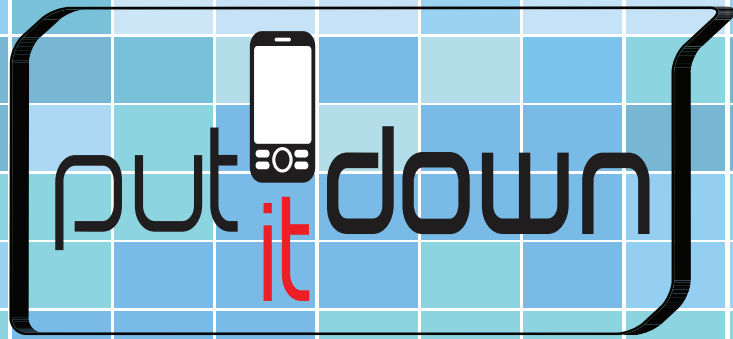
“Text messaging while driving causes a driver to be physically, visually, and cognitively distracted, which is an extremely dangerous combination,” says FDOT District Six Secretary Gus Pego. “Nothing— no message, no phone call — nothing is worth driving while distracted.”

According to the Pew Research Center, 40 percent of American teens say they have been in a car when the driver used a cell phone in a way that put people in danger. In addition, 11 percent of all drivers under the age of 20 involved in fatal crashes were reported as distracted at the time of the crash. Statistically, this age group has the largest population of distracted drivers.

For more information, please 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](mailto:carlos.sarmiento@dot.state.fl.us). Please visit [www.distraction.gov](http://www.distraction.gov).

[www.dot.state.fl.us](http://www.dot.state.fl.us)

*Consistent, Predictable, Repeatable*



**APPENDIX F**  
**CAMPAIGN OUTREACH**  
**EVENT PHOTOS**

Appendix F – Campaign Outreach Event Photos (Partner Kick-Off Meeting)



*Carlos Sarmiento (FDOT District Six CTST Coordinator) moderating question-and-answer session following Kick-Off presentation to campaign partners.*



*Carrera Waller (The Dori Slosberg Foundation) and the Impaired-Driving Goggles/Simulator.*

Appendix F – Campaign Outreach Event Photos (Partner Kick-Off Meeting)



*Marilyn Marrero (Media Relations Group, LLC) and the AAA Distracted Driving Simulator.*



*Hugo Cordero and Eleane Andino (AAA) displaying the AAA safety materials and simulators at the Partner Kick-Off Meeting.*

Appendix F – Campaign Outreach Event Photos (University of Miami)



*Carlos Sarmiento (FDOT District Six CTST Coordinator) interviewed by WSVN Channel 7 News.*



*Marilyn Marrero (Media Relations Group, LLC) interviewed by WSVN Channel 7 News.*

Appendix F – Campaign Outreach Event Photos (University of Miami)



*Marilyn Marrero (Media Relations Group, LLC) distributing educational items to UM students.*



*University of Miami WalkSafe/BikeSafe representative distributing educational items to students.*

Appendix F – Campaign Outreach Event Photos (University of Miami)



*Maribel Lena (FDOT District Six Public Information Officer) and Carlos Sarmiento (FDOT District Six CTST Coordinator)*



*Ralph Salvias (FDOT Central Office) distributing educational items to UM students.*

Appendix F – Campaign Outreach Event Photos (Florida International University, BBC Campus)



*Trooper Joe Sanchez (Florida Highway Patrol) and the Roll-Over Vehicle Simulator.*



*Alexandra Medina (Media Relations Group, LLC) distributing educational items to FIU students.*

Appendix F – Campaign Outreach Event Photos (Florida International University, MMC Campus)



*Officer Ralph Cubela (Doral Police Department) and the Seat Belt Convincer.*

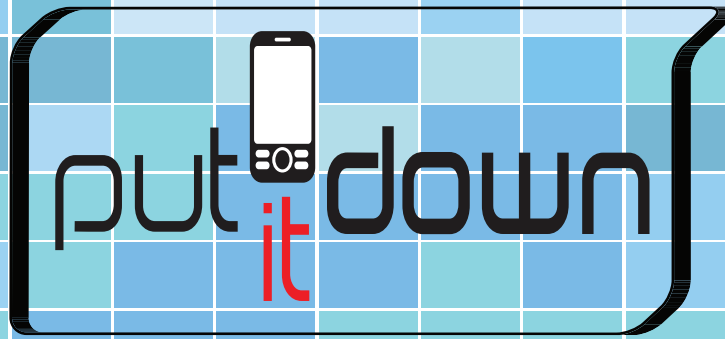


*Carlos Sarmiento (FDOT District Six CTST Coordinator) distributing educational items to FIU students.*

Appendix F – Campaign Outreach Event Photos (Florida’s First Distracted Driving Summit)



*Carlos Sarmiento (FDOT District Six CTST Coordinator) delivering Distracted Driving Awareness message (at podium) along with victims’ families and US Secretary of Transportation, Ray LaHood (right of podium).*



# APPENDIX G

## CAMPAIGN MEDIA COVERAGE

Appendix G – Campaign Media Coverage



Supporting the Distracted Driving Campaign...



The MPO is actively supporting the Florida Department of Transportation District Six's [“Put it Down” Distracted Driving Campaign](#) in Miami-Dade and Monroe counties. The “Put it Down” campaign, which targets drivers between 16 and 24, is expected to continue through October with a series of community outreach events throughout the district. According to the Pew Research Center, 40 percent of American teens say they have been in a car when the driver used a cell phone in a way that put everyone’s lives in danger. In addition, 11 percent of all drivers under the age of 20 involved in fatal crashes were reported as distracted at the time of the crash. Statistically, this age group has the largest population of distracted drivers.

For more information 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](mailto:carlos.sarmiento@dot.state.fl.us).



Appendix G – Campaign Media Coverage



*Providing Highway Safety and Security through Excellence in Service, Education and Enforcement*

## Vinayak Wins Executive Director Award



To resounding applause, Nalini Vinayak from the Division of Motorist Services received the 2012 Executive Director's award at a ceremony held at the Neil Kirkman Building in Tallahassee on Aug. 30. Executive Director Julie Jones presented the award, citing Vinayak's exceptional work performance. Vinayak was nominated for her hard work, dedication and commitment to Department values. Congratulations Nalini, and thank you for all that you do!

DHSMV Davis Productivity Award winners were also recognized for their achievements. For their photos, [click here](http://safety.net/SiteAssets/BillBoardPDFs/DavisAwards2012.pdf). For the complete list of winners, please go to: <http://safety.net/SiteAssets/BillBoardPDFs/DavisAwards2012.pdf>.

## Department Promotes Drowsy Driving Prevention Week

The Department's Communications office developed the annual campaign, running Sept. 1 – 7 this year, to get messages to the public on the dangers of drowsy driving. This year, for the first time, awareness slogans were run on Florida Department of Transportation message boards around the state and on the Florida Turnpike.

Radio spots were broadcast in Miami-Dade County on the DigiCast gas station network, an ad was run on the Motor Vehicle Network on the television monitors in the driver license offices, and personnel did interviews with TV and print reporters around the state. The office also garnered a proclamation from Gov. Scott on the week, sent out a press release, and posted safety messages on social media.

# Drowsy Driving Prevention Week

Bring  
THAT  
Buddy

## Sept. 1–7, 2012

## DHSMV Teams Up in Put it Down Campaign



The Department is helping reduce distracted driving in Miami-Dade and Monroe counties by par-

ticipating in the Florida Department of Transportation's Put It Down campaign. The campaign targets drivers between ages 16 and 24 and features a series of community outreach events. Safety messages are also being run throughout the area. Ruth Valenzuela (MS) and Trooper Joe Sanchez (Florida Highway Patrol) attended the campaign kick-off event Aug. 22.

Appendix G- Campaign Media Coverage



September 2012

District Six Launches “Put it Down” Distracted Driving Campaign

By: Carlos Sarmiento, FDOT District Six, Community Traffic Safety Program Coordinator

On August 22, 2012, the Florida Department of Transportation (FDOT) District Six hosted a kick-off event at the SunGuide® Transportation Management Center, in anticipation of a safety campaign to inform drivers in Miami-Dade and Monroe Counties of the risks of distracted driving. The “Put it Down” campaign, which targets drivers between 16 and 24, is expected to continue through October with a series of community outreach events and dissemination of safety messages throughout the District.



Representatives from the partner agencies discuss contributions to the campaign.

Educational institutions that have partnered with FDOT include: the University of Miami, Florida International University, Miami Dade College, Barry University, and Miami-Dade County schools.

The Florida Highway Patrol, Miami-Dade Expressway Authority, Florida’s Turnpike Enterprise, the Dori Slosberg Foundation, Florida’s Community Traffic Safety Teams, Florida Department of Highway Safety and Motor Vehicles, South Florida Commuter Services, Miami-Dade County, Miami-Dade Metropolitan Planning Organization, and AAA/Traffic Safety Foundation have all joined the campaign efforts as well.

“Text messaging 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. “Nothing – no message, no phone call – nothing is worth driving while distracted.”

According to the Pew Research Center, 40 percent of American teens say they have been in a car when the driver used a cell phone in a way that put people in danger. In addition, 11 percent of all drivers under the age of 20 involved in fatal crashes were reported as distracted at the time of the crash. Statistically, this age group has the largest population of distracted drivers.



Participants were encouraged to take the “Distracted Driving Challenge” using a simulator provided by AAA.

For information, please contact Mr. Sarmiento at (305) 470-5437 or email to Carlos.Sarmiento@dot.state.fl.us, or visit www.distraction.gov.

\*\*\*\*

## Appendix G- Campaign Media Coverage



Miami Shores, Fla. – The Florida Department of Transportation (FDOT) District Six has partnered with Barry University and other local colleges in the Miami area to launch a new safety campaign called “Put it Down” to inform drivers in Miami-Dade and Monroe counties about the dangers of distracted driving.

“Text messaging 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. “Nothing—no message, no phone call — nothing is worth driving while distracted.”

The campaign is targeting younger drivers, ages 16 through 24. In addition to Barry, FDOT has partnered with several agencies and academic institutions, including Miami-Dade County Public Schools, Florida International University, and Miami Dade College.

The campaign continues throughout all of September and October. Several outreach events will be held on school campuses throughout these months to educate drivers about how serious this epidemic is. In 2009, over 5,000 drivers were killed and an estimated 448,000 plus people were injured in accidents reported to have involved distracted driving.

For more information, please contact Barry University Crime Prevention Coordinator, Sharon Smith, or the FDOT District Six Community Traffic Safety Coordinator, Carlos Sarmiento, at (305) 470-5437 or via email at [carlos.sarmiento@dot.state.fl.us](mailto:carlos.sarmiento@dot.state.fl.us). Please visit [www.distraction.gov](http://www.distraction.gov).

Appendix G- Campaign Media Coverage



## 4.6 seconds could end a life

Posted by [admin](#) on Saturday, September 15, 2012 *Alexander Suarez/ Contributing Writer*



Texting captures the attention of a driver’s eyes for an average of 4.6 seconds, according to research released in 2009 by the Virginia Tech Transportation Institute.

According to this research, this “equates to a driver traveling the length of a football field at 55 mph without looking at the roadway.”

The Florida Department of Transportation District Six will prompt young drivers to reconsider their use of cellphones while driving in their revamped “Put It Down” Distracted Driving campaign.

In past events, Community Traffic Safety Program Coordinator Carlos Sarmiento asks students to close their eyes for about 8 seconds and then open them. He follows this exercise by asking students if that time is worth losing their life or someone else’s.

This local initiative targets students ages 16 to 24. The campaign’s purpose is to present the dangers of distracted driving, especially due to cell phone usage while driving.

According to a study released April 2012 by the National Highway Traffic Safety Administration, young 18-year-old to 20-year-old drivers “have the highest incidence of self-reported crash or near-crash experiences compared to all other age groups and the highest incidence of phone involvement at the time of the crash or near-crash.”

Drivers under 25 are “much more likely to text while driving than all other age groups,” according to the NHTSA study.

According to Sarmiento, representatives of partnering organizations— such as AAA, Miami Dade County and Florida Highway Patrol— will attend the event and manage individual tables with informational and interactive material to bring distracted driving awareness to students.

The University will open up the floor for two “Put It Down” events. The first of these events will take place on Wednesday, Oct. 31 at the field east of the library at the Biscayne Bay Campus. The next event will take place at Modesto Maidique Campus at the Graham Center lawns, across the GC ballrooms on Thursday, Nov. 1.

Appendix G- Campaign Media Coverage



Volume 3, Number 3-6 – September 25, 2012  
[www.mdc.edu/thereporter](http://www.mdc.edu/thereporter)



## ‘Put It Down’ Campaign Launched At MDC

### By Staff Report

The Florida Department of Transportation has launched the “Put it Down” campaign on Sept. 9. The program aims to raise awareness on the consequences students face when using their cellphones and other distractions while driving.

“The message is simple, put the phone down” said Carlos Sarmiento, the DOT’s Community Traffic Safety Program Coordinator, and Miami Dade College alumni.

The “Put It Down” campaign will be hosting one to two outreach events weekly throughout all eight MDC campuses from September until October.

In 2010, there were 3000 deaths and 400,000 injuries related to distracted driving.

Sarmiento hopes the campaign will encourage Florida to prohibit the use of cellphones while driving.

Appendix G- Campaign Media Coverage



September 25, 2012



**'Put it Down' Campaign  
Launched At MDC**

The Florida Department of Transportation has launched the "Put it Down" campaign on Sept. 9. The program aims to raise awareness on the consequences students face when using their cellphones and other distractions while driving.

"The message is simple: Put the phone down," said Carlos Sarmiento, the DOT's Community Traffic Safety Program Coordinator, and Miami Dade College alumni.

The "Put It Down" campaign will be hosting one to two outreach events weekly throughout all eight MDC campuses from September until October.

In 2010, there were 3000 deaths and 400,000 injuries related to distracted driving.

— Matias J. Ocnar

Appendix G- Campaign Media Coverage



**The Distracted Driving Campaign is off and running...**

The MPO began assisting with the active dissemination of the Florida Department of Transportation District Six's "Put it Down" Distracted Driving Campaign in Miami-Dade and Monroe Counties with the following messages.



For more information on this important campaign visit the ["Official US Government Website for Distracted Driving"](#).

## Appendix G- Campaign Media Coverage



The screenshot shows the FIU News website interface. At the top, there is a navigation bar with links for FIU Home, Directory, Events Calendar, and Campus Maps. Below this is a search bar with the text "Search FIU News" and buttons for "FIU Magazine", "Sourcebook", and "News Desk/ Submit". The main content area features the FIU NEWS logo on the left and a date "10/01/2012" above the article text. The article text begins with "FIU wants to drive home the dangers of sitting behind the wheel while under the influence or communicating via cell phone."

The university will hold events on both campuses to warn students about mixing alcohol and drugs with driving and to discourage phone use while on the road.

**“We hope that students will take it seriously,” said Xuan Stevens, who is coordinating activities Oct. 29-Nov. 2. “We hope that students will not only understand why they need to stop certain behaviors when it comes to safe driving but will encourage others to do the same.”**



More than 10,000 people die in alcohol-related motor vehicle accidents in the United States each year. The National Safety Council estimates that cell phone use contributes to more than one million motor vehicle accidents in the U.S. annually.

Beginning Oct. 29, FIU will host lectures, information tables and interactive learning opportunities. Florida Highway Patrol will bring out a mobile breath-alcohol testing unit and a mobile detention unit to underscore the seriousness of DUI. A “roll-over” simulation will emphasize the importance of buckling up. A “distracted driving” challenge will invite students to participate in a simulation focused on drivers’ cell use. And “Put It Down” stickers will be distributed in hopes that students will affix them to the back of their phones.

The last effort, part of a wider campaign by the Florida Department of Transportation to keep cell phones out of drivers’ hands, sounds interesting to sophomore Alex Feliciano, who agreed it would make her think twice about making or answering a call while driving.

**“Having a sticker on your phone, it reminds you,” she said. “I guess it’s like being brainwashed, but in a good way. It kind of puts you on a guilt trip.”**

Appendix G- Campaign Media Coverage



October 2-15, 2012

## University of Miami partners with FDOT for safe-driving campaign

**BY LEE STEPHENS**

The Florida Department of Transportation (FDOT) District Six is partnering with the University of Miami to launch, "Put it Down," a campaign that educates young adults on the risks of distracted driving. The campaign continues through October.

The FDOT is targeting young drivers between ages 16 and 24 by partnering with local area educational institutions including the University of Miami, Florida International University, Miami-Dade College, Barry University and Miami-Dade County Public Schools.

Several outreach events will take place at local school campuses including a key event at the University of Miami on Oct. 24, from 10 a.m. to 3 p.m., at "The Rock" (near University Center). The UM event will feature the UM Police Department, UM Parking and Transportation, UM Association of Commuter Students, Dori Slosberg Foundation, Verizon Wireless,

Miami Police Department DUI Detail and BAT Mobile, and WalkSafe/BikeSafe. Additionally, the FDOT will be employing social media by conducting a Twitter campaign using the hash tag #PutItDown.

The Florida Highway Patrol, Miami-Dade Expressway Authority, Florida's Turnpike Enterprise, the Dori Slosberg Foundation, Florida's Community Traffic Safety Teams, Florida Department of Highway Safety and Motor Vehicles, South Florida Commuter Services, Miami-Dade County, Miami-Dade Metropolitan Planning Organization and AAA/Traffic Safety Foundation have joined the campaign efforts as well.

For more information, contact Carlos Sarmiento, FDOT District Six community traffic safety coordinator, at 305-470-5437 or via email at <carlos.sarmiento@dot.state.fl.us>.

More information on the national distracted driving campaign can be found online at <<http://www.distraction.gov>>.

Appendix G- Campaign Media Coverage



**‘Put It Down’ Campaign Warns of Dangers of Distracted Driving**

Posted on 04 October 2012

☆☆☆☆☆ (No Ratings Yet)

The University of Miami is partnering with the Florida Department of Transportation (FDOT) District 6 on a “Put It Down” campaign to educate young adults on the risks of distracted driving. The campaign is set to continue through October.

The FDOT is targeting young drivers between ages 16 and 24 by partnering with local area educational institutions including UM, Florida International University, Miami-Dade College, Barry University, and Miami-Dade County Public Schools.

Several outreach events will be held at local Miami school campuses, including a key event at the University of Miami on October 24 from 10 a.m. to 3 p.m. at the University Center Rock. The UM Police Department, Parking and Transportation, the Association of Commuter Students, the Dori Slosberg Foundation, Verizon Wireless, Miami Police Department DUI Detail and BAT Mobile, and WalkSafe/BikeSafe will be featured at the event. Additionally, the FDOT will be employing social media by conducting a Twitter campaign using the hashtag #PutItDown.

The Florida Highway Patrol, Miami-Dade Expressway Authority, Florida’s Turnpike Enterprise, the Dori Slosberg Foundation, Florida’s Community Traffic Safety Teams, Florida Department of Highway Safety and Motor Vehicles, South Florida Commuter Services, Miami-Dade County, Miami-Dade Metropolitan Planning Organization, and AAA/Traffic Safety Foundation have all joined the campaign efforts as well.

More information on the national distracted driving campaign can be found online at <http://www.distraction.gov>.

Appendix G- Campaign Media Coverage



# ‘Put it down’ campaign to address texting while driving epidemic

by RIANNA HIDALGO on Oct 14, 2012 • 9:35 pm 2 Comments

Last year, senior Julian Malagon was the victim of a hit and run on U.S. 1 that left him with a broken nose, stitches above his left eye and two sprained ankles. Two months ago his car was totaled when a student ran a flashing red light at the intersection of Miller Drive and Red Road.

In the instances, both drivers were looking at their cellphones.

In order to raise awareness on texting and driving, the Florida Department of Transportation (FDOT) and the University of Miami, with the aid of other partners, will be holding an outreach event from 10 a.m. to 3 p.m. on Oct. 24 on the Rock.

The event will be held as part of the “Put it Down” campaign to educate students about the dangers of distracted driving.

**“Nobody ever thinks that sending a text could end with a catastrophic result,”** said Tara Kirschner, the executive director of the Dori Slosberg Foundation, one of FDOT’s partners. **“Again and again, we are finding that it does.”**

Distracted driving does not solely refer to cellphone use. According to Carlos Sarmiento, the community traffic safety program coordinator for FDOT District 6, it includes anything that takes your hands or mind off the road – putting on makeup, eating, changing the radio station or even engaging in conversation with passengers.

**“You can get so caught up in those actions, but it takes a fraction of a second to put someone in danger,”** Sarmiento said.

The campaign, which began on Labor Day and runs through the end of October, targets those between the ages of 16 and 24. It is part of a national effort by the U.S. Department of Transportation to end distracted driving, which [Distraction.gov](http://Distraction.gov), the official government website, refers to as an “epidemic.”

**“All my friends text,”** senior Erik Akre said. **“It’s not like any of them would say, ‘Hey, I’m driving, I can’t text you back.’”**

Some UM students admitted they use their cell phones while driving despite thinking it’s dangerous.

**“It’s bad,”** said freshman communications major Kenia Vasallo. **“Everyone does it. It’s a big deal because you never know what’s going to happen.”**

Although Florida is one of few states with no cellphone driving laws, those involved in the campaign hope statistics from the USDOT will offer other reasons to “put it down.”

*(continued on next page...)*



According to Sarmiento, the mutilated car on one of the campaign posters is from a fatal wreck in which a young man swerved into the lane of oncoming traffic while texting and collided with a semi-truck.

**“For the most part, I don’t think people will get it until it happens to them, or someone they’re close to. It’s unfortunate,”** Malagon said.

The UM event will feature the UM Police Department, the Department of Parking and Transportation, the Association of Commuter Students and many more.

Students will have the opportunity to visit promotional booths, speak with law enforcement officers and try driving simulators provided by the American Automobile Association.

They will also walk away with some free items and potentially life-saving knowledge.

**“I want as many students as possible to come out and take advantage of these resources,”** Kirschner said.

Students will also be able to take a pledge saying they will not text and drive. Until then, Sarmiento has a message for students: **“If you start with yourself, it can trickle down to others and everyone can do the right thing.”**

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*Rianna Hidalgo has 2 post(s) on The Miami Hurricane*

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## A Lesson on the Dangers of Distracted Driving


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Under the watchful eye of Juan M. Rivera, motor club senior manager for AAA Club South, University of Miami student Ashlie Watson attempts to send a text message while operating a driving simulator. The exercise was one of a handful of simulations conducted at The Rock on October 24 as part of an event designed to raise awareness about the dangers of distracted driving. UM, along with other institutions such as Florida International University and Miami Dade College, is partnering with the Florida Department of Transportation's District Six office on a "Put It Down" safe-driving campaign targeting 16- to 24-year-olds.



Posted on 26 October 2012

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### Verizon Wireless Promotes Safe Driving at "The U"

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College students love to text, post to social media and use their wireless devices for all sorts of things no matter when or where.

Verizon Wireless recently took part in a safety event at the [University of Miami](#) to urge students not to text and drive.

The event was organized by the Florida Department of Transportation as part of its "Put it Down" distracted driving awareness campaign. Various law enforcement and public safety agencies were on hand at "The Rock," the main UM campus crossroads as students make their way to class.

Verizon was the only wireless company to take part in the event. Students received safety tip cards, bumper stickers and keychains with the company's "Don't Be A DangerThumbs, Don't Text and Drive" messaging, and were encouraged to download the free SafelyGo app that answers texts and calls while you are behind the wheel.

Verizon in Florida and around the country has been an active advocate of safe driving and responsible use of wireless devices. The company has teamed up with the Florida Highway Patrol on numerous efforts, and with other national safety agencies.

Click on this [link](#), for more information on the company's policies on safe driving.

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### VZW Continues to Spread Safe Driving Messages and Apps to College Students in South FL

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College students in South Florida and everywhere love to text, post to social media and use their wireless devices almost non-stop.

To urge students to use their wireless devices safely while driving, Verizon Wireless recently participated in a safety event at [Florida International University](#).

The previous week, Verizon representatives visited the University of Miami with the same important message. Read about that event on VZWeb by clicking on the following link: <http://vzweb.vzwcorp.com/content/verizon-wireless-promotes-safe-driving-u>



Both events were organized by the Florida Department of Transportation as part of its "Put it Down" distracted driving awareness campaign. Various law enforcement and public safety agencies were on hand with Verizon on the bustling South Florida campus.

Verizon was the only wireless company to participate. Students received bumper stickers and keychains with the company's "Don't Be A DangerThumbs, Don't Text and Drive" messaging, along with safety tips cards and were encouraged to download the free SafelyGo app that answers texts and calls while you are behind the wheel.

Verizon has been an active advocate of safe driving and responsible use of wireless devices. The company has joined forces with the Florida Highway Patrol on numerous efforts, and with other national safety agencies.

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## Appendix G- Campaign Media Coverage



### **The Dangers of Distracted Driving**

Distracted driving is a danger to you, your loved ones and other motorists. The best way to help fight distracted driving is to get educated.

#### **1. What is distracted driving?**

Distraction occurs any time you take your eyes off the road, your hands off the wheel, and your mind off your primary task: driving safely. Any non-driving activity you engage in is a potential distraction and increases your risk of crashing.

#### **2. Who are the most serious offenders?**

Our youngest and most inexperienced drivers are most at risk, with 16% of all distracted driving crashes involving drivers under 20. But they are not alone. At any given moment during daylight hours, over

800,000 vehicles are being driven by someone using a hand-held cell phone.

#### *Did you know...*

- 18% of injury crashes in 2010 involved reports of distracted driving.
- Drivers who use hand-held devices are four times more likely to get into crashes serious enough to injure themselves.
- Text messaging creates a crash risk twenty-three times worse than driving while not distracted.

#### **3. Sending or reading one text is pretty quick, unlike a phone conversation - wouldn't that be okay?**

Texting is the most alarming distraction because it involves manual, visual, and cognitive distraction simultaneously. Sending or reading a text takes your eyes off the road for 4.6 seconds. At 55 mph, that's like driving the length of an entire football field, blindfolded. It's extraordinarily dangerous.

#### **4. Is it safe to use a hands-free device to talk on a cell phone while driving?**

So far, the research indicates that the cognitive distraction of having a hands-free phone conversation causes drivers to miss the important visual and audio cues that would ordinarily help you avoid a crash.

No message, no phone call, nothing is worth driving while distracted. Join FDOT and its partners and make the safety pledge. Next time you're behind the wheel, just **PUT IT DOWN!**

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For more information please visit us online at [www.distraction.gov](http://www.distraction.gov).

**The Faces of Distracted Driving**

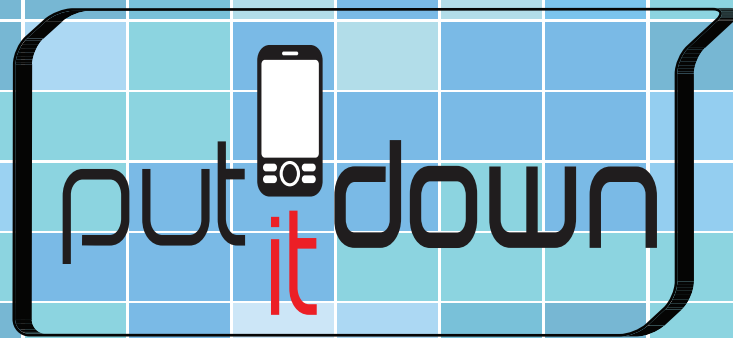
**Chelsey Murphy, 19**  
**Naples, Florida**  
On March 9, 2010, 19-year-old Chelsey Murphy and her unborn child were killed when a teen driver talking on his cell phone struck her as she was crossing an intersection near her home in Naples, Florida.

**Eric Okerblom, 19**  
**Santa Monica, California**  
On July 25, 2009, 19-year-old Eric Okerblom was killed when his bike was struck by a truck traveling at 60 MPH. Cell phone records indicate that the driver was texting just prior to the collision.

**Ashley Johnson, 16**  
**Asheville, North Carolina**  
On May 10, 2010, 16-year-old Ashley Johnson was killed when she lost control of her vehicle; crossed the center line, and hit a pickup truck head-on. Although her father had warned her against cell phone use behind the wheel, she was texting at the time of the crash.

Sometimes it's easy to get caught up in the message and forget the faces of those who have suffered as a result of distracted driving. No message, no phone call, nothing is worth driving while distracted. Join FDOT and its partners and make the safety pledge. **Keep these youth behind the wheel. ~~Put~~ PUT IT DOWN!**  
For more information please visit us online at [www.distraction.gov](http://www.distraction.gov).

put it down



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