



Florida Department of Transportation

RON DESANTIS
GOVERNOR

1000 NW 111 Avenue
Miami, Florida 33172

JARED W. PERDUE, P.E.
SECRETARY

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Contact: Tish Burgher

(305) 470-5277 | Tish.Burgher@dot.state.fl.us

The Florida Department of Transportation (FDOT) Launches the 2024 “Put it Down” Campaign

MIAMI, Fla. – The Florida Department of Transportation (FDOT) is proud to announce the launch of the 2024 “Put it Down” safety campaign; aimed at raising awareness about the perils of distracted driving. This initiative is scheduled to run from January through the end of March and will employ a multi-faceted approach, leveraging community outreach, social media engagement, Public Service Announcements (PSAs) and various other communication channels to disseminate key safety messages to drivers across Miami-Dade and Monroe counties.

In collaboration with local agencies and organizations, FDOT is committed to amplifying the campaign’s impact and fostering a collective sense of responsibility towards safer road practices. By joining forces with community partners, the Department aims to make a significant profound effect in curbing distracted driving incidents within the region.

Scheduled outreach events will be held at diverse locations, providing an opportunity for the public to gain insight into the risks associated with inattentive driving behaviors, such as texting, reaching for objects inside the car, reading, adjusting the music and paying attention to GPS devices. Event attendees will also receive practical tips to eradicate such behaviors. FDOT invites the community to actively participate in these events, encouraging individuals to become advocates for road safety and join the cause to create a focused driving environment!

To obtain additional information about the campaign and stay updated on upcoming events, please contact Community Safety Traffic Specialist, Shieda Castillo, at (305) 470-5313 or via email at Shieda.Castillo@dot.state.fl.us or Community Outreach Specialist, Yaisel Gonzalez, at (305) 640-8122 or via email at yaisel@iscprgroup.com. 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 transportation system that ensures the mobility of people and goods, enhances economic prosperity, and preserves the quality of the state’s environment and communities. The department is committed to building a transportation system that not only fits the current needs of Florida’s residents and visitors, but also enhances mobility throughout the state to accommodate its consistent and rapid growth. The unique nature of the Sunshine State and its year-round warm climate provides numerous opportunities to achieve the department’s mission through multiple transportation modes including highways/streets, air, rail, sea, spaceports, transit, and the ever-expanding deployment of bicycle & pedestrian facilities