

# Hit and Run Awareness Campaign Evaluation Report

**HIT &  
RUN**  
**BAD to  
WORSE** 

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



## Background

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The Florida Department of Highway Safety and Motor Vehicles is the state agency charged with providing highway safety and security through excellence in service, education and enforcement. The department is leading the way to a safer Florida through the efficient and professional execution of its core mission: the issuance of driver licenses, vehicle tags and titles and operation of the Florida Highway Patrol. The department's Office of Communications manages and implements all of the agency's safety and education initiatives, including Hit & Run Awareness Week.

In 2015, there were 92,623 Hit & Run crashes across the state of Florida. While the overall number of crashes is up from 2014, the ratio of Hit & Run crashes to all crashes (as well as H&R fatalities to all fatalities) has remained steady for several years, which means the problem of people fleeing the scene isn't getting better.

Also in 2015, the majority of Hit & Run crashes—approximately 83 percent—resulted in property damage. There were more than 19,000 injuries resulting from hit and run crashes and more than 1,200 of those involved serious bodily injury.

In 2015, there were 186 Hit & Run fatalities and year after year, half of Hit & Run fatalities are pedestrians. Approximately one out of every four pedestrian crashes is also a Hit & Run crash. In 2015, Miami-Dade led in pedestrian Hit & Run fatalities (22), followed by Pinellas (10) and Broward (9).

## Campaign Objectives (to be met by February 21, 2016)

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- Hold at least three Hit & Run press conferences in the state.
- Secure at least five news stories based off of department press releases/press conferences.
- Work with local media in Top-10 Hit & Run counties to obtain news coverage of Hit & Run issue and unsolved cases.
- Obtain 500 engagements on department social media channels.
- Garner at least 50 visits to the Hit & Run campaign webpage on [www.flhsmv.gov](http://www.flhsmv.gov).

## Budget

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- iHeartRadio:.....\$15,000.00

## Evaluation

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The 2016 Hit & Run Awareness Week campaign was successful in meeting each measurable campaign objective. Throughout the month, there were 34 unique stories in newspapers and on local news channels statewide. The overall paid media garnered 590,879 impressions and the overall earned media reached at least 14.8 million people. In terms of social media engagement and reach, Hit & Run campaign content was posted on at least one of the department's four social media platforms every day starting from February 15, 2016 until February 19, 2016. Hit & Run Awareness Week campaign content posted to the department's three social media accounts made a minimum of 78,556 impressions throughout the week.

### Press Conferences

The Florida Highway Patrol Public Affairs Officers held five press conferences the week of February 15, 2016.

#### Troop B, Lake City:

- 3 TV and 2 Print. (Followed up with a radio interview Suwannee 98.1).
- Speakers: Major Powell, relatives from two victims' families.
- Captain Burrows, Captain Tierney, and six traffic homicide investigators (THI) were in attendance. Those investigators provided case updates to reporters following the press conference.

#### Troop D, Orlando:

- 20 Victims in attendance.
- 6 TV and 2 Print (including Spanish media).
- Speakers: Colonel Spaulding and relatives from two victims' families: Jamie McWilliams (responsible for the 2006 Justin McWilliams Act) and Tina Esposito.

#### Troop E and L, Miami:

- Channel 10 News, Channel 51 Telemundo News (Spanish Media), Channel 23 Univision News (Spanish Media), WLTV News, Channel 6 News, Channel 4 News, Channel 7 News, Channel 41 News, Sun Sentinel News Paper, Miami Herald News Paper. Followed up with 5 radio interviews: Radio Caracol 1260 AM, WLRN Public Radio, Radio Actulidad 1020 AM, Radio Mambi 710 AM and Radio La Poderosa 760 AM.
- Speakers: Sergeant Wysocky and Trooper Sanchez, relatives from two victims' families, and the THI who worked the cases.
- Major Dellapietra, Captain Pajon and Captain Mandell were in attendance.

#### Troop F, Ft. Myers:

- WINK News, NBC News, Naples Daily News, Fort Myers News Press, ABC Ft Myers, Fox4
- Speakers: Captain Cardwell, Lieutenant Bueno, Lee County Sheriff Lt. Dennis Petracca, Stay Alive's Jay Anderson, Crimestoppers' Trish Route, and Misty Snyder (sister of deceased bicyclist Charles Snyder).
- In attendance: FHP THI Members, Cape Coral Police Department, Lee County Sheriff's Department, Stay Alive Just Drive, FDOT, MADD, Drug Free Southwest Florida, Lee Memorial Hospital health systems, Crime Stoppers of Southwest Florida, Fire and EMS.

#### Troop F, Bradenton:

- Bradenton Herald, Channel 10 News WTSP, SNN 6, Sarasota Herald, Channel 8 and 13 (from Tampa).
- Speakers: Capt Donovan, Major Baumann, Trooper Watson, James Sanders (husband of pedestrian Hit & Run victim Joyce Sanders).
- Attendees: Manatee County Crime Stoppers, Sarasota County Crime Stoppers, Julie Luhrsen Law Firm.

## Earned media

### Hit and Run PSA

The department contracted with iHeartRadio to air mobile internet radio advertisements throughout Hit & Run Awareness Week. The advertisements targeted specific counties based off of crash data in order to raise awareness that leaving the scene of a crash is a crime and to encourage motorists to remain at the scene of the crash.

The Hit & Run PSA aired on iHeartRadio between 3pm and 3am on Monday, February 15 through Sunday, February 21, 2016. The target audience was males, ages 18–25, and the spot was broadcast in English and Spanish throughout Florida. Targeted areas were: Miami (111,680 impressions), West Palm Beach (28,887 impressions), Orlando (130,945 impressions), Tampa (143,321 impressions) and Jacksonville (36,867 impressions).

### iHeartMedia + Florida Department of Highway Safety and Motor Vehicles

Product	Start Date	End Date	Impressions Contracted	Impressions Delivered
Audio :30 - General Market	2/15/16	2/21/16	500,000	526,587
Audio :30 - Hispanic	2/15/16	2/21/16	60,000	64,292

The audio spot can be heard here: <http://www.flhsmv.gov/safety-center/driving-safety/hitrn/>

## Earned media

Date	Publication	Title	Readership	Link
2/15/2016	FOX 13 News	FHP's hit-and-run campaign begins Monday	Broadcast circulation of 1,788,240	<a href="http://goo.gl/CZQpb8">http://goo.gl/CZQpb8</a>
2/15/2016	<i>Orlando Sentinel</i>	Florida's fatal hit-and-run crashes spiked in 2015	Daily circulation of 213,406	<a href="http://goo.gl/wCz0Ci">http://goo.gl/wCz0Ci</a>
2/15/2016	Tampa Bay Newspapers	Pinellas ranks No. 2 in pedestrian hit and run fatalities	Circulation information not available.	<a href="http://goo.gl/jUhRND">http://goo.gl/jUhRND</a>
2/15/2016	<i>Bradenton Herald</i>	Hit-and-run victims join to raise awareness with Florida Highway Patrol	Daily circulation of 46,030	<a href="http://goo.gl/l3feof">http://goo.gl/l3feof</a>
2/15/2016	WCJB-TV	FHP says hit & run cases not getting any better	Broadcast circulation of 124,730	<a href="http://goo.gl/Yds9JG">http://goo.gl/Yds9JG</a>
2/15/2016	WPTV West Palm Beach	Vero Beach family frustrated over unsolved hit-and-run; FHP launches awareness campaign	Broadcast circulation of 788,020	<a href="http://goo.gl/eYRADC">http://goo.gl/eYRADC</a>
2/15/2016	<i>Ocala Star Banner</i>	Hit-and-run crashes often deadly, always avoidable	Daily circulation of 45,000	<a href="http://goo.gl/c8be9x">http://goo.gl/c8be9x</a>
2/15/2016	WKMG	FHP kicks off hit-and-run awareness campaign	Broadcast circulation of 1,465,460	<a href="http://goo.gl/UTm00E">http://goo.gl/UTm00E</a>
2/15/2016	7 News WSVN	FHP develops campaign to reduce hit-and-run accidents	Broadcast circulation of 1,583,800	<a href="http://goo.gl/0bx25l">http://goo.gl/0bx25l</a>
2/15/2016	WCJB-TV	Florida Highway Patrol highlighting active hit & run cases	Broadcast circulation of 124,730	<a href="http://goo.gl/dzVwly">http://goo.gl/dzVwly</a>
2/15/2016	<i>Gainesville Sun</i>	Hit-and-run crashes often deadly, always avoidable	Daily circulation of 47,163	<a href="http://goo.gl/CYpeK3">http://goo.gl/CYpeK3</a>
2/15/2016	WINK News	FHP: Number of hit-and-run crashes across Florida	Broadcast circulation of 504,240	<a href="http://goo.gl/vTyAc4">http://goo.gl/vTyAc4</a>
2/15/2016	News Channel 8 WFLA	Florida Highway Patrol says there's an alarming spike in hit-and-run crashes	Broadcast circulation of 1,788,240	<a href="http://goo.gl/WIT4YH">http://goo.gl/WIT4YH</a>
2/15/2016	<i>Herald-Tribune</i>	FHP emphasizing seizing of growing hit-and-run issue	Daily circulation of 107,912	<a href="http://goo.gl/xe6RnP">http://goo.gl/xe6RnP</a>

Florida Department of Highway Safety and Motor Vehicles

Date	Publication	Title	Readership	Link
2/15/2016	WJAX- TV Action News Jax FOX 30	FHP's 'Bad to Worse' campaign bringing awareness to consequences of hit-and-run crashes	Broadcast circulation of 669,840	<a href="http://goo.gl/isf7he">http://goo.gl/isf7he</a>
2/15/2016	<i>Sun-Sentinel</i>	Hit-run crashes on rise in South Florida	Daily circulation of 237,562	<a href="http://goo.gl/TH172s">http://goo.gl/TH172s</a>
2/15/2016	WTVJ NBC Miami	Families, FHP Want info on Unsolved Hit and Runs	Broadcasting circulation of 1,583,800	<a href="http://goo.gl/ISFo8K">http://goo.gl/ISFo8K</a>
2/15/2016	WTSP	Hit-and-run victims recalls life-altering accident	Broadcast circulation 1,788,240	<a href="http://goo.gl/PsYhCi">http://goo.gl/PsYhCi</a>
2/15/2016	<i>Tampa Bay Reporter</i>	Florida Highway Department Names This Hit and Run Awareness Week	102,459 average net print circulation. 55,985 average website unique visitors.	<a href="http://goo.gl/60iGMh">http://goo.gl/60iGMh</a>
2/16/2016	<i>News-Press</i>	Florida hit-and-run crash totals go from bad to worse	Daily circulation of 87,843	<a href="http://goo.gl/NrZzCP">http://goo.gl/NrZzCP</a>
2/16/2016	<i>Tampa Tribune</i>	State troopers release data on Florida's hit-and-run crashes	Daily circulation of 215,096	<a href="http://goo.gl/UTtkzs">http://goo.gl/UTtkzs</a>
2/16/2016	<i>Tampa Bay Times</i>	Bail set at \$750k for hit-and-run suspect who reportedly admitted driving the car that killed a tow truck driver	Daily circulation of 215,096	<a href="http://goo.gl/K6NKUg">http://goo.gl/K6NKUg</a>
2/16/2016	CBS Miami	FHP Draws Attention to Hit-And-Run Crash Epidemic	Broadcast circulation of 1,583,800	<a href="http://goo.gl/1GARHM">http://goo.gl/1GARHM</a>
2/16/2016	WTSP	Tougher laws don't reduce hit-and-run crashes	Broadcast circulation 1,788,240	<a href="http://goo.gl/kPrfCo">http://goo.gl/kPrfCo</a>
2/16/2016	WJAX-TV Action News Jax FOX 30	FHP: 65 hit-and-run crashes so far in St. John County in 2016	Broadcast circulation of 669,840	<a href="http://goo.gl/P9g6V9">http://goo.gl/P9g6V9</a>
2/16/2016	<i>Miami New Times</i>	Hit-and-runs surged to more than 92,000 in Florida last year	Weekly circulation of 100,000	<a href="http://goo.gl/BkT0hM">http://goo.gl/BkT0hM</a>
2/16/2016	WJXT News4Jax	FHP: Avoid taking crash from bad to worse	359,000 homes reached on average a week/ 1.5 million unique visitors to webpage a month	<a href="http://goo.gl/mOhhel">http://goo.gl/mOhhel</a>
2/16/2016	News Talk Florida	186 Killed in FL Hit and Runs Last Year	100,000 monthly unique visitors	<a href="http://goo.gl/Ap1Oo6">http://goo.gl/Ap1Oo6</a>
2/16/2016	WUFT	Families Remember Loved ones Lost in Hit-And-Run Crashes	Broadcast circulation 124,730	<a href="http://goo.gl/w8BJgf">http://goo.gl/w8BJgf</a>
2/16/2016	WGFL GTN News	Parents speak out on fatal hit and run accidents	Broadcast circulation of 124,730	<a href="http://goo.gl/eijN1H">http://goo.gl/eijN1H</a>
2/16/2016	<i>The St. Augustine Record</i>	FHP releases data on state's hit-and-run crashes	Daily circulation of 17,502	<a href="http://goo.gl/qyIJ7t">http://goo.gl/qyIJ7t</a>
2/17/2016	<i>News-Press</i>	Hit-and-run injures Charlotte County bicyclist	Daily circulation of 87,843	<a href="http://goo.gl/H19tSi">http://goo.gl/H19tSi</a>
2/17/2016	<i>The Ledger</i>	Officials: More people leaving accident scene	Daily circulation of 70,607	<a href="http://goo.gl/xoqLQx">http://goo.gl/xoqLQx</a>
2/18/2016	<i>Madison County Carrier</i>	FHP reminds drivers not to leave the crash scene	Weekly circulation of 3,700	<a href="http://goo.gl/sp3DgF">http://goo.gl/sp3DgF</a>
<b>34 total news stories</b>			<b>At least 14,886,314 reached</b>	

## Social media

### Facebook: Page Level Data

Facebook Hit & Run Awareness Week posts began on Monday, February 15, 2016 at 10:00 a.m. When Hit & Run posts began, the department Facebook page had 11,456 likes. By the end of Hit & Run Awareness Week, the department Facebook page had 11,505 likes, a 0.4 percent increase over seven days. Women ages 25 – 34 were the department’s largest audience, 19 percent, during this week. Data also showed that 69 percent of those viewing the department Facebook page were doing so from a mobile device.

From Monday, February 15, 2016 to Sunday, February 21, 2016, the department Facebook page reached 25,570 unique Facebook users, 222 percent of the department’s page likes. The department engaged 1,878 unique users, 16 percent of the department’s page likes and made 67,756 total impressions<sup>1</sup>.

Due to the social media success and attention garnered from the January 2016 Move Over, Florida! campaign, there was residual page attention in the two weeks that followed. This attention has caused a negative trend on all page data, with the exception of total page likes.

### Facebook: Post Level Data

Date	Post Message	Reach (unique)	Impressions (total)	Engaged Users (unique)
2/15/16 7:00 AM	This week, the Florida Department of Highway Safety and Motor Vehicles is commemorating Hit & Run Awareness Week. Fleeing the scene after a crash is a felony and makes a bad situation even worse. In 2015, there were more than 92,000 hit and run crashes in Florida. If you were involved in a hit and run crash or have information about open hit and run cases, please contact your local law enforcement. #StayAtTheSceneFL	3948	6657	194
2/15/16 1:31 PM	Today, FHP Troop F Troopers held a press conference in honor of Hit & Run Awareness Week. A very special appearance was made by Misty Snyder. Misty tragically lost her brother on November 7, 2014 due to a hit and run crash. Actions have consequences. Staying at the scene may save a life. #StayAtTheSceneFL	2009	3116	198
2/16/16 8:49 AM	“There are so many people who don’t understand the consequences and they aren’t doing the right thing,” Sgt. Kim Montes said. “How can you leave a person to die on the side of the road like a piece of trash?” #StayAt-TheSceneFL <a href="http://www.orlandosentinel.com/news/breaking-news/os-florida-orlando-hit-run-crash-deaths-20160215-story.html">http://www.orlandosentinel.com/news/breaking-news/os-florida-orlando-hit-run-crash-deaths-20160215-story.html</a>	7200	12049	278
2/17/16 2:25 PM	Did you know that one in four pedestrian crashes result in a driver leaving the scene? Don’t make a bad situation worse. #StayAtTheSceneFL	1491	2497	56
	In 2015, over 1,200 hit and run crashes resulted in serious bodily injury and over 180 resulted in death. The Florida Department of Highway Safety and Motor Vehicles reminds drivers that Florida law requires you stay at the scene of a crash. #StayAtTheSceneFL	3854	6404	130
2/19/16 12:56 PM	What do you do when you’re involved in a crash? The most important thing a driver can do after a crash is remain at the scene, help the injured and call for help. Staying at the scene will save a life. Three people were ejected as a result of this hit and run crash that took place in Pasco County in October 2015. Thankfully, a tip to law enforcement led to the arrest of the driver. If you have any information about a hit and run case, please contact your local law enforcement. #StayAtTheSceneFL	1526	2504	133

<sup>1</sup> Facebook defines reach as the unique number of people who have seen any content associated with the department page. Engagement is defined as the unique number of people who engaged with anything associated with the department in the form of clicks or story creation. The creation of a story can include liking the department page, liking, commenting or sharing a post by the department, mentioning the department page in their post, tagging the department in a photo or answering a question on the department page. Facebook defines impressions as the number of times anything associated with the department page is displayed. Impressions do not measure unique users.



All posts made by the department that included Hit & Run Awareness Week content reached between 1,491 people and 7,200 people per post. Every post made over 2,000 impressions.

- Average reach of the department's campaign posts: 3,338 people.
- Average rate of engagement per Hit & Run post: 5.6 percent.
- Average number of unique users who engaged with Hit & Run posts: 164 users.
- Average number of impressions per Hit & Run Awareness post: 5,537.

The post with the highest reach, highest engagement and most impressions was the quote from Sgt. Kim Montes from an Orlando Sentinel article and the corresponding link that was posted on February 16, 2016.



Figure 1: 15 Comments; 102 Likes; 29 Shares

In addition to department page and post data, there were more than 30 unique Facebook posts regarding the Hit & Run Awareness Week campaign. In particular, a Fox 35 WOFL post that included Hit & Run Awareness Week content received 5,400 views, 21 comments, 90 likes and 42 shares.



Figure 2: 21 Comments; 90 Likes; 42 Shares

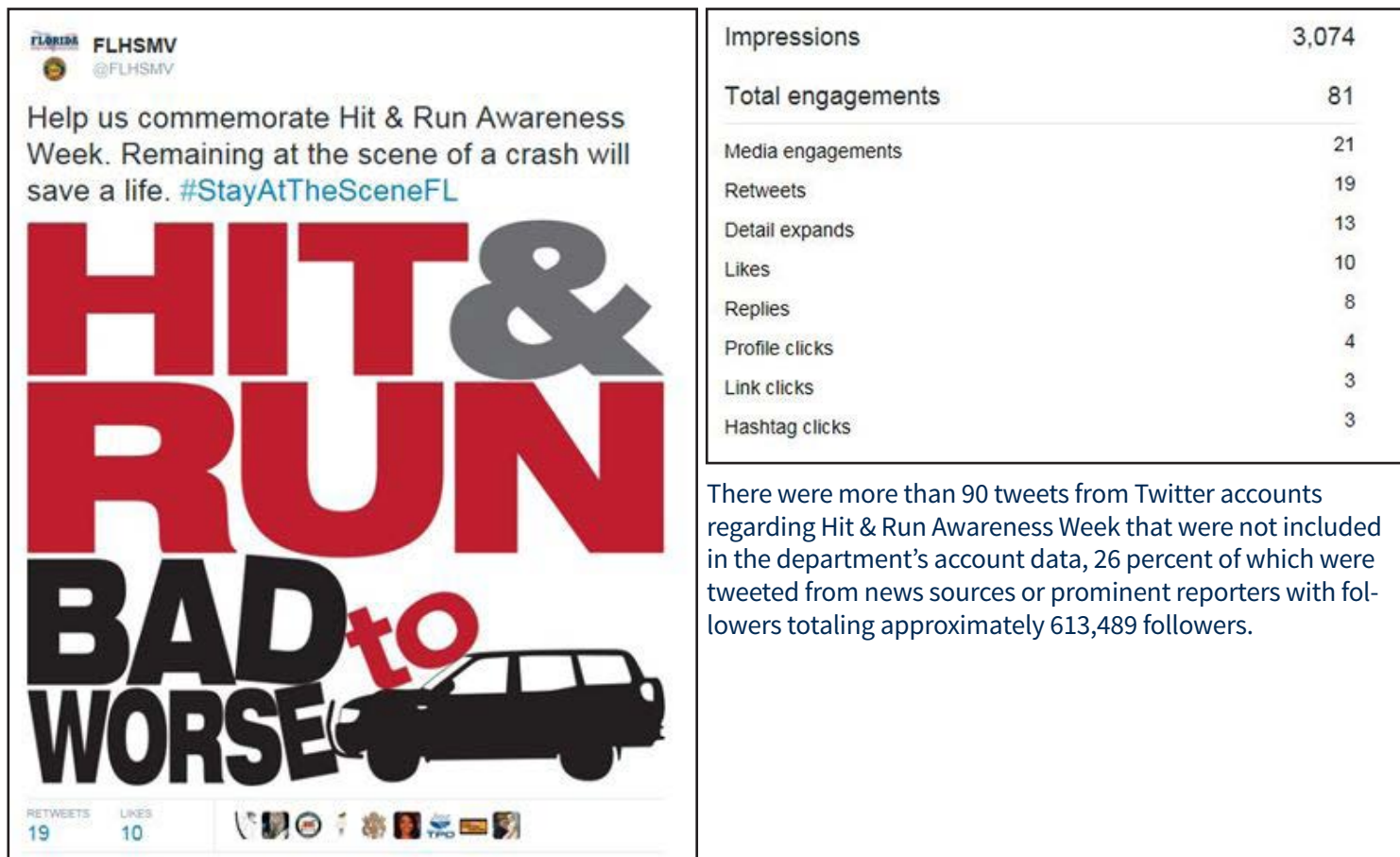


**Twitter**

During Hit & Run Awareness Week, the department’s Twitter account tweeted seven times, made 10,800 impressions, had an engagement rate of 1.8 percent, received 14 link clicks, 43 retweets, 22 replies and 27 likes. Compared to an average week, specifically February 1, 2016 to February 7, 2016, the department’s Twitter activity experienced a 40 percent increase. Impressions made increased by 14.8 percent, engagement increased by 0.9 percent, link clicks decreased by 22 percent, retweets increased by 258 percent, replies increased 100 percent and likes increased 35 percent <sup>2</sup>.

During Hit & Run Awareness Week, the FLHSMV twitter account gained 34 followers, bringing the total number of department followers to 5,401 on February 21, 2016. This is a 0.6 percent increase, and when compared to an average week, it is 25 percent increase in the number of followers gained in a seven day period. The average number of impressions per Hit & Run Awareness Week tweet was 1,674 and the average number of engagements was 50. Each tweet received at least four retweets, however, there was an average of eight retweets per post.

The department’s Hit & Run Awareness Week tweet with the most impressions was the kick-off tweet asking followers to help commemorate Hit & Run Awareness Week. This tweet made 3,074 impressions, received 81 engagements and had an engagement rate of 2.6 percent. The tweet that received the most engagements and had the highest engagement rate was the last tweet of the campaign advising followers that the most important thing to do after a crash is to stay at the scene, help the injured and call for help. This tweet made 2,101 impressions, received 109 engagements and had an engagement rate of 5.2 percent.



There were more than 90 tweets from Twitter accounts regarding Hit & Run Awareness Week that were not included in the department’s account data, 26 percent of which were tweeted from news sources or prominent reporters with followers totaling approximately 613,489 followers.

Figure 3: 19 Retweets; 10 Likes

<sup>2</sup> Twitter analytics defines the term impressions to be the number of times users saw a particular tweet. The term engagement is defined as the total number of times a user has interacted with a tweet. This interaction can include all clicks anywhere on the tweet, retweets, replies, follows and likes.

**Instagram**

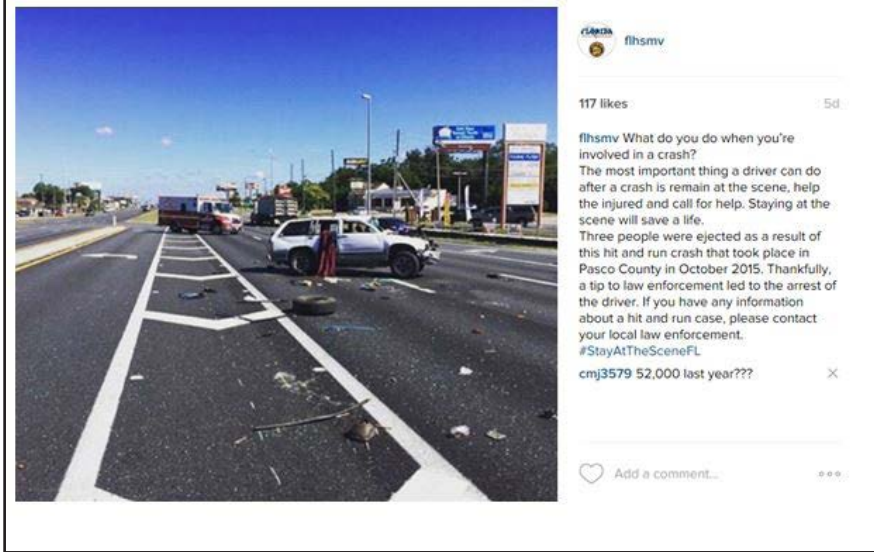
The department made five Instagram posts that contained Hit & Run Awareness Week content in February 2016, all of which received more than 60 likes and averaged 79 likes. The top Instagram post was the Pasco County hit and run car crash posted on February 19, 2016. This post received 115 likes.



Figure 4: 115 Likes; 1 Comment

Date	Post	Likes	Comments
2/15/2016	<p>The image shows a screenshot of an Instagram post from the account 'flhsmv'. The main image is a large graphic with the text 'HIT &amp; RUN' in large red letters, 'BAD to' in smaller black letters, and 'WORSE' in large black letters. Below the text is a silhouette of a car. To the right of the image is the post's text: '66 likes', '1w', 'flhsmv This week, the Florida Department of Highway Safety and Motor Vehicles is commemorating Hit &amp; Run Awareness Week. Fleeing the scene after a crash is a felony and makes a bad situation even worse. In 2015, there were more than 92,000 hit and run crashes in Florida. If you were involved in a hit and run crash or have information about open hit and run cases, please contact your local law enforcement. #StayAtTheSceneFL', and a comment input field.</p>	66	0

Date	Post	Likes	Comments
2/15/2016	 <p data-bbox="781 201 1049 705"> <b>fhsmv</b>                      78 likes                      fhsmv Today, FHP Troop F Troopers held a press conference in honor of Hit &amp; Run Awareness Week. A very special appearance was made by Misty Snyder. Misty tragically lost her brother on November 7, 2014 due to a hit and run crash. Actions have consequences. Staying at the scene may save a life. #StayAtTheSceneFL                 </p>	78	0
2/17/2016	 <p data-bbox="781 768 1049 1272"> <b>fhsmv</b>                      75 likes                      fhsmv Did you know that one in four pedestrian crashes result in a driver leaving the scene? Don't make a bad situation worse. #StayAtTheSceneFL                 </p>	75	0
2/18/2016	 <p data-bbox="781 1341 1049 1845"> <b>fhsmv</b>                      63 likes                      fhsmv In 2015, over 1,200 hit and run crashes resulted in serious bodily injury and over 180 resulted in death. The Florida Department of Highway Safety and Motor Vehicles reminds drivers that Florida law requires you to stay at the scene of a crash. #StayAtTheSceneFL                 </p>	63	0

Date	Post	Likes	Comments
2/19/2016		117	1

**FLHSMV.gov**

Hit and Run Awareness Week was featured on the FLHSMV.gov Newsroom page, as well as the Hit & Run Awareness Week page which is located within the department’s Safety Center. This content received a total of 3,377 page views, 2,661 of which were unique visitors; the average time each viewer spent on the page was 1:19. Compared to 2015’s Hit & Run page data, page views increased by 469 views (16 percent), unique page views increased by 401 views (18 percent), and time spent on the Hit & Run page decreased by 13 seconds (14 percent).



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