

Safe Summer Travel

# Campaign Evaluation Report

*Buckle Up*

*Arrive Alive*



*Safe*

# Summer Travel

*#TravelSafeFL*



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



June - July 2017



## 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 department's safety and education campaign initiatives, including Safe Summer Travel, to educate the public regarding the importance of driving safely during busy summer vacation months.

From June through July 2016, there were 64,049 crashes in Florida resulting in 3,370 serious bodily injuries and 496 fatalities. On average in June and July 2016, there were almost 50 crashes per hour in Florida. In 2016, 42 percent of those who were killed in crashes in vehicles where seat belt use is required chose not to wear their seat belts. There were 20,622 citations given for seatbelt violations and 2,067 seatbelt violations given for passengers in June and July 2016. In 2016, 4,309 tire-related crashes occurred in Florida, resulting in 1,424 injuries and 57 fatalities.

Throughout the Safe Summer Travel campaign in June and July, the department educated the public regarding all aspects of safe driving, including the main messages:

- Buckle Up – Seatbelt Usage for Drivers and Passengers
- Tire Safety and Vehicle Preparation

With additional messaging throughout the campaign on:

- Heatstroke Prevention – Don't Leave Children or Pets in Car
- Emergency Contact Information (ECI) Registration
- Hurricane Season Preparedness and Inclement Weather
- Recalls
- Slow Down – Obey All Speed Limits
- Drive Sober – Prevent DUIs and Impaired Driving Crashes

## Objectives

The department exceeded all 2017 campaign objectives. There was no coordinated campaign for Safe Summer Travel in June and July of 2016 for comparison.

- ☑ Secure at least 35 news stories off of the department-disseminated press release.  
*The department secured 53 news stories with at least 4,778,817 potential views.*
- ☑ Place joint op-ed with the Florida Department of Children and Families (DCF) on heatstroke prevention.  
*The department placed an op-ed with DCF and published in five news outlets throughout Florida.*
- ☑ Disseminate campaign message through targeted advertisements and earn at least 25 million impressions.  
*The department earned almost 70 million impressions through gas pump digital advertisements, online advertisements, billboards and radio advertisements.*
- ☑ Obtain at least 500,000 impressions on department social media channels.  
*The department obtained 454,340 organic impressions and over 5 million additional impressions were obtained through Facebook, Twitter and Instagram advertisements.*
- ☑ Garner more than 35,000 visits to the Safe Summer Travel campaign web page on [www.flhsmv.gov](http://www.flhsmv.gov).  
*The department garnered 55,507 pageviews on the Safe Summer Travel campaign web pages.*

## Target Market

English and Spanish speaking male motorists ages 20-34 in counties with the highest numbers of crashes, fatalities and citations, including: Alachua, Broward, Clay, Duval, Hillsborough, Lee, Leon, Miami-Dade, Orange, Osceola, Palm Beach, Pasco, Pinellas, Polk, Sarasota and Volusia counties.

## Budget: \$99,999

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- Gas Station Digital Advertisements: up to \$34,999
- Online Advertisements (English and Spanish): up to \$20,000
- Billboards: up to \$20,000
- Online and or Broadcast Radio Advertisements (English and Spanish): up to \$15,000
- Printing and Mailing: up to \$10,000

## Expenditures: \$99,504.08

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- Gas Station Digital Advertisements: \$34,995
- Online Advertisements (English and Spanish): \$20,000
- Billboards: \$19,775
- Online and or Broadcast Radio Advertisements (English and Spanish): \$15,000
- Printing and Mailing: \$9,627.57
  - Safe Summer Travel Postcards: \$2,668.84
  - Tire Safety Rack Cards: \$2,969.73
  - ECI Tear Sheets: \$3,989.00
  - Printing and Mailing Posters: \$106.51

## Evaluation

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DHSMV led the Safe Summer Travel campaign from June 1 to July 31, 2017, to remind everyone to stay safe on and around Florida's roads while they traveled for summer vacation so everyone could *Arrive Alive*. Throughout the Safe Summer Travel campaign, the department educated the public regarding all aspects of safe driving, including the primary messages:

- Buckle Up – Seatbelt Usage for Drivers and Passengers
- Tire Safety and Vehicle Preparation

With additional messaging throughout the campaign on:

- Heatstroke Prevention – Don't Leave Children or Pets in Car
- Emergency Contact Information (EC!) Registration
- Hurricane Season Preparedness and Inclement Weather
- Recalls
- Slow Down – Obey All Speed Limits
- Drive Sober – Prevent DUIs and Impaired Driving Crashes

In order to ensure success over the length of the campaign, the campaign had a staggered rollout and messaging throughout June and July, including the following press releases:

1. June 1: Press release announcing Hurricane Season with preparedness and ECI messaging
2. June 5: Press release announcing the Safe Summer Travel campaign
3. June 29: Press release on impaired driving prevention and driving safety for the Fourth of July holiday

The Safe Summer Travel campaign paid media obtained almost 70 million impressions through gas pump digital advertisements, online advertisements, billboards and radio advertisements. Throughout the month, the campaign earned 53 news stories in newspapers, local news channels or local radio stations statewide, with more than 4 million views across multiple platforms. The department used its Facebook, Twitter and Instagram accounts to promote the Safe Summer Travel campaign, posting content a total of 122 times and delivering a minimum of 438,154 impressions. The Safe Summer Travel

campaign web pages on FLHSMV.gov received 55,507 pageviews. FHP Public Affairs Officers (PAO) conducted community safety events throughout Florida to spread the Safe Summer Travel campaign message to 5,192 people. Through partner outreach, the department was also able to distribute 45,000 rack cards and tear sheets, 20,000 post cards and 7,000 tire gauges.

Media	Views
Paid	69,681,301
Earned	4,778,817
Social	454,340
Partner Outreach	72,866
FLHSMV.gov	55,507
Community Safety Events	5,192
<b>TOTAL</b>	<b>75,048,023</b>

## Branding and Design

The department created Safe Summer Travel campaign artwork and branding for 2017, since there was not a coordinated campaign in the summer of 2016. The new design idea started with the vintage look of the 2016 Holiday Travel campaign, but incorporated summer colors, a vintage car and other graphic elements that recall a classic Florida summer vacation. The new artwork was used across platforms, in gas pump digital advertisements, online advertisements, billboards, online radio advertisements, social media, FLHSMV.gov and in all posters and postcards distributed to partners and stakeholders statewide.

Logo



Secondary Logo Element



Social Media Images



11x17 Poster

**FLORIDA** SAFER **FLORIDA**

*Safe Summer Travel*

**CHECKLIST**

**CHECK YOUR TIRES**  
Make sure tires are properly inflated, with adequate tread. Never overload a vehicle.

**CHECK FOR RECALLS**  
Visit [SAFERCAR.GOV](http://SAFERCAR.GOV) to check for any recalls on a vehicle before hitting the road.

**CHECK YOUR CONTACTS**  
In an emergency, would law enforcement know who to call? Register or update ECI at [flhsmv.gov/ECI](http://flhsmv.gov/ECI).

**CHECK FOR KIDS & PETS**  
NEVER leave children or pets unattended in a motor vehicle. Florida is extremely hot in the summer and leaving them even a short period of time can be deadly.

[www.flhsmv.gov](http://www.flhsmv.gov)

**SAFETY TIPS**

- Buckle Up**  
SEAT BELTS SAVE LIVES.
- Obey Speed Limits**  
REDUCE THE LIKELIHOOD & SEVERITY OF A CRASH.
- Drive Sober**  
IF YOU DRINK, PLAN AHEAD FOR A SAFE RIDE HOME.
- Report Unsafe Drivers**  
DIAL \*FHP (\*347).
- Make a Plan**  
ARE YOU PREPARED FOR EXTREME WEATHER CONDITIONS? VISIT [GETAPLAN.COM](http://GETAPLAN.COM)

#TravelSafeFL  
#ArriveAlive

Postcard



**Paid Media**

**Gas Pump Digital Advertisements**

The department contracted with a vendor that could provide gas pump digital advertisements to be shown as :15 videos on gas pumps in the campaign’s target areas in English and Spanish. The gas pump digital advertisements included the following message:

“Tires are your vehicle’s first line of defense. Before hitting the road this summer, make sure your tires are properly inflated and have adequate tread depth. There are miles of scenic highways in Florida. Make sure you get to see them all with safe tires – and be sure to BUCKLE UP to Arrive Alive!”



The gas pump digital advertisements made more than two million impressions in eight different markets, over-delivering from the contracted impressions by eight percent.

Gas Station TV Advertisements				
Market	JUNE		JULY	
	Contracted Impressions	Delivered Impressions	Contracted Impressions	Delivered Impressions
Ft. Myers-Naples	10,275	11,321	10,618	12,676
Gainesville	19,543	23,684	20,195	26,518
Jacksonville	28,830	35,390	29,791	39,624
Miami-Ft. Lauderdale	221,580	212,864	228,966	238,331
Orlando-Daytona Beach-Melbourne	52,755	64,123	54,513	71,794
Tallahassee-Thomasville	3,372	3,730	3,485	4,176
Tampa-St. Petersburg (Sarasota)	90,507	92,923	93,524	104,040
West Palm Beach-Ft. Pierce	51,202	52,773	52,909	59,087
<b>TOTAL</b>	<b>478,064</b>	<b>496,808</b>	<b>493,999</b>	<b>556,247</b>
<b>CAMPAIGN TOTAL</b>	<b>Contracted Impressions</b>	<b>1,944,127</b>	<b>Delivered Impressions</b>	<b>2,106,110</b>

Gas Pump Digital Advertisements at Gas Stations



## Online Advertisements

The department contracted with a full-service digital advertising agency to implement the Safe Summer Travel campaign advertisements, targeted to English and Spanish-speaking motorists, ages 20-34 in Florida, with an emphasis on Alachua, Broward, Clay, Duval, Hillsborough, Lee, Leon, Miami-Dade, Orange, Osceola, Palm Beach, Pasco, Pinellas, Polk, Sarasota and Volusia counties. The purpose of these advertisements was to provide education and awareness to Florida’s motorists and tourists about the importance of buckling up and tire safety while traveling in Florida during the summer. The online advertisements made almost 30 million impressions with an average cost per 1,000 impressions (CPM) of \$0.44 and 9,264 total interactions or clicks for an average cost-per-click (CPC) of \$1.19.

Online Advertisements	Total Impressions	CPM	Total Clicks	CPC
Google Adwords Display Network	24,588,657	\$0.17	4,255	\$1.00
Facebook/Instagram	5,201,457	\$0.71	1,569	\$2.37
Twitter	160,829	-	3,440	\$0.20
<b>TOTAL/AVERAGE</b>	<b>29,950,943</b>	<b>\$0.44</b>	<b>9,264</b>	<b>\$1.19</b>

## Google AdWords Display Network

The department purchased English and Spanish online advertisements using the Google AdWords Display Network<sup>1</sup>, which made more than 24 million impressions on over 60,000 websites to motorists in Florida. The engaged demographics were 54 percent male, 20 percent age 25-24, and 21 percent were parents. The highest impression counts occurred in Orange county (7,733,944 impressions), Miami-Dade county (4,848,663) and Hillsborough county (1,877,563).

In order to reach the department’s target market, ad groups with certain interests were created to reach specific audiences. The top ten ad groups were: safe summer (Spanish), family-focused, thrill seekers, news/sports, auto enthusiasts, travel buffs, value shoppers, safety, wheels and tires, and travel. The safe summer (Spanish) ad group garnered the most impressions (6,706,039) and clicks (1,056).

Advertisements included static and more dynamic, HTML5 animated advertisements in multiple sizes in order to be optimized across desktop, tablet or mobile devices. The advertisement sizes that garnered the most impressions were the 320x50

<sup>1</sup> The Google Display Network allows advertisers to connect with users on a variety of ad formats across the digital universe. This network spans over two million websites that reach over 90 percent of people on the Internet. It reaches people while they’re browsing their favorite websites, watching a YouTube video, checking their Gmail account or using mobile sites and apps.

animated GIFs for seatbelt and tire safety. The vendor monitored the performance of all advertisements to make sure that funds were allocated to the advertisements that performed the best throughout the campaign.

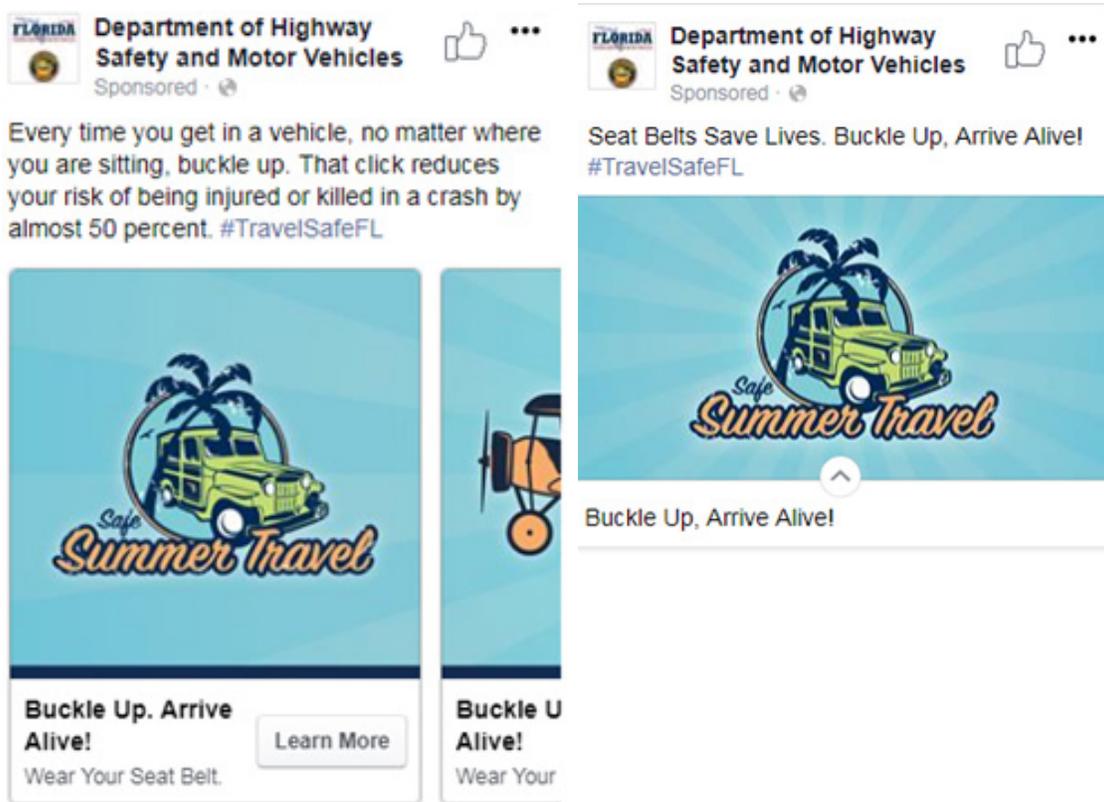
320x50 Animated GIF Advertisement



Facebook/Instagram

The department ran advertisements on Facebook and Instagram in English and Spanish, resulting in more than 4.5 million views throughout the campaign. During the campaign, 1,555 people took action on these advertisements, with 1,569 clicks and 35 reactions (i.e.: like, love, wow). The Facebook advertisements included a carousel, ad with multiple images that a user could scroll through, and a canvas, one image format, such as an Instagram ad. All 12 different Facebook advertisements for seatbelt and tire safety in English and Spanish, when clicked, would take the user to the Safe Summer Travel campaign web pages for more information on driving safety.

Carousel and Canvas Facebook/Instagram Advertisements



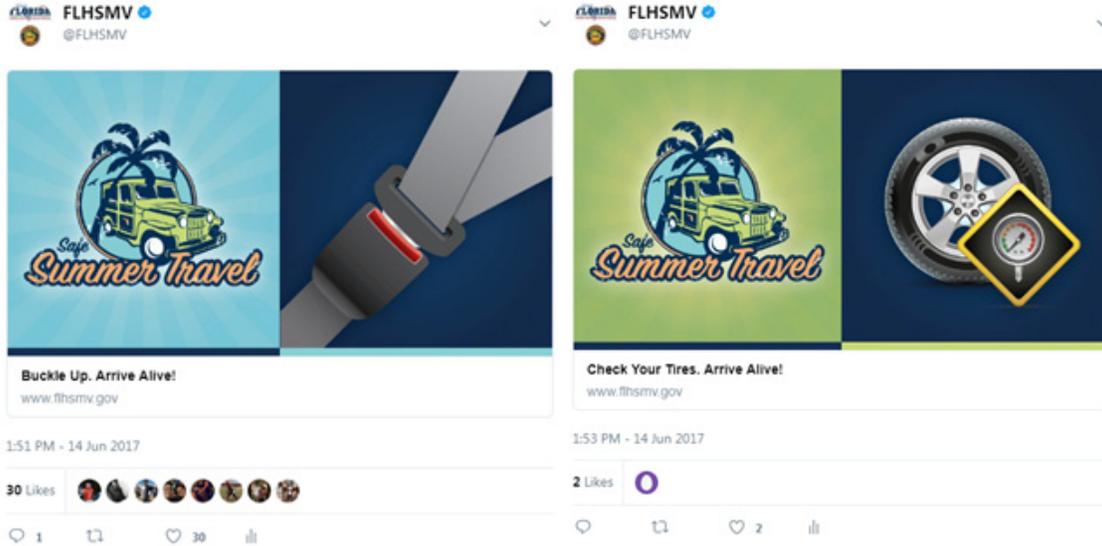
The most successful Facebook advertisement in terms of impressions, clicks and engagement was the English seatbelt image optimized for website clicks. The advertisement received 1,900,870 impressions, 492 link clicks and two reactions (i.e. likes, loves, wows, etc.).

**Twitter**

The department also ran advertisements on Twitter in English and Spanish, garnering 160,829 impressions and 3,440 link clicks. The Twitter advertisements included campaign graphics that, when clicked, would take the user to the Safe Summer Travel campaign on FLHSMV.gov.

The most successful Twitter advertisement in terms of impressions and clicks included the Safe Summer Travel logo with a seatbelt graphic. It received 151,221 impressions and 3,380 link clicks. The tire safety Twitter ad received 5,875 impressions and 51 link clicks.

Seatbelt and Tire Safety Twitter Advertisements



**Billboards**

The department purchased space on 18 billboards statewide with a focus on major highways and commercial areas in Miami, Jacksonville, Tampa, Orlando, Lakeland, Ocala, Tallahassee and Fort Myers.



Though the campaign was only in June and July, the billboards were posted for an additional month, creating added value for the department. In addition, the department paid \$19,775 for the 18 billboards, but the actual value of all the billboards was four times that at \$75,150. The statewide average eyes on impressions (EOI) or number of people that saw the billboards was an average of 100,017 a week for a total campaign EOI of 14,467,248.

## Online and Broadcast Radio Advertisements

The department contracted with a multimedia radio company to run Safe Summer Travel campaign online and broadcast radio advertisements, targeted to motorists ages 20-34 in the counties with the highest numbers of summer crashes and citations. There were two different audio spots for the radio advertisements:

1. (Sound Effect: CRASH) In 2016, 42 percent of those who were killed in crashes chose not to wear their seat belts. Seat belts are the best safety features in your vehicle and save lives, but they only work if you use them. I know I don't start driving until everyone in the car is buckled up – no exceptions! It's the law, and I want to protect my family. Buckle Up, Arrive Alive! *Brought to you by the Florida Department of Highway Safety and Motor Vehicles.*
2. (Sound Effect: Cars driving by) Tires are your vehicle's first defense on the road. With proper care and maintenance, they will keep you safely motoring and help you and your loved ones Arrive Alive. Before hitting the road this summer, make sure your tires are properly inflated, damage free and have adequate tread depth. Check for recommended weight restrictions and don't overload your tires. There are miles of scenic highways throughout Florida. Make sure you see them all this summer with safe tires. *Brought to you by the Florida Department of Highway Safety and Motor Vehicles.*

These targeted radio advertisements made 23,157,000 impressions through broadcast radio stations and online streaming audio for the seven station websites and online streaming apps, overdelivering from the contracted impressions by 1.5 million.

Radio Stations	Media Market	Contracted Impressions	Total Impressions
WFLC - 97.3 FM	Miami – Top 40	170,800	488,000
WDUV - 105.5 FM	Tampa – Adult Contemporary	6,000,000	6,000,000
WHPT - 102.5	Tampa, Ft. Myers, Naples – Alt Rock	2,340,000	2,709,00
WPOI - 101.5 FM	Tampa – Top 40	2,910,000	2,910,000
WSUN - 97.9 FM	Tampa, St. Petersburg – Alt Rock	1,230,000	1,230,000
WWRM - 94.9 FM	Tampa, St. Petersburg – Adult Contemporary	3,810,000	3,810,000
WXGL - 107.3 FM	Tampa – Classic Hits	5,190,000	6,010,000
	<b>TOTAL</b>	<b>21,650,800</b>	<b>23,157,000</b>

## Earned Media

The department disseminated three different statewide press releases for the Safe Summer Travel campaign, along with an op-ed in partnership with the Florida Department of Children and Families (DCF). The following news outlets ran articles about the Safe Summer Travel campaign:

	Date	Publication	Title	Readership
1	6/3/2017	<i>Osceola News-Gazette</i>	EOG: We are ready for the hurricane season	Daily circulation of 28,951
2	6/4/2017	<i>Chipley Bugle</i>	Get prepared for this hurricane season	Daily circulation of 2,235
3	6/4/2017	<i>Florida Politics</i>	Takeaways from Tallahassee — Storm season	Online circulation of 5,000
4	6/6/2017	<i>Chipley Bugle</i>	Put Safety at the top of your travel checklist	Daily circulation of 2,235
5	6/6/2017	<i>Orlando Sentinel</i>	State's 2017 safe summer travel campaign kicks off	Daily circulation of 218,908
6	6/7/2017	WINZ	Radio Talk Show Traffic Safety Segment	67,800 daily listeners
7	6/8/2017	WFSU	Florida Highway Patrol Wants Drivers to Stay Safe This Hurricane Season	Online circulation of 22,150
8	6/10/2017	<i>Florida Politics</i>	Takeaways from Tallahassee - Road Warrior Rules	Online circulation of 5,000
9	6/13/2017	<i>One More Second</i>	Florida DHSMV launches safe summer travel campaign	Circulation Information unavailable
10	6/15/2017	WINZ	Radio Talk Show Traffic Safety Segment	67,800 daily listeners
11	6/22/2017	<i>NBC Miami</i>	Officials Warn of Hot Car Deaths During Summer Months	Online circulation of 19,887
12	6/22/2017	<i>Miami Herald</i>	Kids Locked in hot cars can die in minutes. This is what cops say you should do	Daily circulation of 255,844
13	6/22/2017	WSVN	FHP stresses hot car safety this summer	Online circulation of 13,993
14	6/22/2017	WPLG	Authorities, DCF officials warn about dangers of leaving kids, pets in cars	Online circulation of 19,996
15	6/22/2017	<i>CBS Miami</i>	Here's how fast a hot car could become a death trap	Online circulation of 16,800
16	6/22/2017	<i>Sun Sentinel</i>	Hot cars can become death traps in minutes, safety officials warn	Daily circulation of 214,506
17	6/25/2017	<i>Naples Daily News</i>	Commentary: Steps to prevent tragedy with children in cars	Daily circulation of 63,253
18	6/23/2017	WESH	Raising Awareness on Hot Car Deaths	Online circulation of 20,128
19	6/26/2017	<i>Orlando Sentinel</i>	Deputies warn of danger of leaving children in hot cars	Daily circulation of 218,908
20	6/27/2017	<i>SW Times</i>	Kids, pets in hot cars can die in minutes	Online circulation 4,366
21	6/26/2017	WFSU	Hot Cars An Infant Deathtrap Says Officials	Online circulation of 22,150
22	6/26/2017	WFTV	Hot car: look before you lock	Online circulation of 19,668
23	6/26/2017	WJXT	As summer heats up, authorities remind parents 'Look before you lock'	Online circulation of 19,749
24	6/27/2017	<i>NewPort Independent</i>	Kids, pets in hot cars can die in minutes	Average 123 unique daily visitors
25	6/30/2017	<i>Florida Courier</i>	Deadly Combination: Kids and Hot Cars	Online circulation of 2,326
26	6/29/2017	WJXT	Authorities urge drivers to 'choose your ride' and 'arrive alive'	Online circulation of 19,749
27	6/29/2017	<i>Holmes County Times</i>	FHP wants you to "Arrive Alive" this Independence Day	Average 1,307 daily unique visitors
28	6/30/2017	<i>Orlando Sentinel</i>	Experts caution motorists and boaters to stay safe during July 4 festivities	Daily circulation of 218,908
29	6/30/2017	<i>North Escambia</i>	'Historic' Travel Predicted For Independence Day Weekend	Online circulation of 12,600

Florida Department of Highway Safety and Motor Vehicles

	Date	Publication	Title	Readership
30	6/30/2017	WUFT	Auto Club Predicts Record Travel Over July 4th Weekend	169,000 daily listeners
31	7/4/2017	<i>International Business Times</i>	How To Avoid Hot Car Deaths? Florida Baby Dies After Being Left In Car For 8 Hours	Average 1,774,194 daily unique visitors
32	7/3/2017	<i>Naples Daily News</i>	Editorial: Stay safe as we celebrate our nation	Daily circulation of 63,253
33	7/7/2017	<i>Dayton Daily News</i>	Kids locked in hot cars can die in minutes	Average 74,286 visitors daily
34	7/4/2017	<i>Daytona Beach News-Journal</i>	FHP: Kids locked in hot cars can die in minutes	Daily circulation of 97,832
35	7/10/2017	WWSB	Fatal crash numbers lower this year than last, report says	Online circulation of 20,212
36	7/12/2017	WINZ	Radio Talk Show Traffic Safety Segment	67,800 daily listeners
37	7/25/2017	<i>Palm Beach Post</i>	LATEST: Boca rep's bill would close loophole for kids left in hot cars	Daily circulation of 160,506
38	7/25/2017	WPBF	Summer temperatures cause officials to urge caution	Online circulation of 19,580
39	7/26/2017	WJXT	New Florida bill would prohibit leaving kids unattended inside hot cars	Online circulation of 19,749
40	7/28/2017	<i>Largo Patch</i>	Baby's Hot Trailer Death Leads To Dad's Arrest	Circulation Information unavailable
<b>40 TOTAL STORIES</b>				<b>at least 3,987,499</b>

The following news outlets televised or broadcasted stories about the campaign:

	Date	Media Outlet	TV Station	Local Market Viewership	Local Publicity Value
1	6/29/17	<i>WMBB (ABC) - Panama City, FL</i>	News 13 at 10	1,968	\$551.88 per 30 sec.
2	7/10/2017	<i>WUFT (PBS) - Gainesville, FL</i>	WUFT News First at Five	4,418	\$221.03 per 30 sec.
3	7/10/2017	<i>WPEC (CBS) - West Palm Beach, FL</i>	CBS 12 News -- 5:00	25,965	\$1,578.50 per 30 sec.
4	7/10/2017	<i>WWSB (ABC) - Tampa Bay, FL</i>	ABC 7 – 5:00 p.m.	14,574	\$936.11 per 30 sec.
5	7/10/2017	<i>WTXL (ABC) - Tallahassee, FL</i>	ABC 27 News at 6:00	11,833	\$577.20 per 30 sec.
6	7/10/2017	WFOX - Jacksonville, FL	Action News Jax at 10:30 p.m.	14,369	\$1,908.65 per 30 sec.
7	7/10/2017	CW18 WKCF - Orlando, FL	WESH 2 News on CW18	9,219	\$1,163.43 per 30 sec.
8	7/10/2017	<i>WPBF (ABC) - West Palm Beach, FL</i>	WPBF 25 News at 11:00	19,423	\$1,726.60 per 30 sec.
9	7/11/2017	<i>WINK-FTM (CBS) - Fort Myers, FL</i>	WINK News This Morning	8,863	\$611.34 per 30 sec.
<b>TOTAL STORIES: 9</b>				<b>110,632</b>	<b>\$9,274.74 per 30 sec.</b>

The department's division of Motorist Services also helped spread the Safe Summer Travel campaign message by appearing on television programs on America TV in Spanish called "Buenos Dias Miami" and "Tardes con Fuste" on June 26 and July 14. Ruth Valenzuela, the program consultant for the department, spoke all about summer travel safety tips.

The op-ed titled, *Two steps to preventing tragedy with kids in cars*, was authored by the DHSMV's Executive Director, Terry L. Rhodes and the DCF Secretary Mike Carroll. The piece addressed preventable child deaths in cars due to children being improperly secured and left unattended in vehicles. The op-ed was published in multiple newspapers and online publications, including the *Fort Myers News Press*, *Tallahassee Democrat*, *Tampa Bay Times*, *Naples Daily News* and *Palm Beach Post*.

	Date	Publication	Title	Readership
1	6/16/2017	<i>Fort Myers News-Press</i>	Child safety in vehicles is paramount - all the time	Daily circulation of 102,026
2	6/19/2017	<i>Tallahassee Democrat</i>	Rhodes and Carroll: Two steps to preventing tragedy with children in cars	Daily circulation of 49,112

3	6/22/2017	<i>Tampa Bay Times</i>	Column: These two steps will help prevent tragedy with children in cars	Daily circulation of 305,789
4	6/26/2017	<i>Naples Daily News</i>	Commentary: Steps to prevent tragedy with children in cars	Daily circulation of 63,253
5	6/30/2017	<i>Palm Beach Post</i>	POINT OF VIEW: 2 steps to preventing tragedy with children in cars	Daily circulation of 160,506
<b>9 TOTAL OP-EDS</b>				<b>at least 680,686</b>

Fort Myers News Press

COMMENTARY

## Child safety in vehicles paramount – all the time



**Terry Rhodes and Mike Carroll**

GUEST OPINION

As you go through the many tasks to start your day, you get into the car, head out of your driveway, focus on what you need to accomplish and it occurs to you that you barely remember even driving to your destination. It's easy to get lost in our daily routines, but these routines can have fatal consequences for the ones we love.

As the agency heads of the Department of Highway Safety and Motor Vehicles (DHSMV) and the Department of Children and Families (DCF) we are, too often, forced to respond to preventable child deaths in cars due to children not being properly secured or left unattended in a vehicle.

When a child dies from being improperly secured in a crash or heatstroke, in many cases, the situation occurred because people just like you let themselves slip into a routine. These tragedies are completely preventable if you take a few simple steps to protect your loved ones.

First, before the car moves, buckle up, every time.

Ensuring that children are properly buckled into an appropriate seat belt for their age is critical every time they ride in a car. Children under age 2 should sit in rear-facing car seats and children under age six must be in an age-appropriate car or booster seat.

All children under age 13 must sit in the back seat and all children under 18 must wear a seat belt, no matter where they are in the car.

Last year, there were nearly 9,000 citations issued statewide because children were not secured in the proper seat belt. Preliminary numbers from 2016 also indicate 36 children died from not wearing the proper seat belt or wearing no seat belt at all.

Children model the behavior learned from their parents and pass that behavior on to their own children, so make sure everyone buckles up. Explain to children why it is important, even when riding in someone else's car. Instilling a

lifelong habit of safety may save their life many years down the road.

Second, never leave a child unattended in a car for any period of time. Last year, 39 children died in the U.S. from heatstroke after being left in a hot car. Common excuses are that you may be going into a store for just a minute, or that you can simply leave the car running, but neither option is safe.

For a child left in a car, especially in Florida, the risk of heatstroke is almost immediate. Even a seemingly quick trip into the store can be dangerous and painful for a child left in the car.

The most heartbreaking cases are those when a parent, who is stuck in a routine that was inadvertently interrupted by a change – a sick child going to a different place instead of daycare, for example – forgets a child in their car. Cases like this, where a child dies after a caregiver unintentionally leaves them in a car, represent more than half of child deaths as a result of heatstroke in a car.

It's a natural response to think, this would never happen to you, but taking a few extra moments each day to set a reminder will help ensure your child's safety. For some people, putting a personal item such as a purse or wallet in the back seat - or even a shoe - with their child serves as a good method, for others, they use seat belt reminders and even smartphone apps. Whatever method works for you, make sure you use it and don't let yourself get stuck in a routine.

This summer, DHSMV and DCF are joining together to educate our community and reduce preventable deaths in Florida; however, we can't do it alone. Please help us in our mission to save lives by sharing these important safety tips with your family, friends, childcare providers, teachers and neighbors, so together, we are making A Safer Florida.

For more information on how to properly secure a car seat or buckle a child, visit [www.flhsmv.gov](http://www.flhsmv.gov) or call your local Florida Highway Patrol Troop station to make an appointment for a free car seat check and installation.

For more information on tips to prevent hot car injuries or deaths, visit <http://www.myflfamilies.com/service-programs/child-welfare/high-temperatures>.

Terry L. Rhodes is the Executive Director of the Florida Department of Highway Safety and Motor Vehicles. Mike Carroll is the Secretary of the Florida Department of Children and Families.

# Two steps to preventing tragedy with kids in cars



**Terry L. Rhodes and Mike Carroll**

MY VIEW

As the agency heads of the Department of Highway Safety and Motor Vehicles and Department of Children and Families we are, too often, forced to respond to preventable child deaths in cars due to children not being properly secured or left unattended in a vehicle.

Child deaths from being improperly secured in a crash or heatstroke, are completely preventable if you take a few simple steps to protect your loved ones.

First, before the car moves, buckle up, every time.

Ensure that children are properly buckled every time they ride in a car. Children under 2 should sit in rear-facing car seats and children under 6 must be in an age-appropriate car or

booster seat. Children under 13 must sit in the back seat and all children under 18 must wear a seat belt, no matter where they are in the car.

Last year, there were nearly 9,000 citations issued statewide because children were not properly secured. Preliminary 2016 numbers also indicate 36 children died from not wearing the proper seat belt or wearing no seat belt at all.

Children model the behavior learned from their parents, so make sure everyone buckles up. Explain to children why it is important, even when riding in someone else's car. Instilling a lifelong habit of safety may save their life.

Second, never leave a child unattended in a car for any period of time.

Last year, 39 children died in the U.S. from heatstroke after being left in a hot car. You may be going into a store for just a minute, but for a child left in a car, even a seemingly quick trip can be dangerous and painful. Especially in Florida, the risk of heatstroke is almost immediate.

The most heartbreaking cases are those when a parent, whose routine is suddenly changed, forgets a child in their car. Cases like this represent

more than half of child deaths as a result of heatstroke in a car.

Take a few extra moments each day to set a reminder to ensure your child's safety. Put a personal item such as a purse or wallet in the back seat or use seat belt reminders and even smartphone apps. Whatever method works for you, make sure you use it.

This summer DHSMV and DCF are joining together to educate our community and reduce preventable deaths in Florida; however, we can't do it alone. Help us in our mission to save lives by sharing these important safety tips with your family, friends, teachers and neighbors, so together, we make A Safer Florida.

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Tampa Bay Times

# Take some simple steps to protect young ones

BY TERRY L. RHODES AND MIKE CARROLL

**A**s you go through the many tasks to start your day, you get into the car, head out of your driveway, focus on what you need to accomplish and it occurs to you that you barely remember even driving to your destination. It's easy to get lost in our daily routines, but these routines can have fatal consequences for the ones we love.

As the agency heads of the Department of Highway Safety and Motor Vehicles and the Department of Children and Families we are, too often, forced to respond to preventable child deaths in cars due to children not being properly secured or left unattended in a vehicle.

When a child dies from being improperly secured in a crash or from heatstroke, in many cases the situation occurred because people just like you let themselves slip into a routine. These tragedies are completely preventable if you take a few simple steps to protect your loved ones.

• **FIRST, BEFORE THE CAR MOVES, BUCKLE UP, EVERYTIME.** Ensuring that children are properly buckled into an appropriate seat belt for their age is critical every time they ride in a car. Children under age 2 should sit in rear-facing car seats and children under age 6 must be in an age-appropriate car or booster seat. All children under age 13 must sit in the back seat and all children under 18 must wear a seat belt, no matter where they are in the car.

Last year, there were nearly 9,000 citations issued statewide because children were not secured in the proper seat belt. Preliminary numbers from 2016 also indicate 36 children died from not wearing the proper seat belt or wearing no seat belt at all.

Children model the behavior learned from their parents and pass that behavior on to their own children, so make sure everyone buckles up. Explain to children why it is important, even when riding in someone else's car. Instilling a lifelong habit of safety may save their life many years down the road.

• **SECOND, NEVER LEAVE A CHILD UNATTENDED IN A CAR FOR ANY PERIOD OF TIME.** Last year, 39 children died in the United States from heatstroke after being left in a hot car. Common excuses are that you may be going into a store for just a minute, or that you can simply leave the car running, but neither option is safe. For a child left in a car, especially in Florida, the risk of heatstroke is almost immediate. Even a seemingly quick trip into the store can be dangerous and painful for a child left in the car.

The most heartbreaking cases are those when a parent, who is stuck in a routine that was inadvertently interrupted by a change — a sick child going to a different place instead of daycare, for example — forgets a child in their car. Cases like this, where



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**Last year, there were nearly 9,000 citations in Florida for children not in the proper belt.**

a child dies after a caregiver unintentionally leaves them in a car, represent more than half of child deaths as a result of heatstroke in a car.

It's a natural response to think that this would never happen to you, but taking a few extra moments each day to set a reminder will help ensure your child's safety. For some people, putting a personal item such as a purse or wallet in the back seat with their child serves as a good method; others use seat belt reminders and even smartphone apps. Whatever method works for you, make sure you use it and don't let yourself get stuck in a routine.

This summer, DHSMV and DCF are joining together to educate our community and reduce preventable deaths in Florida; however, we can't do it alone. Please help us in our mission to save lives by sharing these important safety tips with your family, friends, childcare providers, teachers and neighbors, so together we make a safer Florida.

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# EDITORIAL OPINION

WANT SOMEONE FROM THE NAPLES DAILY NEWS to speak at your event or club? Please go to [naplesnews.com/customerservice](http://naplesnews.com/customerservice).

## Steps can prevent deaths of children in cars



TERRY L. RHODES AND MIKE CARROLL

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### Guest commentaries

A guest commentary can be 675 words or less on a topical subject. Authors must have considerable experience, public involvement or expertise in the subject matter. A guest commentary may be returned to the author with a recommendation to resubmit it as a Letter to the Editor within the guidelines for letters. It is recommended that authors receive preclearance before submission; call 239-435-3457.

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## POINT OF VIEW: 2 steps to preventing tragedy with children in cars

1:08 p.m Friday, June 30, 2017 Filed in [Local News](#)

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TERRY L. RHODES and MIKE CARROLL, TALLAHASSEE

Editor's note: Terry L. Rhodes is the executive director of the Florida Department of Highway Safety and Motor Vehicles and Mike Carroll is the secretary of the Florida Department of Children and Families.

The Safe Summer Travel campaign was also featured in the June 10 edition of Takeaways from Tallahassee, an email newsletter on Florida news and politics.

What's hot in Florida politics.

No Images? [Click here](#)



## Road warrior rules

Taking a road trip this summer? The Florida Department of Highway Safety and Motor Vehicles wants to make safety is at the top of your list.

The agency launched its "[Safe Summer Travel](#)" campaign, an annual effort to make sure Florida drivers arrive to their summer destination alive, this week. The campaign is a partnership with the Florida Department of Transportation, the Department of Children and Families, the Florida Police Chiefs Association, the Florida Sheriffs Association, and AAA – The Auto Club.

"Summer is one of the busiest times on Florida's roadways, and motorists should take critical steps before departing to avoid a crisis on the road," said **Terry Rhodes**, the executive director of the Department of Highway Safety and Motor Vehicles in a statement. "Whether it's a day-trip or a family vacation, ensure you and your vehicle are travel-ready by checking your tires, checking for recalls, and always buckle up."

The DHSMV suggests motorist follow a summer safety checklist before hitting the roadways, which includes preparing to drive in inclement weather, checking to make sure children and pets aren't left in hot cars, and remember to drive sober.

## Social Media

The Safe Summer Travel campaign content made a total of 454,340 organic or unpaid impressions on department social media platforms during the months of June and July 2017. Safe Summer Travel campaign content on Facebook made 244,535 impressions, Twitter made 90,048 impressions and Instagram made 22,305 impressions. The campaign earned 11,710 engagements across the department's social media platforms.

### Facebook

At the start of the campaign, the department's Facebook page had 16,579 likes. Over the course of the Safe Summer Travel campaign, the department gained 1,757 new likes, totaling 18,336 by August 1, 2017. The department's 43 Safe Summer Travel campaign-related posts garnered a total of 244,535 impressions. The average Safe Summer Travel campaign post reached 3,632 unique users and engaged with 134 unique users.

The most popular campaign post included a tip on how to check the age of your tires. This post from June 7, 2017, garnered 89,420 impressions, 4,887 engagements, reached 54,416 unique users and 3,019 users took action.



### Twitter

At the start of the Safe Summer Travel campaign, the department's Twitter account had 9,373 followers. By August 1, 2017, the department gained 513 new followers, totaling 9,886 followers. The department tweeted Safe Summer Travel campaign content 70 times and campaign-specific tweets garnered 187,193 impressions and 2,186 engagements.

The most popular campaign tweet was a reminder to check for kids and pets and garnered 6,367 impressions and 71 engagements.



## Instagram

At the start of the Safe Summer Travel campaign, the department’s Instagram account had 8,863 followers. By August 1, 2017, the department gained 527 new followers, totaling 9,390 followers. The department made 13 posts containing Safe Summer Travel campaign content, garnering 22,612 impressions and 982 engagements. The average campaign post reached 1,376 unique Instagram users and engaged 75 unique Instagram users.

The most successful Safe Summer Travel campaign post in terms of impressions and engagement included a photo of FHP teaching students about summer safety at the Fort Myers FHP station. This post garnered 3,233 impressions, with 229 engagements (likes and comments).



 flhsmv Follow

flhsmv #FHP gave local students a look into the life of a trooper at the Fort Myers FHP station! Lt. Bueno also shared need-to-know summer safety information. #TravelSafeFL #BlackandTan

wviveiros 📷📷📷📷

el\_grumpi Troop F Rocks the Summer 🍷

jurassic.jerky Like your style! Just a couple retired 📷📷➔cops slinging 🍷jerky now 🍷🍷 Love it! 📷📷 Got jerky? 25 Gourmet Flavors 8g Protein 🍷🍷BACON 🍷 Jerky

224 likes

JULY 8

[Log in to like or comment.](#) ⋮

## FLHSMV.gov

For the Safe Summer Travel campaign, the department created a new campaign web page to include the new graphics and resources on the campaign topics. The Safe Summer Travel campaign web page received 33,585 page views between June 1 and July 31, 2017. Of the 33,585 total pageviews, 24,656 (73 percent) were from unique web users. The average amount of time that a user spent on the webpage was 1:04.

The Safe Summer Travel campaign web page included safety tips on tire safety, seatbelt usage, hurricane preparedness, recalls, heat stroke prevention, speed limits and driving sober, as well as statewide data and downloadable campaign materials for social media and print. Google Analytics only recorded clicks for a 14.57 percent sample size of sessions on the web page, so not all downloads for campaign resources were recorded<sup>2</sup>. The resources with the most downloads were:

1. 2016 Summer Travel Crashes by County – 69 downloads
2. 2016 Summer Travel Citations by County – 41 downloads
3. Social Media Posts PDF – 27 downloads

### Campaign 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! Make sure to use hashtag #TravelSafeFL too.

#### Safe Summer Travel Social Media Posts

##### Facebook Cover and Post Images



##### Twitter Cover and Post Images



##### Instagram Image



##### Additional Social Media Images



<sup>2</sup> Google Analytics generates number of clicks by using only a percentage or sample of all the clicks on the link.

The Safe Summer Travel campaign web page content also included links to other pages for more in-depth safety content on tire safety, seat belts, ECI, inclement weather and recalls. These pages received 21,061 page views:

- Emergency Contact Information - 16,039 page views
- Buckle Up Florida - 2,889 page views
- Inclement Weather Conditions - 1,211 page views
- Tire Safety - 548 page views
- Recalls - 374 page views

The three campaign press releases were also posted on FLHSMV.gov's newsroom and received 861 total page views:

- June 1: Get Prepared This Hurricane Season – 184 page views
- June 5: This Summer, Put Safety at the Top of Your Travel Checklist – 173 page views
- June 29: FHP Wants You to “Arrive Alive” this Independence Day – 504 page views

## Community Safety Events

The department's FHP Public Affairs Officers (PAO) throughout the state hosted and participated in community safety events and discussed topics related to the Safe Summer Travel campaign at 54 events, with a total audience size of 5,192 people.

<b>TROOP A</b>			
<b>Date</b>	<b>Events</b>	<b>Location</b>	<b>Audience</b>
6/05/2017	Hands Across the Border/Summer Travel safety Media Event	Pensacola	150
6/06/2017	Hands Across the Border/100 Days of Summer at Florida Welcome Center	Jackson County	100
6/09/2017	Panama City Marine Institute Teen Safety Event	Panama City	150
6/15/2017	Jackson County Community Traffic Safety Coalition	Marianna	10
6/22/2017	Community Safety Day	Panama City	20
<b>TOTAL</b>	<b>5</b>		<b>430</b>

<b>TROOP B</b>			
<b>Date</b>	<b>Events</b>	<b>Location</b>	<b>Audience</b>
6/08/2017	Traffic Safety Presentation at Bell High School	Bell	50
6/27/2017	Traffic Safety Presentation at Texas Roadhouse	Lake City	10
6/29/2017	Seatbelt Safety Presentation at Melrose Elementary	Lake City	80
7/03/2017	Rollover Demo for Seatbelt Safety at Williston Fair Grounds	Williston	2,000
7/11/2017	Traffic Safety Presentation for Sandvik Mining	Alachua	40
7/19/2017	Seatbelt Safety Presentation for San Juan Catholic Church	Branford	45
7/24/2017	Seatbelt Safety Presentation at Ft. White High School	Ft. White	80
7/27/2017	Seatbelt Safety Presentation at South Ridge Day Care	Ellisville	15
<b>TOTAL</b>	<b>8</b>		<b>2,320</b>

<b>TROOP C</b>			
<b>Date</b>	<b>Events</b>	<b>Location</b>	<b>Audience</b>
6/01/2017 - 6/29/2017	2nd Annual National Safety Awareness Initiative - Rollover Simulator for Seatbelt Safety, ECI, DUI, Aggressive and Distracted Driving	Tampa Plant City Pinellas Park Brandon	837
<b>TOTAL</b>	<b>7</b>		<b>837</b>

<b>TROOP D</b>			
<b>Date</b>	<b>Events</b>	<b>Location</b>	<b>Audience</b>
6/06/2017	DUI Education for Orlando Police Explorers at Seminole State College	Sanford	30
6/06/2017	Rollover Simulator for Seatbelt Safety	Orlando	75
6/09/2017	Safety Talk on DUI, Distracted Driving and Situational Awareness at Walmart	Orlando	50
6/14/2017	Seat Belt Safety and Distracted Driving Prevention at Duke Energy	Winter Garden	50
6/26/2017	Hot Car Press Conference at Children's Safety Village	Orlando	50
7/21/2017	Distracted Driving Safety Talks at USPS	Kissimmee	100
7/27/2017	Distracted Driving and Safety Tips for Rotary Club of West Orange County	Orlando	20

Florida Department of Highway Safety and Motor Vehicles

<b>TROOP D</b>			
<b>Date</b>	<b>Events</b>	<b>Location</b>	<b>Audience</b>
7/28/2017	Rollover for Seatbelt Safety, Distracted Driving and DUI Goggles at Timucan Farm	Orlando	10
<b>TOTAL</b>	<b>8</b>		<b>385</b>

<b>TROOP E</b>			
<b>Date</b>	<b>Events</b>	<b>Location</b>	<b>Audience</b>
6/22/2017	Safety Event with DCF – Heatstroke Prevention for children/pets and Summer Safety	Miami	35
<b>TOTAL</b>	<b>9</b>		<b>2,235</b>

<b>TROOP F</b>			
<b>Date</b>	<b>Events</b>	<b>Location</b>	<b>Audience</b>
6/05/2017	Safety Talk at Manatee High School Drivers Ed	Bradenton	110
6/06/2017	Safety Talk at Sebring High School Drivers Ed	Sebring	80
6/06/2017	Safety Talk at Lake Placid High School Drivers Ed	Lake Placid	57
6/06/2017	Safety Talk at Avon Park High School	Avon Park	43
6/07/2017	Safety Talk at Desoto County High Schools	Desoto County	30
6/07/2017	Safety Talk at Labelle High School Drivers Ed	Labelle	67
6/19/2017	Seatbelts and other Summer Safety for Veterans Park Children Day Camp	Lehigh Acres	111
6/19/2017	Seatbelts, Distracted Driving and Summer Safety for Veterans Park Teen Camp	Lehigh Acres	29
6/21/2017	Seatbelts, Bike Safety, and Summer Safety for Golden Gate Community Center Summer Camp	Golden Gate	133
6/29/2017	Sarasota Juvenile Law Class Tour and Summer Travel Safety Talk at FHP Ft. Myers	Sarasota	30
6/30/2017	Summer Safety Talk at Oasis Youth Shelter	Ft. Myers	15
7/13/2017	Transportation Institute Summer Camp Tour and Safety Talk at FHP Ft. Myers	Ft. Myers	22
7/18/2017	North Collier Summer Camp Safety Talk	Naples	57
7/25/2017	Teen Driving Class Presentation at Lee Memorial Hospital	Lee	16
<b>TOTAL</b>	<b>6</b>		<b>689</b>

<b>TROOP G</b>			
<b>Date</b>	<b>Events</b>	<b>Location</b>	<b>Audience</b>
7/06/2017	Exchange Club Safety Talk for Summer Travel	Jacksonville	40
7/06/2017	Businessmen’s Association Safety Talk - Summer Travel	Jacksonville	50
<b>TOTAL</b>	<b>2</b>		<b>90</b>

<b>TROOP L</b>			
<b>Date</b>	<b>Events</b>	<b>Location</b>	<b>Audience</b>
6/07/2017	WINZ Radio Talk Show Traffic Safety Segment	Broward County	67,800 listeners*
6/09/2017	Employee Safety Week Talk at Actavis Pharmaceutical	Broward County	65

<b>TROOP L</b>			
<b>Date</b>	<b>Events</b>	<b>Location</b>	<b>Audience</b>
6/15/2017	WINZ Radio Talk Show Traffic Safety Segment	Broward County	67,800 listeners*
6/27/2017	Driver Education on Seatbelts, DUI, Distracted Driving at Coral Glades High School	Coral Springs	63
7/06/2017	Driver Education Class at Nova High School	Broward County	62
7/07/2017	Driver Education Class at Coral Springs High School	Broward County	32
7/11/2017	No Zone, Seatbelts, DUI Safety Presentation at Flanagan High School	Pembroke Pines	73
7/12/2017	WINZ Radio Talk Show Traffic Safety Segment	Broward County	67,800 listeners*
<b>TOTAL</b>	<b>8</b>		<b>295</b>

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

## Partner Outreach

The department partnered with the Florida Department of Transportation (FDOT), DCF, Florida Police Chiefs Association (FPCA), Florida Sheriffs Association (FSA) and AAA – The Auto Club Group to disseminate Safe Summer Travel campaign messaging throughout Florida.

DCF supported the campaign in various methods, including a quote for the department-disseminated press release: “When traveling this summer, take a moment to ensure the safety of you and your loved ones,” Florida Department of Children and Families Secretary Mike Carroll said. “When we get in a hurry, we can make mistakes – fatal mistakes such as forgetting to buckle up or unintentionally leaving a child in a car. It takes only minutes for a child to have a heat stroke. Use prevention measures that fit your needs when you’re on the road this summer.” In addition to their co-authored op-ed with Executive Director, Terry L. Rhodes, on child safety in cars during the summer, DCF held a press conference in Miami about child heatstroke prevention. DCF also shared many Safe Summer Travel campaign messaging and graphics throughout the campaign.



**Florida Department of Children and Families**  
June 3 · 📍

#HotCarSafety In the United States, Florida is second only to Texas in the number of child fatalities caused by leaving a child unattended in a car. By staying aware of your surroundings and your child's whereabouts, you can prevent tragedy. <http://www.miamiherald.com/.../pinecrest/article131368004.html>

A child left in a hot car can get heat stroke quickly. Here's how to prevent that. Heat stroke is the leading cause of non-crash, vehicle-related deaths in children under 15, according to the American Academy of Pediatrics. [MIAMIHERALD.COM](http://www.miamiherald.com)

Like Comment Share

Chrissie Jones, LaTanya Wynn-Hall and Ashley Yaklin

**Florida Department of Children and Families**  
June 6 at 7:30am · 📍

Florida law requires children under 5 years of age to be properly restrained in a car seat, no matter where they are seated in the vehicle. Most children are unable to unbuckle and release themselves at this age, so always remember to #LookBeforeYouLock <https://www.flhsmv.gov/safety-.../driving-safety/child-safety/>

**Child Safety Awareness - Florida Highway Safety and Motor Vehicles**  
Every year, too many children die from easily preventable causes. DHSMV is committed to help increase everyone's child safety awareness of our most precious cargo as a driver or whenever around...  
FLHSMV.GOV

Like Comment Share

Maht Broward, Heartland for Children and 6 others

5 shares

**Florida Department of Children and Families**  
June 21 at 2:30pm · 📍

Executive Director of Department of Highway Safety and Motor Vehicles Terry Rhodes and DCF Secretary Mike Carroll explain to parents two important steps in preventing #hotcar fatalities. <http://www.tallahassee.com/.../rhodes-and-carroll-.../408646001/>

**Tallahassee Democrat**  
Rhodes and Carroll: Two steps to preventing tragedy with children in cars  
Child deaths from being improperly secured in a crash or from heatstroke are completely preventable with a...  
TALLAHASSEE.COM

Like Comment Share

April Fender Posey and Bridgett Weeks Brown

**Florida Department of Children and Families**  
June 12 at 4:30pm · 📍

#HotCarSafety A seat belt is your vehicle's best safety feature. All children under the age of 18 are required to use their seat belt or risk up to \$60 in fines and three points off their caregiver's license. Hot buckles can be prevented by putting a cloth over your child's seat or car seat while you are parked.

**CHILD SAFETY TIPS: Safety Belts and Child Restraints**

**Safety Belts:**

- A safety belt is your vehicle's best safety feature. But it only works if you use it.
- Florida's Safety Belt Law requires that the driver, all passengers in the front seat and all children under the age of 18 are properly buckled up.
- Florida's Safety Belt Law is a primary enforcement law, meaning that an officer can stop a vehicle and issue a citation simply for observing a safety belt violation.
- Encourage everyone in the vehicle to buckle up, including those in the back seat.

**Child Restraints:**

- Florida law requires children aged 5 and under to be secured by properly using a crash-tested, federally approved child restraint device.
- Florida law requires children aged 4 and 5 to be secured in a booster seat.
- Follow your car seat manufacturer's instructions and your vehicle owner's manual on how to install and properly use the car seat.
- Make sure that car seats are the right fit for your child and the vehicle and that it can be installed and used correctly every time.

**PROTECT YOUR PRECIOUS CARGO!**  
To read more safety tips, visit [FLHSMV.gov](http://FLHSMV.gov)

Like Comment Share

Traci Coleto Klinebell, Frank Aarons Nassau III and 6 others

18 shares

FDOT supported the campaign by posting the Safe Summer Travel campaign poster in rest areas throughout Florida and had the campaign graphics displayed in all eight turnpike plazas. The department also partnered with the FL 511 to include material in their newsletter.

The FPCA included a quote in the department’s press release: “As summer in Florida brings waves of people to our roads and highways, it’s absolutely imperative that we work together to educate and encourage drivers to practice safe driving behaviors,” said Coconut Creek Police Chief Butch Arenal, President of the Florida Police Chiefs Association. “Our officers are out every day protecting the millions of residents and guests in our state, but this absolutely must be a collaborative effort.” The FPCA also shared the campaign message and materials with their members by sending out a Green Alert to 766 people on June 5 and posting on Facebook. As a result, their police department members shared or retweeted the department’s Safe Summer Travel campaign social media throughout June and July.



**GreenAlert**  
For Your Information

Florida Police Chiefs Association est. 1952

**Quick Links**

- [65th Annual Summer Conference](#)
- [FPCA Building Fund](#)
- [Jobs Central](#)
- [FPCA Disclaimer](#)
- [Like us on Facebook](#)

**STARS**

STARS . . . By providing Selection, Training, Assessment, Recruitment, and Support, the Florida Police Chiefs STARS Program is setting the standard for finding, retaining, and supporting the best police chiefs available.

[Learn more about STARS >>](#)

Dear FPCA Members:

The Florida Department of Highway Safety and Motor Vehicles (DHSMV) has launched the Safe Summer Travel campaign today. Please click [here](#) to view the press release sent out today announcing the campaign.

In partnership with the Florida Department of Transportation, Florida Department of Children and Families, Florida Police Chiefs Association, Florida Sheriffs Association and AAA - The Auto Club Group, DHSMV is reminding motorists throughout June and July about the importance of putting safety at the top of their summer travel checklists, especially checking tires before hitting the road and always buckling up to Arrive Alive.

Please visit the new Safe Summer Travel [campaign page](#) to view and download all of the information regarding this campaign and its initiatives!

If you have any questions, please let me know. Thank you for partnering with us as we continue to work toward a Safer Florida!

Natalia Kimrey  
Safety & Education Campaign Manager  
Office of Communications  
Florida Department of Highway Safety and Motor Vehicles  
2900 Apalachee Pkwy, Tallahassee, FL 32399  
Office (850) 617-2372  
Cell (850) 445-3794  
[www.fhsmv.gov](http://www.fhsmv.gov)

**Florida Police Chiefs Association, (FPCA)**  
June 13 at 10:28am · 🌐

Before you hit the road, check your tires. Make sure tires are properly inflated and have adequate tread. Never overload your vehicle. #TravelSafeFL #ArriveAliveFL



**Safe Summer Travel**  
#TravelSafeFL #ArriveAliveFL

**CHECK YOUR TIRES**

Tires are your vehicle's first line of defense. Make sure tires are properly inflated, with adequate tread. Never overload a vehicle.

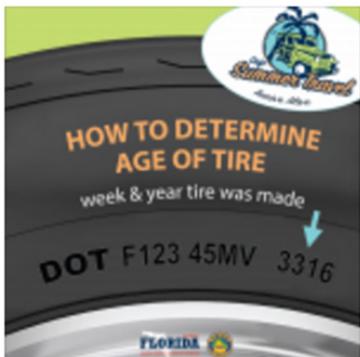
FLORIDA

Like Comment Share

Wayne Crawley, Sue Rudy Rusch and 2 others

**Florida Police Chiefs Association, (FPCA)**  
June 14 at 9:40am · 🌐

Don't let old tires ruin your trip this summer. Stay safe and know when it's time to replace. #TravelSafeFL



**HOW TO DETERMINE AGE OF TIRE**  
week & year tire was made  
DOT F123 45MV 3316

FLORIDA

Like Comment Share

Wayne Crawley and Sue Rudy Rusch

**Florida Police Chiefs Association, (FPCA)**  
June 13 at 2:00pm · 🌐

NEVER leave kids or pets unattended in your vehicle. Florida is VERY hot in the summer. Leaving them, even for a matter of minutes, can be deadly. #TravelSafeFL



**CHECK FOR KIDS & PETS**

NEVER leave children or pets unattended in a motor vehicle.

#TravelSafeFL #ArriveAliveFL

Like Comment Share

Wayne Crawley, Debbie Gailbreath and 2 others

**Miami-Dade Police Department**  
June 7 at 5:05pm · 🌐

#Summer Travel Plans? ☀️ Put #SAFETY on the top of your travel #checklist!

♦️ Tire Safety and Vehicle Preparation:

According to the National Highway and Traffic Safety Administration (NHTSA), drivers in the United States put more than 2,900 billion miles on their tires each year with approximately 11,000 tire-related crashes. Tires are your vehicle's first line of defense on the road....  
Continue Reading



#TravelSafeFL

FLORIDA

18 Reactions 1 Comment 2 Shares

Like Comment Share

18

Top Comments

2 shares

The FSA supported the campaign by including a quote in the department’s press release: “Florida is one of the most desired vacation destinations in the world because of its beautiful beaches and outstanding theme parks,” said Florida Sheriffs Association President, Sheriff Jerry Demings. “Florida sheriffs work to provide a safe environment for our residents and visitors, and proudly support the Safe Summer Travel campaign.” Various Sheriffs Offices also shared Safe Summer Travel messages and graphics on social media.



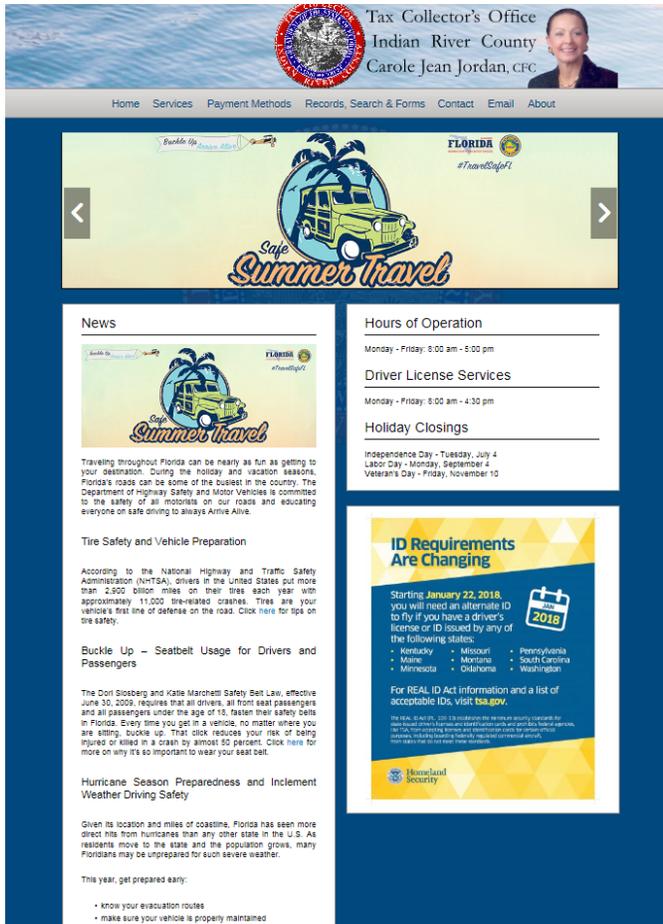
The department and its Tax Collector partners spread the Safe Summer Travel campaign message by displaying the campaign logo and accompanying safety message on the Motor Vehicle Network in English and Spanish in offices in the following counties:

- |             |               |                |
|-------------|---------------|----------------|
| 1. Broward  | 6. Leon       | 11. Santa Rosa |
| 2. Citrus   | 7. Miami-Dade | 12. Volusia    |
| 3. Escambia | 8. Monroe     | 13. Walton     |
| 4. Hendry   | 9. Nassau     |                |
| 5. Lee      | 10. Pinellas  |                |

Motor Vehicle Network Graphics



Tax collector partners also shared the Safe Summer Travel campaign graphics on social media and on their websites.



The department displayed the Safe Summer Travel campaign logo and safety message on its digital message board at headquarters from June 1 to July 31, 2017. FHP troops D, F, G and H also displayed the graphic on their troop headquarters' digital message boards.



The department professionally printed and distributed 20,000 Safe Summer Travel postcards to all FHP Public Affairs officers; DHSMV offices in Broward, Miami-Dade and Volusia; Tax Collectors in Clay, Duval, Hillsborough, Lee, Leon, Orange, Osceola, Palm Beach, Pasco, Pinellas, Polk and Sarasota counties; Chambers of Commerce all over Florida; and all five Welcome Center locations in Florida.



The department contracted with a vendor to professionally print and disseminate 45,000 tire safety rack cards, in English and Spanish and 60,000 updated ECI tear sheets, to 90 locations throughout the state of Florida, including all FHP Public Affairs officers and DHSMV and tax collector service centers. Additionally, a total of 7,000 tire gauges imprinted with FLHSMV.gov and BeATrooper.com were provided to all FHP Public Affairs officers to disseminate at safety and recruitment events.



Tires are a vehicle's first line of defense on the road. Follow these tips to ensure their proper care and maintenance. Safe tires will help you and your passengers *ARRIVE ALIVE*.

- **Tire Pressure** Check pressure monthly with a tire gauge to ensure proper air pressure. For an accurate reading, check when tires have not been driven for several hours.
- **Tread** Worn tires are more likely to hydroplane. Ensure proper tread depth by inserting a penny into a tread groove with the top of Lincoln's head facing down. If the top of his head is visible, the tires should be replaced immediately.
- **Tire Rotation and Alignment** Tires should be rotated at least every 5,000 miles for even wear.
- **Damage** Check tires weekly for damage such as bulges, cuts and cracks, including along the sidewalls.
- **Vehicle Load** Overloading vehicles creates excessive heat in tires, which can cause tires to fail. Vehicle passengers count toward the total recommended weight.
- **Spare Tire** Check the spare tire monthly and ensure it is in good condition. Even tires that are not driven often lose air pressure.
- **Age** Regardless of how well tires have been maintained, never operate a vehicle with tires that are more than six years old.



Imagine you've been in an emergency...

## Would law enforcement know WHO TO CALL?

Register today with Florida's Emergency Contact Information (ECI) system. It's free, quick and easy!

ECI allows law enforcement to contact designated family or friends in an emergency situation. The system is securely maintained by the Florida Department of Highway Safety and Motor Vehicles (DHSMV) and can be accessed by law enforcement only in the event of an emergency.

Floridians with a valid driver license or ID card may enter up to two emergency contacts. Residents can register or update their ECI free of charge at [www.flhsmv.gov/eci](http://www.flhsmv.gov/eci) and in local driver license offices statewide.



[www.flhsmv.gov/eci](http://www.flhsmv.gov/eci)

Has your information changed? Go online and update your ECI to ensure that someone is there for you when you need them.

For more information regarding this and other services provided by DHSMV, visit [www.flhsmv.gov](http://www.flhsmv.gov).



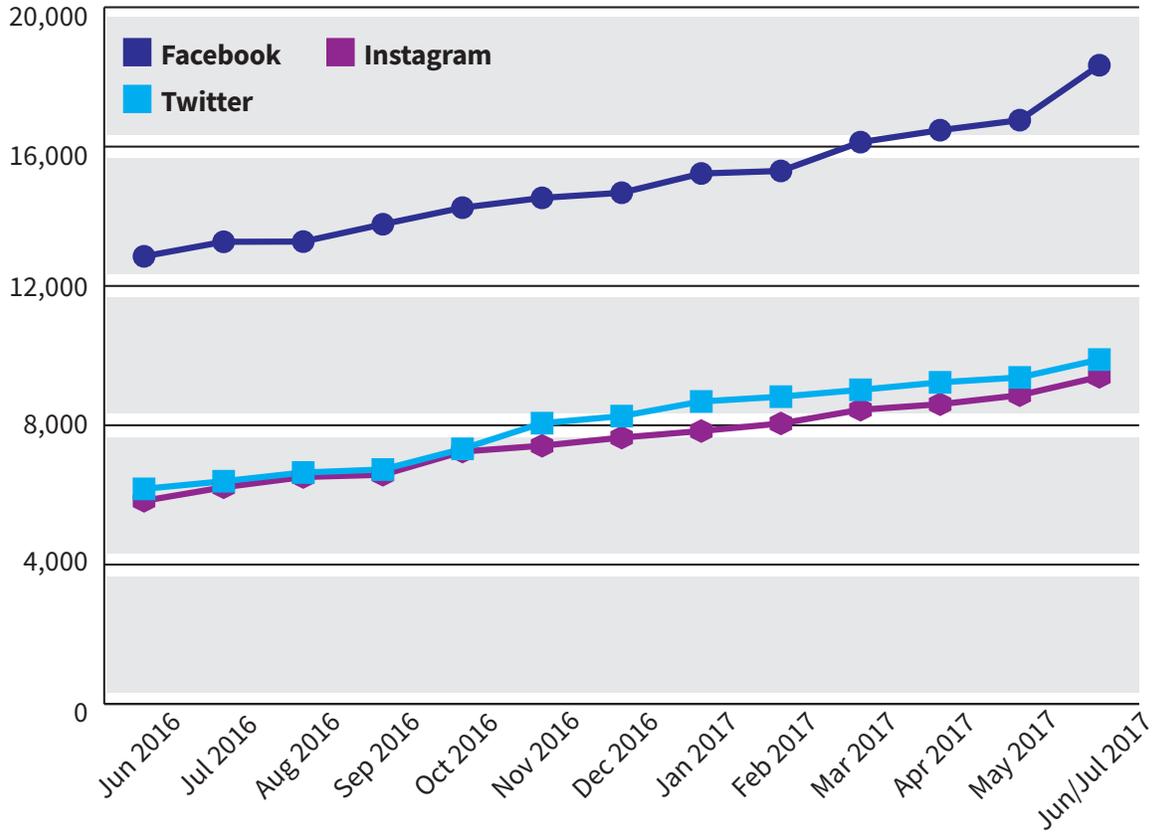
## Internal Outreach

The Safe Summer Travel campaign message was promoted internally among department members through use of the department's internal website, SafetyNet, for the duration of the campaign. The Safe Summer Travel campaign message was also promoted internally by putting up posters all over DHSMV headquarters.

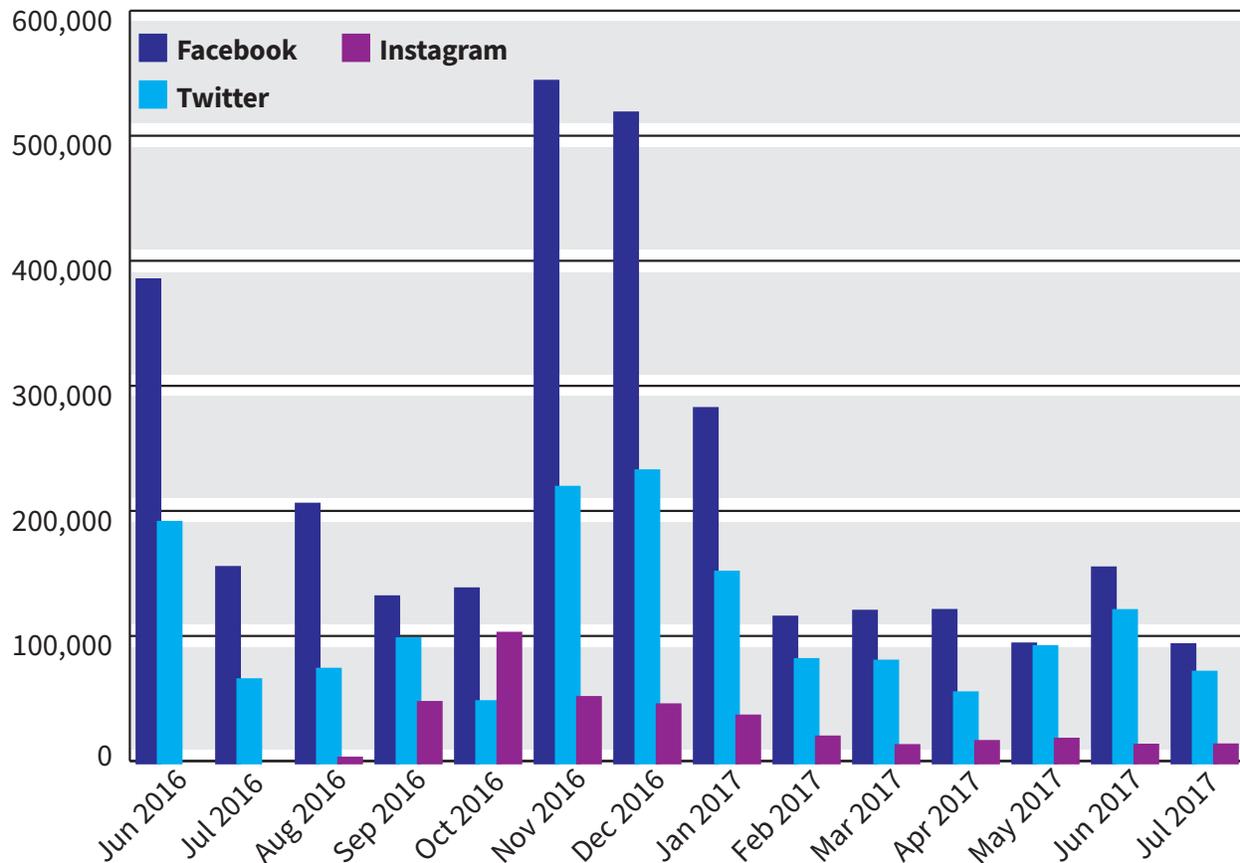
## 2016 vs. 2017 Campaign Results

There was not a coordinated Safe Summer Travel campaign in 2016, so there is no comparison for earned media, Facebook, Twitter, Instagram, FLHSMV.gov, or community safety events specifically.

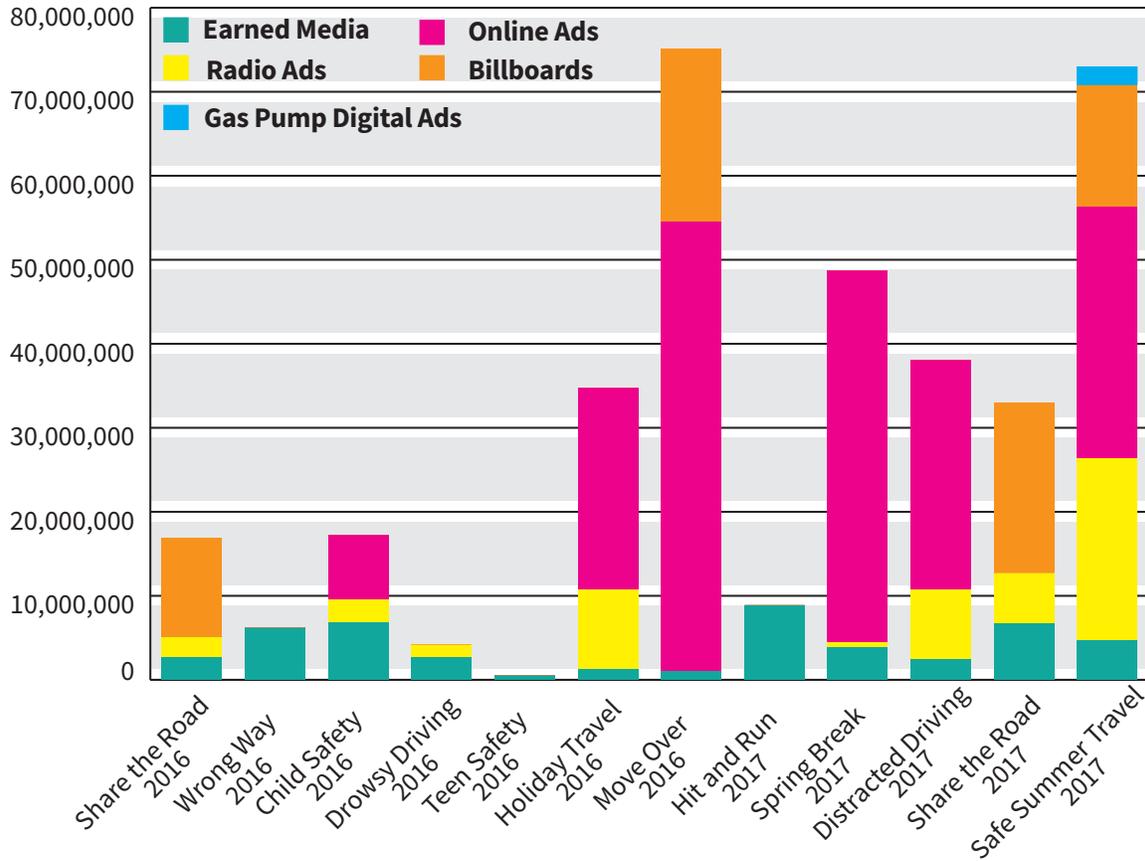
**Social Media Followers**



### Social Media Impressions



**Media Reach\***



*\*Please Note: No paid media was purchased by the department for the 2016 Wrong Way Driving Awareness or Teen Driver Safety campaigns. It is also important to note that the Holiday Travel campaign and Safe Summer Travel campaigns were two months long.*

**LEADERS IN SERVICE • AGENTS OF PROGRESS • CHAMPIONS FOR SAFETY**

