



For Immediate Release
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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, FL – The Florida Department of Transportation (FDOT) is announcing the re-launch of the “Put it Down” campaign. The campaign was initiated in 2010 and 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.

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. In 2013 and 2014 combined, the campaign reached more than 78.9 million people through outreach events, campaign posters, email blasts, web banners, social media messaging and other campaign resources.

“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 Distraction.gov, 3,154 people were killed and 424,000 were injured in crashes involving distracted drivers in 2013. 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.

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