



Florida Department of Transportation

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FDOT Kicks-Off 2025 “Put it Down” Safety Campaign to Combat Distracted Driving

Running from January through the end of March

MIAMI, Fla. – The Florida Department of Transportation (FDOT) announces the kick-off of the 2025 “Put It Down” safety campaign to increase awareness about the dangers of distracted driving. Running from January through March with additional outreach in April for Distracted Driving Awareness Month, this campaign will utilize a comprehensive approach to spread its message, including community outreach, social media engagement, Public Service Announcements (PSAs), and other communication platforms. These efforts will target drivers across Miami-Dade and Monroe counties.

FDOT is partnering with local agencies and organizations to amplify the campaign’s reach and foster a shared commitment to safer driving practices. By working together with community partners, FDOT aims to significantly reduce distracted driving incidents and promote a culture of responsibility on the roads.

A Virtual Partner Kick-Off Meeting will be held on Thursday, January 23, 2025, at 10 a.m. to discuss campaign goals and partnership efforts. To join the meeting, click on the following link: [Click here to attend the meeting](#).

The campaign will feature outreach events at various locations, offering the public valuable insights into the risks of distracted driving behaviors such as texting, reaching for objects, reading, adjusting music, or focusing on GPS devices while driving. Attendees will also receive practical tips to help eliminate these behaviors.

FDOT encourages everyone to join these events, become advocates for road safety, and help create a focused and distraction-free driving environment. Together, we can make a lasting impact and save lives on our roads.

For more information on the campaign and upcoming events, please contact Community Safety Traffic Specialist Shieda Castillo at (305) 470-5313 or via email at Shieda.Castillo@dot.state.fl.us. You can also visit the campaign’s website at www.southflroads.com/putitdown.

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The Florida Department of Transportation's mission is to provide a safe statewide transportation system that promotes the efficient movement of people and goods, supports the state's economic competitiveness, prioritizes Florida's environment and natural resources, and preserves the quality of life and connectedness of the state's communities.