

**DISTRACTED DRIVING  
AWARENESS CAMPAIGN**

**Do As I Say, Not As I Do: Working with Parents to Educate  
the Next Generation of Drivers**

**Tuesday, March 17, from 10:45AM - 12:15PM**

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**Carlos Sarmiento**

Community Traffic Safety Program Coordinator  
Put it Down Campaign Manager

Florida Department of Transportation - District Six  
Miami, Florida

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**CAMPAIGN OBJECTIVES**

- Educate the public about the dangers of distracted driving and the reality of its consequences, including the Florida State law
- Provide drivers with steps to eliminate distracted driving within their families, schools, businesses or organizations
- Help eliminate crashes attributable to distracted driving
- Build partnerships within the community that maximize existing communications resources and spread the safety message to as many people as possible

Texting and driving is **ILLEGAL** in Florida




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### CAMPAIGN MESSAGING

- Next time you're behind the wheel, just **PUT IT DOWN!**
  - Put it Down – It Can Wait
  - Put it Down – It's the Law
  - Put it Down – Don't Text and Drive
- Target Audience:
  - Ages 16 to 24
  - Residents of Miami-Dade and Monroe Counties



Texting and driving is **ILLEGAL** in Florida

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### STATISTICS - DID YOU KNOW?

- Distraction contributes to more than 5,000 traffic fatalities each year.
- Drivers spend more than half their time focused on things other than driving.
- Texting is the most alarming distraction because it involves manual, visual, and cognitive distraction simultaneously.
- Nearly half of all U.S. high school students aged 16 years or older text or email while driving.
- Drivers who use hand-held devices are four times more likely to be seriously injured in a crash.
- Texting takes your eyes off the road for an average of 4.6 seconds; that is like driving the length of a football field at 55mph, blind.



Texting and driving is **ILLEGAL** in Florida

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### HOW CAN YOU HELP?

- Join FDOT and become a campaign partner
- Promote the campaign message within your organization
- Share the campaign materials using your organization's communication resources and databases
- Join us or sponsor one or more of our outreach events
- Help generate local media interest for the campaign
- Provide gift or novelty items to give away at our local outreach events
- Invite us to participate in your organization's events
- Help cover campaign printing and other costs
- Track your outreach to measure you effectiveness
- Contact us with other ideas



Texting and driving is **ILLEGAL** in Florida

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CAMPAIGN PARTNERS



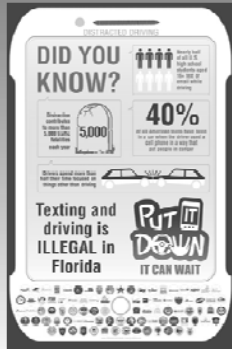
Texting and driving is ILLEGAL in Florida



Seven horizontal lines for notes.

CAMPAIGN MATERIALS - POSTER

- Infographic: visually explains dangers of distracted driving
- Campaign sponsors shown as buttons (includes both Miami-Dade and Monroe County as one united front)
- Offered in English, Spanish and Creole



Seven horizontal lines for notes.

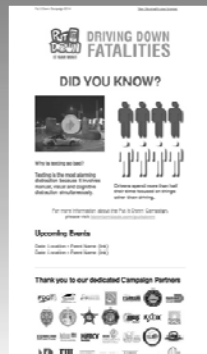
CAMPAIGN MATERIALS - POSTER



Seven horizontal lines for notes.

CAMPAIGN MATERIALS - EMAIL BLASTS

- Series of weekly email blasts with statistics and partner videos
- Links to videos which highlight actual stories of texting and driving
- Displays partner logos and upcoming campaign events




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CAMPAIGN MATERIALS - EMAIL BLASTS




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CAMPAIGN MATERIALS - WEB BANNERS




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CAMPAIGN MATERIALS - WEB BANNERS

Las distracciones al conducir causan más de 5,000 lesiones anuales.

0 de cada 10 accidentes son ocasionados por conductores distraídos.

En la Florida es ILEGAL enviar mensajes de texto al conducir

www.fdotmiamidade.com/putitdown

Prácticamente el 50% de los accidentes de tránsito en Florida son causados por conductores distraídos.

Sa ILEGAL an Florid pou moun voye tèks pandan y ap kondi machin

www.fdotmiamidade.com/putitdown

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CAMPAIGN MATERIALS - TV MONITOR

DID YOU KNOW? 70% of young adult drivers are CONFIDENT they can safely text while driving.

Nearly half of all U.S. high school students aged 16-18 text or use a cell phone while driving.

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

Texting and driving is ILEGAL in Florida

www.fdotmiamidade.com/putitdown

PUT IT DOWN IT CAN WAIT

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CAMPAIGN MATERIALS - TV MONITOR

¿SABÍA USTED? 70% de los conductores jóvenes adultos están CONFIDIDOS en que pueden enviar o recibir mensajes de texto mientras conducen.

Casi la mitad de los estudiantes de escuelas secundarias de 16 años o más en los Estados Unidos envían mensajes de texto o utilizan dispositivos móviles mientras conducen.

Los conductores pasan más de la mitad de su tiempo enfocados en algo que no sea conducir.

En la Florida es ILEGAL enviar mensajes de texto al conducir

www.fdotmiamidade.com/putitdown

PUT IT DOWN SUELTE EL CELULAR

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**CAMPAIGN MATERIALS - TV MONITOR**

ÈSKE W TE KONN SA? 70%  
 jènjan ak jeni SEYEN yo ka voye tèks alin sou telefòn yo san pwoblèm pandan y ap kondi machin

Prèske mwayèn tout lòt sèpandan ou Etazini ki gen 16 an sèlman jiska pou sa voye tèks anbyen men pandan y ap kondi.

Pandan chato ap kondi yo fè plis pase mwayèn lan ak telefòn yo sou lòt bagay ouye tèt yo sou kondi machin

Sa **ILLEGAL** an Florid pou moun voye tèks pandan y ap kondi machin

**PUT IT DOWN**  
 DEPOSE MAN TELEFÒN

www.fdotmiamidade.com/putitdown

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**CAMPAIGN MATERIALS – BROCHURE**

Texting and driving is **ILLEGAL** in Florida

En la Florida es **ILLEGAL** enviar mensajes de texto al conducir

Sa **ILLEGAL** an Florid pou moun voye tèks pandan y ap kondi machin

- Trilingual brochure
- Fold accordion-style or cut for specific use

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**2011 – 2014 CAMPAIGN RESULTS**

	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.*

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