

# Hit and Run Awareness Month: *Stay at the Scene* Campaign Evaluation Report



**STAY  
AT THE  
SCENE**

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



## Background

The Florida Department of Highway Safety and Motor Vehicles (department) 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 (FHP). The department’s Office of Communications coordinates with program areas to manage and implement all of the agency’s safety and education campaign initiatives, including educating the public regarding the consequences and severity of hit and run crashes.

Under Florida law, a driver must stop immediately at the scene of a crash, on public or private property, which results in property damage, injury and/or death. If the crash involves property damage, leaving the scene is classified as a second degree misdemeanor, with penalties up to 60 days in jail and a \$500 fine. Leaving the scene of a crash resulting in injury or death is a third or first degree felony and a driver, when convicted, will have their license revoked for at least three years and can be sentenced to a mandatory minimum of four years in prison. Penalties for a hit and run with injury can be up to five years in prison or five years of probation and a \$5,000 fine, and drivers leaving the scene of a crash with a fatality could be sentenced up to 30 years in prison and a \$10,000 fine.

According to preliminary data, there were 99,004 hit and run crashes in 2016. From 2013 to 2016, hit and run crashes have increased 26 percent. In 2016, 26 percent of all crashes were hit and run crashes. Fatalities from a hit and run crash have increased 20 percent from 2013 to 2016, and as of December 31, 2016, there were 179 hit and run crash fatalities in 2016. Of those fatalities, 125 were pedestrians or bicyclists. Pedestrians or bicyclists also made up over 36 percent of all hit and run serious bodily injuries in 2016. In 2016 preliminarily, FHP worked 24,722 hit and run crashes, 25 percent of all hit and run crashes.

Hit and Run Crashes			
	Sum of Crashes	Sum of Serious Bodily Injuries	Sum of Fatalities
2013	78,661	1,141	149
2014	85,241	1,316	175
2015	94,456	1,295	198
2016	99,004	1,291	179

There were 16,852 charges issued for hit and run violations in 2015, and as of October 31, 2016, there were 13,802 charges issued in 2016. These charges include: failure to stop and render aid involving injury or death, failure to file report or crash as required and leaving the scene of a crash before police arrive. Overall, hit and run charges have gone up since 2014, but the total number of charges issued is low compared to the number of hit and run crashes reported.

Throughout the month-long Hit and Run Awareness campaign, the department educated the public regarding: Florida law and the consequences of leaving the scene of the crash, the challenges law enforcement face when investigating a hit and run crash and what motorists should do when involved in a crash or witness a hit and run crash, with an emphasis on the call to action, *Stay at the Scene*.

## Objectives

- ☑ Secure at least 30 new stories from the department-disseminated press release and department-hosted press conferences.
- ☑ Hold at least eight press conferences throughout the state with FHP Public Affairs Officers.
- ☑ Obtain at least 10,000 engagements (shares, comments, retweets) on department social media channels using new multimedia content.
- ☑ Garner more than 10,000 visits to the Move Over campaign webpage on [www.flhsmv.gov](http://www.flhsmv.gov).

## Budget: \$1,000

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Social Media Advertisements: up to \$1,000

## Expenditures: \$750

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- Social Media Advertisements: \$500
- Printing and Mailing: \$250

## Evaluation

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The department acted as the lead agency for Hit and Run Awareness Month, which ran from February 1 through February 28, 2017. The campaign was expanded to a month-long campaign, increasing the time for education and awareness for hit and runs, compared to the one-week campaign in 2016. The campaign was successful in reaching all campaign goals and objectives, with over nine million people viewing the campaign messaging through earned media, social media, press conferences and community outreach.

Throughout the month, the campaign garnered 55 news stories in newspapers, local news channels or local radio stations statewide, with over nine million potential views across platforms. The department used its Facebook, Twitter and Instagram accounts to promote the *Stay at the Scene* campaign, posting campaign content a total of 92 times in February with a minimum of 210,999 impressions. The *Stay at the Scene* campaign page on FLHSMV.gov received 15,593 page views and 12,729 were from unique web users. Additionally, FHP troops held ten Hit and Run Awareness press conferences throughout the state.

Media	Views
Earned	8,870,527
Social	210,999
PAO Outreach	57,455
FLHSMV.gov	15,593
<b>TOTAL</b>	<b>9,154,574</b>

## Branding and Design

The department redesigned the Hit and Run Awareness campaign artwork and branding with the updated call to action, *Stay at the Scene*. The new design included a more modern, direct depiction of what drivers should do when involved in a crash, using orange and red colors to show the urgency and importance of the message. The new *Stay at the Scene* branding was used across platforms, in campaign social media posts, the FLHSMV.gov website and in all printed materials distributed to partners.

2016



2017



**STAY  
AT THE  
SCENE**

## Earned Media

The department disseminated a statewide press release on February 1, 2017, to stress the importance of staying at the scene of a crash. The following news outlets ran a story about the campaign:

	Date	Publication	Title	Readership*
1	02/01/2017	WINZ 940	Radio Talk Show Traffic Safety Segment	67,800 weekly listeners
2	02/01/2017	<i>Chipley Bugle</i>	Hit and Run Awareness Month	Online circulation of 2,235
3	02/02/2017	WFSU	Seeing Huge Spike in Hit and Run Crashes, Officials Urge Motorists to 'Stay at the Scene'	Broadcast circulation of 272,520*
4	02/03/2017	WMBB	FHP and Hit and Run Awareness Month	Online circulation of 8,393
5	02/03/2017	WPLG	FHP kicks off campaign to crack down on hit-and-run crashes (Troop E Press Conference)	Circulation numbers unavailable
6	02/04/2017	<i>Bradenton Herald</i>	Nearly Four Years Later, Man Convicted in Fatal Hit-and-Run	Monday-Friday circulation of 43,719
7	02/04/2017	WMBB	FHP Investigating Hit-and-Run Crash	Online circulation of 8,393
8	02/04/2017	WJHG	Highway Patrol Searching for Driver in Hit-and-Run Crash	Online circulation of 10,200
9	02/04/2017	WKRG	Florida Highway Patrol Investigates Hit & Run Crash	Broadcast circulation of 124,730*
10	02/06/2017	<i>Sun Sentinel</i>	Newborn Thrown From Vehicle in Hit-and-Run Crash in Miami	Monday-Friday circulation of 214,506
11	02/06/2017	WAWS Fox 30	St. Augustine Family Pleads for Answers in Deadly Hit-and-Run that Killed Veteran	An average of 125,000 unique web visitors a day
12	02/08/2017	WINZ 940	Radio Talk Show Traffic Safety Segment	67,800 weekly listeners
13	02/08/2017	WKMG	FHP Wants to Bring Awareness to Hit-and-Run Accidents	Online circulation 19,545
14	02/08/2017	WAWS Fox 30	Driver Hits Home, Kills Woman Watching TV, Jacksonville Police Say	An average of 125,000 unique web visitors a day.
15	02/09/2017	<i>Palm Beach Post</i>	JUST IN: Man Arrested in October Fatal Crash Near Palm Springs	Monday-Friday circulation of 160,506
16	02/10/2017	WFTV	Troopers: Man Fatally Struck in Lake County Hit-and-Run Crash	Online circulation of 19,668
17	02/10/2017	<i>Orlando Sentinel</i>	Pedestrian Killed in Hit-and-Run Crash in Lake County	Monday-Friday circulation of 220,130
18	02/10/2017	<i>Pensacola News Journal</i>	Gulf Breeze Teen Driver Charged with Hit and Run	Online circulation 19,984
19	02/11/2017	WKMG	22-year-old Motorcyclist Killed in Hit-and-Run, FHP says	Online circulation 19,545
20	02/13/2017	WESH	UF Student Killed by Hit-and-Run Driver, FHP says	Online circulation of 20,128
21	02/13/2017	<i>Ocala Star Banner</i>	Injured UF Student recounts Fatal DUI Crash	Online circulation of 20,449
22	02/13/2017	WFLA	Disturbing Trend; Hit-and-Run Crashes Spike in Florida	Online circulation of 31,600
23	02/13/2017	WFTX	FHP Campaign Hopes to Reduce Hit and Run Crashes	Online circulation of 20,141
24	02/13/2017	WEAR-TV	FHP Officials Search for Driver That Struck Pedestrian	Online circulation of 19,747
25	02/13/2017	WGCU	Half a Million New Florida Motorists Drive Surge in Traffic Deaths, Hit-and-Runs	Online Circulation of 2,301
26	02/14/2017	<i>Gulf Breeze News</i>	GB Woman Charged with Pedestrian Hit-and-Run	Weekly circulation of 5,000

Florida Department of Highway Safety and Motor Vehicles

	Date	Publication	Title	Readership*
27	02/14/2017	WKMG	FHP:19-year-old Struck Children Walking in Orange County	Online circulation of 19,545
28	02/15/2017	WINK News	Answers Elusive After Fatal Charlotte County Hit-and-Run	Online circulation of 7,536
29	02/15/2017	WTSP	Driver Identifies in New Year's Eve Hit-and-Run that Critically Injured Ruskin Teen	Online circulation of 20,194
30	02/15/2017	WINZ 940	Radio Talk Show Traffic Safety Segment	67,800 weekly listeners
31	02/16/2017	<i>Bradenton Herald</i>	Did You See What Happened? Highway Patrol Looking for Information on Fatal Crash	Monday-Friday circulation of 43,719
32	02/16/2017	<i>Ocala Star Banner</i>	FHP Seeks to Shine Light on Hit-and-Run Deaths	Online circulation of 20,449
33	02/16/2017	<i>Tampa Bay Times</i>	FHP: Family is hiding Ruskin Driver Wanted in New Year's Eve Hit-and-Run	Monday-Friday circulation of 305,789
34	02/16/2017	WUFT	After Florida's 99K Hit-and-Run, FHP Wants Responsible Driving	Broadcast circulation of 124,730*
35	02/16/2017	WKMG	Central Florida Hit-and-Run Crashes on the Rise, FHP Says	Online circulation of 19,545
36	02/16/2017	<i>Orlando Sentinel</i>	FHP Launching Hit-and-Run Campaign After Increase in Crashes	Monday-Friday circulation of 220,130
37	02/20/2017	<i>Suncoast News</i>	FHP plans Hit and Run Awareness Month press conference Tuesday	3,402 Facebook likes and 1,425 Twitter followers
38	02/20/2017	<i>Tampa Patch</i>	Dump Truck Driver Fled After Fatal Crash: Cops	Circulation information unavailable
39	02/20/2017	WFTV	FHP Investigates Fatal Hit-and-Run in Pine Hills	Online circulation 19,668
40	02/21/2017	<i>North Escambia</i>	FHP Seeks Century Hit and Run Driver	Online circulation of 12,600
41	02/21/2017	<i>Ocala Star Banner</i>	FHP: Dump Truck Leaves Scene of Crash on I-75	Online circulation of 20,449
42	02/21/2017	<i>Tampa Bay Times</i>	Tampa-area Cases Reflect Rise in Hit-and-Run Crashes Across Florida	Monday-Friday circulation of 305,789
43	02/21/2017	<i>Palm Beach Post</i>	BREAKING: Palm Beach County Third Worst in Hit-and-Run Crashes in 2016	Monday-Friday circulation of 160,506
44	02/21/2017	WPTV	Palm Beach County Third Worst In Hit-and-Run Crashes in Florida	Online circulation 19,644
45	02/21/2017	WTSP	FHP Launches New Initiative to Curb Hit-and-Run Crashes	Online circulation of 20,194
46	02/21/2017	<i>Palm Beach Post</i>	Palm Beach County Near the Top of State's Hit-and-Run Epidemic	Monday-Friday circulation of 160,506
47	02/22/2017	WKMG	Troopers Urge Drivers To Stay on the Scene After Car Accidents	Online circulation of 19,545
48	02/22/2017	WTVJ	Davie Police Continue Search For Driver in Deadly Hit and Run	Online circulation of 4,922,367 monthly
49	02/22/2017	WINZ 940	Radio Talk Show Traffic Safety Segment	67,800 weekly listeners
50	02/22/2017	WUSF	Highway Patrol Zeroes In On "Hit and Run" Drivers	224,000 weekly listeners
51	02/22/2017	WGCU	Radio Talk Show	100,000 weekly listeners
52	02/23/2017	<i>Sun Sentinel</i>	Davie Hit-Run Crash Survivor Plead for Help Finding Driver	Monday-Friday circulation of 214,506
53	02/24/2017	WINZ 940	Radio Talk Show Traffic Safety Segment	67,800 weekly listeners

	Date	Publication	Title	Readership*
54	02/28/2017	Villages News	54-year-old Ocala Bicyclist Seriously Injured in Hit-and-Run Accident in Marion County	Online circulation of 11,400
55	02/28/2017	Ocala Star Banner	FHP Needs Help Finding Hit-and-Run Driver	Online circulation of 20,449
<b>55 TOTAL STORIES</b>				<b>8,870,527</b>

\*Broadcast circulation numbers are an estimated number of viewers based on the populations in that area and are not guaranteed.

## Social Media

The department posted *Stay at the Scene* campaign content across its social media platforms a total of 92 times throughout the month of February. Campaign posts made a total of 210,999 impressions.

### Facebook

At the start of the *Stay at the Scene* campaign, the department’s Facebook page had 15,238 likes. By February 28, 2017, the department had garnered 63 new likes, totaling 15,301 likes. The department’s 31 Facebook *Stay at the Scene* campaign posts made a total of 113,611 impressions. The average *Stay at the Scene* campaign post garnered 3,664 impressions, reached 2,345 unique users and engaged with 37 unique users.

Most Popular Facebook Post with 12,205 Impressions



## Twitter

At the start of the *Stay at the Scene* campaign, the department’s Twitter account had 8,683 followers. By February 28, 2017, the department gained 134 new followers, totaling 8,821 followers. The department tweeted *Stay at the Scene* campaign content 49 times. These tweets garnered 79,654 impressions and 1,358 engagements.

*Most Popular Twitter Post with 5,124 Impressions*



## Instagram

At the start of the *Stay at the Scene* campaign, the department’s Instagram account had 7,835 followers. By February 28, 2017, the department gained approximately 217 new followers, totaling 8,052 followers. The department made 12 posts containing *Stay at the Scene* campaign content. These posts garnered 17,734 impressions. The average *Stay at the Scene* campaign post made 1,477 impressions and engaged with 80 unique Instagram users.

*Most Popular Instagram Post with 6,493 Impressions*



## Social Media Advertisements

The department purchased social media advertisements on Facebook and Instagram for the campaign, using a more dynamic ad format called Slideshow ads that compile photos, text and music into a short video for higher engagement. This advertisement garnered 288,910 impressions and engaged with 13,692 Facebook and Instagram users. The cost per 1,000 impressions for this advertisement was \$1.73.



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If you're involved in a crash, stay at the scene and call for help. You could save a life!  
#StayAtTheSceneFL

**STAY AT THE SCENE**  
You could save a life.

**Stay at the scene, it could save a life!**  
If you have any information on a Hit  
<http://www.flhsmv.gov/stayatthes...>

Learn More

**PAO Events**

FHP Public Affairs Officers (PAO) throughout the state hosted ten press conferences related to the *Stay at the Scene* campaign. FHP PAOs also hosted 18 safety events statewide, disseminating *Stay at the Scene* campaign messaging.

<b>Arrive Alive and/or Move Over Press Conferences</b>		
Date	Troop	Photo
2/2/2017	<p style="text-align: center;"><b>Troop A</b> Escambia County Fire Department Troop A HQ Panama City</p> <p>(Press conference messaging combined with <i>Arrive Alive</i>)</p>	
2/3/2017	<p style="text-align: center;"><b>Troop E</b> HQ Miami</p>	
2/13/2017	<p style="text-align: center;"><b>Troop F</b> HQ Bradenton Fort Myers FHP Station</p>	

**Arrive Alive and/or Move Over Press Conferences**

Date	Troop	Photo
2/16/2017	<p><b>Troop B</b> HQ Lake City</p>	
2/16/2017	<p><b>Troop D</b> HQ Orlando</p>	
2/21/2017	<p><b>Troop C</b> Tampa Home of Hit and Run Victim</p>	

**Arrive Alive and/or Move Over Press Conferences**

Date	Troop	Photo
2/21/2017	<p><b>Troop L</b> HQ West Palm Beach</p>	
2/24/2017	<p><b>Troop H</b> HQ Tallahassee</p>	

**PAO Community Safety Events**

TROOP C			
Date	Events	Location	Audience
2/2/2017	UPS Safety Presentation	Tampa, FL	200
2/07/2017	Hillsborough School Bus Driver Safety Presentation	Tampa, FL	30
2/10/2017- 2/20/2017	Florida State Fair Safety Booth	Tampa, FL	1,400
2/23/2017	UPS Safety Presentation	Lakeland, FL	200
<b>TOTAL</b>	<b>4</b>		<b>1,830</b>

<b>TROOP F</b>			
<b>Date</b>	<b>Events</b>	<b>Location</b>	<b>Audience</b>
2/01/2017	Sarasota High School Driver Education Presentation	Sarasota, FL	74
2/01/2017	Waste Corrections Safety Presentation	Fort Myers, FL	30
2/06/2017	Booker High School Safety Presentation	Sarasota, FL	41
2/07/2017- 2/08/2017	Drug House Odyssey Safety Presentation	Fort Myers, FL	900
2/17/2017	Desoto High School Safety Presentation	Arcadia, FL	20
2/22/2017	WGPU Radio Talk Show	Estero, FL	100,000 weekly listeners*
2/22/2017	UPS Safety Presentation	Charlotte County, FL	50
2/27/2015	Desoto High School Safety Presentation	Arcadia, FL	100
2/28/2017	Hoskins Pest Control Safety Presentation	Venice, FL	20
<b>TOTAL</b>	<b>9</b>		<b>1,235</b>

<b>TROOP L</b>			
<b>Date</b>	<b>Events</b>	<b>Location</b>	<b>Audience</b>
02/01/2017	WINZ 940 Radio Talk Show Traffic Safety Segment	Broward County, FL	67,800 weekly listeners*
02/08/2017	WINZ 940 Radio Talk Show Traffic Safety Segment	Broward County, FL	67,800 weekly listeners*
02/15/2017	WINZ 940 Radio Talk Show Traffic Safety Segment	Broward Country, FL	67,800 weekly listeners*
02/22/2017	WINZ 940 Radio Talk Show Traffic Safety Segment	Broward Country, FL	67,800 weekly listeners*
02/24/2017	Palm Beach County School Driver Education Conference	Palm Beach County, FL	150
<b>TOTAL</b>	<b>5</b>		<b>150</b>

\*Audience captured for the calculation of reach in "Earned Media" and not counted twice within the PAO safety event audience size totals.

### PAO Lessons for Next Campaign

The PAOs were provided with infographics that included statewide and troop-specific data to hand out to the media. Although they took time to create, the PAOs thought it was a great resource that will definitely be utilized more in future campaigns. For example, the PAOs could use an infographic for the Child Safety Awareness campaign that shows troop specific data on crashes involving children, car seat usage and school zone crashes to be able to send to media quickly and easily.

## FLHSMV.gov

In preparation for the *Stay at the Scene* campaign, the department updated its *Stay at the Scene* campaign page to include the most recent information and data. The *Stay at the Scene* campaign homepage received 15,593 page views between February 1 and February 28, 2017. Of the 15,593 total views, 12,729 (81 percent) page views were from unique web users. The average amount of time that a user spent on the webpage was 1:36. The page received a 362 percent increase in page views compared to the campaign in 2016, which may be due to the fact that the 2016 campaign was only a week long and 2017's campaign was a month long.

The department created a comprehensive campaign kit for partners, the media and other stakeholders to be able to download social media posts, graphics and PDFs of posters and postcards for print. The *Stay at the Scene* campaign page also included statewide hit and run data, the 2016 campaign evaluation report, information on statutes and penalties related to leaving the scene of a crash, the link to all active hit and run cases and the schedule for all the press conferences happening statewide. Below is a screenshot of what the resources part of the page looks like:

### Resources

#### Social Media Kit

Download the social media posts PDF and click on the thumbnails below to make posting on social media quick and easy!

#### #StayAtTheSceneFL Social Media Posts

##### Facebook Cover and Post Images:



##### Twitter Cover and Post Images:



##### Instagram Image:



##### Additional Social Media Post Images:



#### Print Media Kit

Stay at the Scene Poster – 11x17

Stay at the Scene Poster – 8.5x11

Stay the Scene: Hit and Run Penalties – 3.5x5

#### Data

2016 Statewide Hit and Run Crash by County

2016 Hit and Run Campaign Evaluation Report

The *Stay at the Scene* campaign webpage included the following links that received the following amount of clicks<sup>1</sup> :

- FHP Hit-and-Run Active Case page – 1,989 page views
- Florida Statute as related to the leaving the scene of a crash – 11 clicks
- *Stay at the Scene* Social Media Posts – 6 average clicks
- *Stay at the Scene* 11x17 Poster – 23 average clicks
- *Stay at the Scene* 8.5x11 Poster – 11 average clicks
- *Stay at the Scene* Postcard – 17 average clicks
- Hit and Run Crash Data by County – 45 average clicks
- 2016 Hit and Run Campaign Evaluation report – 45 average clicks

### **FLHSMV.gov Lessons Learned**

The Hit and Run Active Case page received the most page views out of any other link available on the *Stay at the Scene* page. Next year, additional efforts will be made to make sure that all the cases are up to date and that the users reaching that page have the best information. Next year, FHP troop PAOs will be given more notice to update their case pages before the campaign starts.

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<sup>1</sup> Google Analytics does not track every single click to a PDF. The number of clicks is generated by only a percentage or sample of all the clicks to the PDF.

## Partner Outreach

Throughout February, the department worked with the Tax Collector Coalition, Florida Department of Transportation (FDOT), Florida Police Chiefs Association (FPCA), Florida Sheriffs Association (FSA) and AAA – The Auto Club Group to promote the *Stay at the Scene* campaign. FDOT supported the campaign by posting over 80 posters in rest areas and visitor centers throughout Florida and sharing safety messages on social media. The FSA, FPCA and FDOT all supported the campaign by including statements in the department disseminated press release and sharing the campaign materials with members who in turn promoted *Stay at the Scene* campaign material on social media. AAA participated in the campaign by including a quote in the press release as well as distributing *Stay at the Scene* tear cards to offices throughout the state.

Tax Collector partners and the department shared the *Stay at the Scene* campaign message by running the campaign logo and safety messages on the Motor Vehicle Network in offices in the following counties:

1. Brevard
2. Broward
3. Citrus
4. Duval
5. Escambia
6. Leon
7. Liberty
8. Miami-Dade
9. Monroe
10. Nassau
11. Santa Rosa
12. Volusia
13. Walton

The department displayed the *Stay at the Scene* campaign logo and safety message on its digital message sign at headquarters from February 1 through February 28, 2017. FHP troops D, F, G and H also ran the *Stay at the Scene* graphic on their digital message signs at their troop headquarters.

## FLHSMV.gov Lessons Learned

The department met with the FPCA and discussed their involvement in safety campaigns, and determined that a good way to disseminate the campaign materials to their Police Chief members was through their Green Alert email for future campaigns. The Green Alert is an informational email blast sent out to FPCA members and will have a message about the campaign and how to get materials and participate. Starting with the next campaign, the FPCA will send out campaign information to their members in a Green Alert.



## Internal Outreach

The *Stay at the Scene* campaign message was promoted internally among department members through use of its internal website, SafetyNet. The *Stay at the Scene* campaign logo was posted on the homepage of SafetyNet for the duration of the campaign. *Stay at the Scene* campaign messaging was also disseminated twice to approximately 4,500 department employees around the state through the Executive Director's internal biweekly newsletter, *DHSMV Connections: Agency Accomplishments & Kudos*. The newsletter highlights department members' accomplishments, safety education initiatives and messages from the Executive Leadership Team. The following messages appeared in the newsletter in February:



### February 2017 is Hit and Run Awareness Month

DHSMV recognizes February 2017 as Hit and Run Awareness Month in an effort to reduce the number of hit and run crashes in Florida. The campaign is held in partnership with the Florida Sheriffs Association, Florida Police Chiefs Association, Florida Department of Transportation and AAA – The Auto Club Group.

DHSMV's Stay at the Scene campaign aims to reduce the number of hit and run crashes in Florida by educating drivers on their responsibilities if involved in a crash and the serious consequences they face if they choose not to Stay at the Scene.

FHP will host press conferences throughout the month to highlight the importance of staying at the scene and the devastating results of hit and run crashes.

If you are involved in a crash, stay at the scene and call for help. It's not just the law – you could save a life. If you have information on a hit and run crash vehicle and/or driver, you can report it anonymously to **Crime Stoppers**. Click on the button below to see the active hit and run cases that FHP is investigating.

[Active Hit & Run Cases](#)

## Hit and Run: Stay at the Scene

~ There were more than 99,000 hit and run crashes in Florida in 2016 ~



The DHSMV launched its 2017 Hit and Run Awareness campaign on February 1, pushing the message to Stay at the Scene. With 25 percent of all crashes in Florida involving a hit and run, leaving the scene of a crash remains a serious problem. Legal penalties for hit and run drivers range from a second degree misdemeanor to a mandatory minimum of four years in prison. However, the most significant consequence of a hit and run crash can be the loss of a life.

The Stay at the Scene campaign aims to reduce the number of hit and run crashes in Florida and encourage hit and run witnesses to come forward with any information they may have about an open case. To spread this message, Florida Highway Patrol (FHP) Public Affairs Officers (PAOs) in each Troop hosted

press conferences to highlight the hit and run crashes in their local area. Statewide and local efforts thus far have resulted more than 44 hit and run stories published in media outlets across the state, bringing attention to this rising epidemic.

Due to the increased attention on hit and run crashes and the efforts of FHP, the DHSMV and our campaign partners, at least eight hit and run drivers have been identified and apprehended after leaving the scene of a crash. Without the help of the media and the public, these hit and run offenders may have never been found. If you have information on an open hit and run case, it is important that you contact FHP or your local Crime Stoppers. Help bring these offenders to justice; if you see something, say something.

### Hit & Run Awareness Month



## 2016 vs. 2017 Campaign Results

It should be noted that the 2016 Hit and Run campaign ran for a one week period from February 15 - 19, 2016.

### Facebook

Year	Total Number of Posts	Average Impressions per Post	Average Reach per Post	Average Engagement per Post
2016	6	5,538	3,338	164
2017	31	3,665	2,345	38
<b>Percent Change:</b>		<b>34% decrease</b>	<b>30% decrease</b>	<b>77% decrease</b>

The total impressions, reach and engagement in this table do not include paid media posts. The decrease in impressions, reach and engagement could be due to the department's change in social media strategy, broadening the scope of the department's social media audience by diversifying the content posted to include safety campaigns, FHP, handbook and other content as it arises, such as teen driver safety, consumer initiatives or office closure announcements.

### Twitter

Year	Total Number of Posts	Average Impressions per Post	Average Engagement per Post
2016	5	1,674	50
2017	49	1,626	28
<b>Percent Change:</b>		<b>3% decrease</b>	<b>44% increase</b>

The total impressions and engagement in this table do not include paid media posts. The decrease in impressions and engagement could be due to the department's change in social media strategy, broadening the scope of the department's social media audience by diversifying the content posted to include safety campaigns, FHP, handbook and other content as it arises, such as teen driver safety, consumer initiatives or office closure announcements.

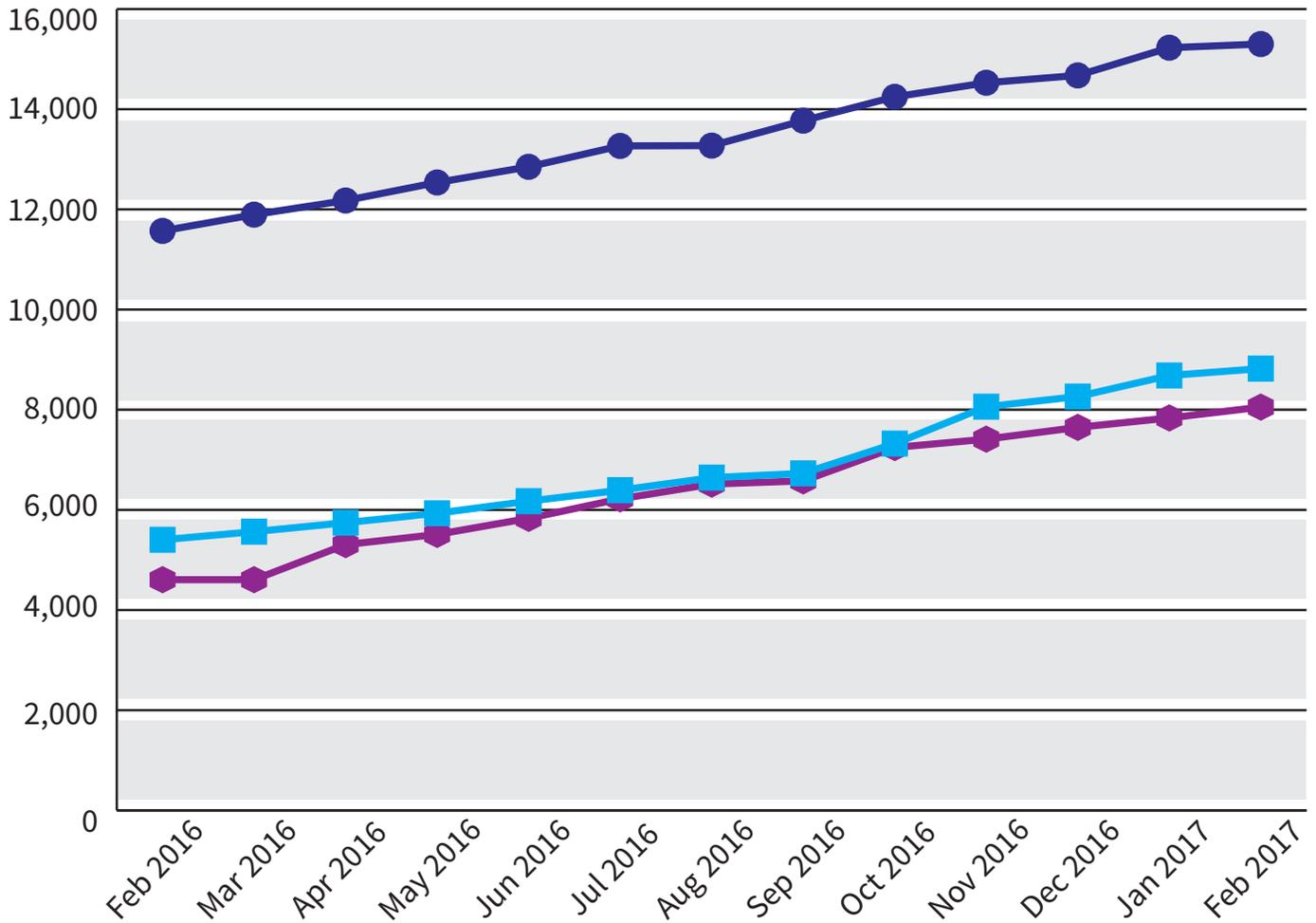
### Instagram

Year	Number of Posts	Average Engagement per Post
2016	5	79
2017	12	81
<b>Percent Change:</b>		<b>3% increase</b>

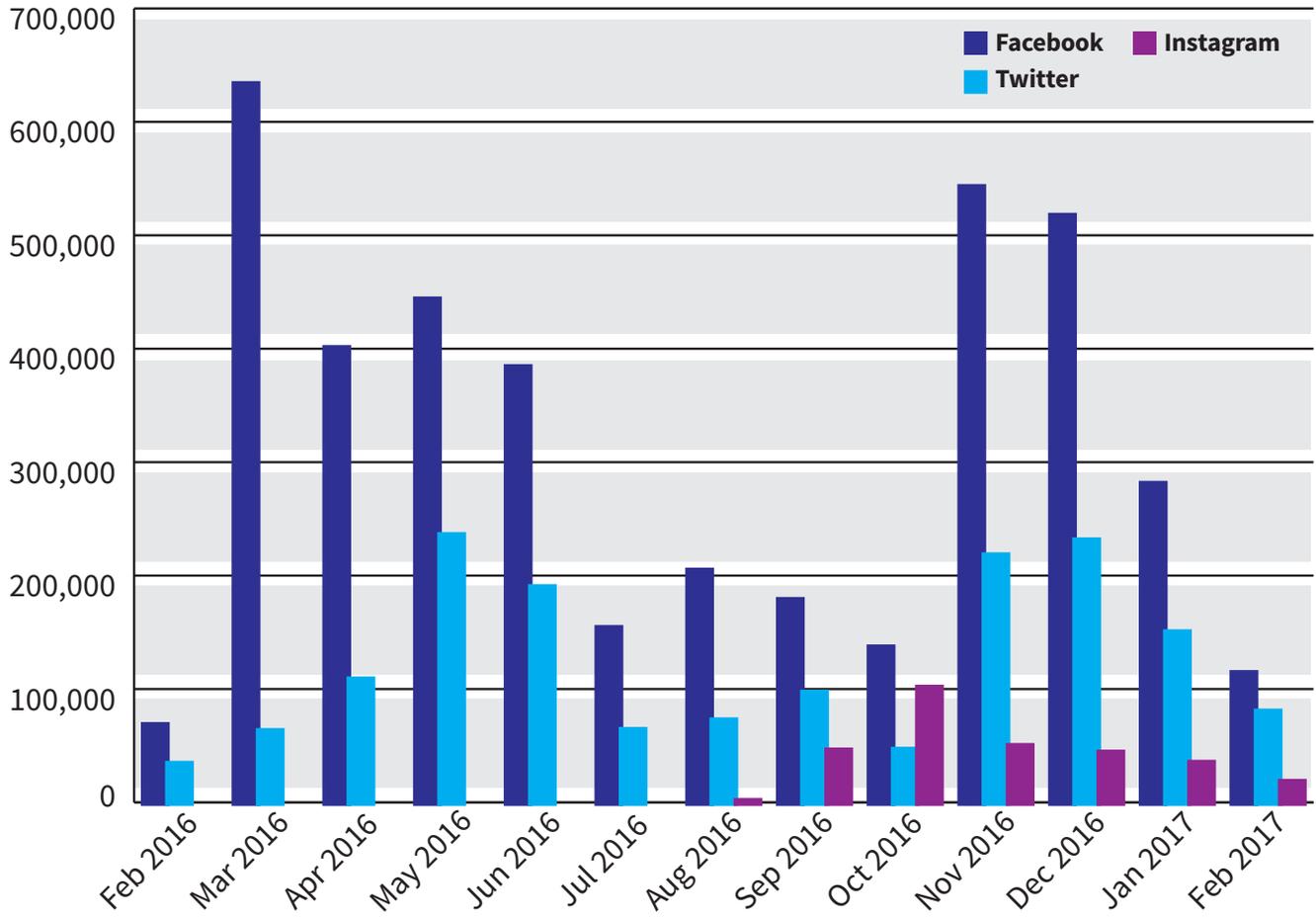
### FLHSMV.gov

Year	Average Time Spent on Page	Average Daily Page Views	Average Daily Unique Page Views
2016	1:30	469	369
2017	1:36	557	455
<b>Percent Change:</b>		<b>19% increase</b>	<b>23% increase</b>

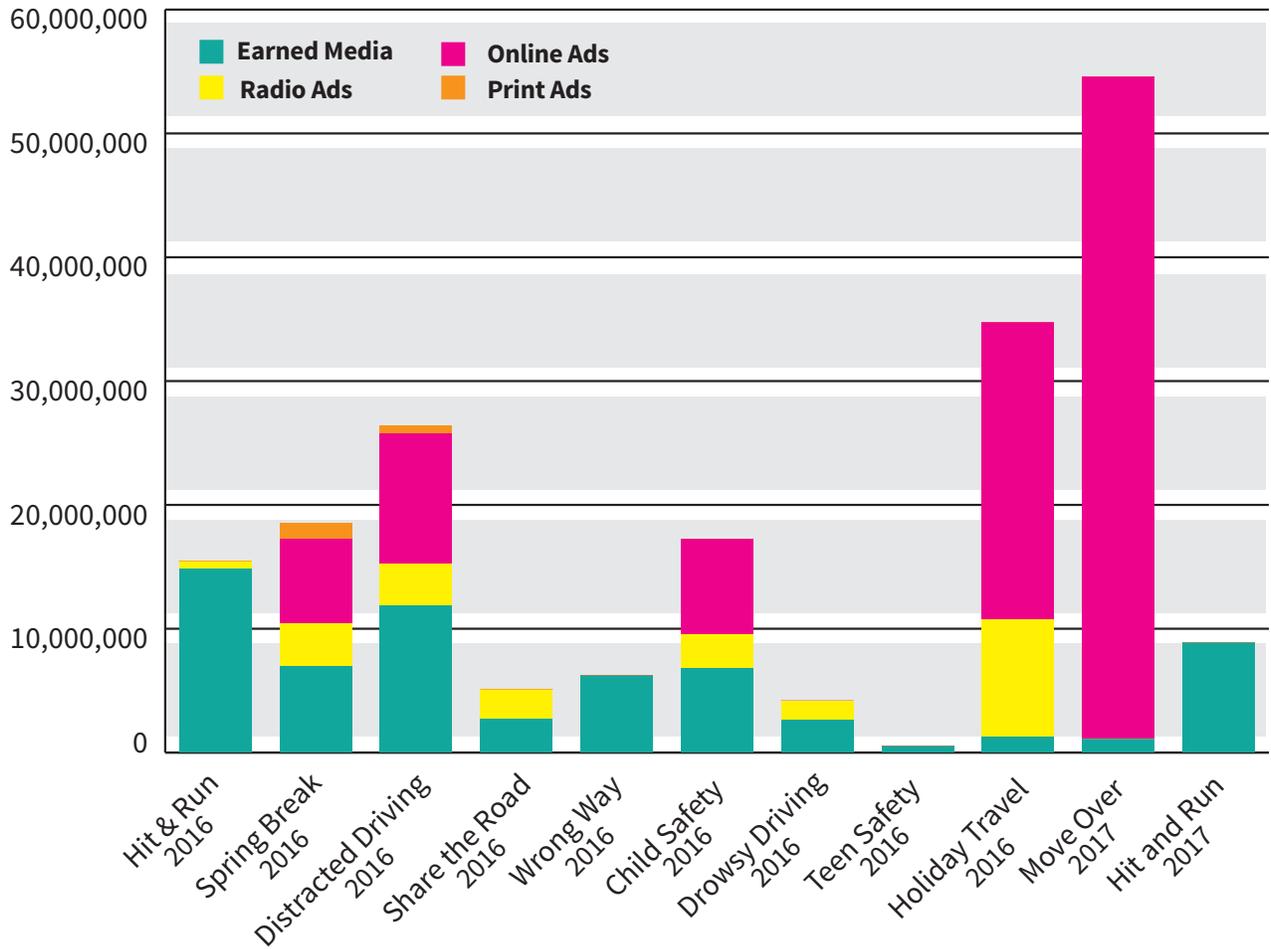
### Social Media Followers



### Social Media Impressions



### Media Reach\*



\*Please note that Media Reach does not include billboard advertisements, so it is not included for the Move Over Awareness or Share the Road campaigns. No paid media was purchased by the department for the Wrong Way Driving Awareness campaign. It is also important to note that the Holiday Travel campaign was two months long.

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