

# **DISTRACTED DRIVING AWARENESS CAMPAIGN**

## 2021 Campaign Summary Report



### **FLORIDA DEPARTMENT OF TRANSPORTATION**

District Six  
1000 NW 111 Avenue  
Miami, Florida 33172

JUNE 2021

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## **ANNUAL SUMMARY REPORT**

This summary report is an outline of the "Put it Down" Distracted Driving Awareness Campaign that was implemented for the Florida Department of Transportation (FDOT) District Six during the months of February through April 2021. This public outreach effort was led by the District Six Community Traffic Safety Program Coordinator as part of the FDOT Traffic Operations division. In line with FDOT's mission, which states that the Department is committed to "providing a safe transportation system that ensures the mobility of people and goods and preserves the quality of our environment and communities," the campaign was designed to create awareness of the dangers of distracted driving in order to keep the roadways safer.

### **1.0 CAMPAIGN DESCRIPTION**

The mission of the National Highway Traffic Safety Administration (NHTSA) is to save lives, prevent injuries, and reduce economic costs due to roadway traffic crashes. NHTSA, through the United States Department of Transportation (USDOT), has developed a safety campaign regarding driver distraction, a significant problem that is growing rapidly as the use of handheld communication devices and other technologies continue to advance and become interwoven in the day-to-day lives of drivers. As of January 1, 2020, law enforcement agencies within the State of Florida are enforcing the primary law which prohibits drivers from texting and driving. The long-term priority of the campaign is to eliminate crashes that are attributable to distracted driving and educate the public on the law. In order to communicate this priority effectively, FDOT has developed a number of programs and projects, including the "Put it Down" campaign which focuses on helping drivers:

- To understand the problem of distracted driving
- To recognize the risks and consequences associated with distracted driving
- To implement specific steps to help eliminate distracted driving within their families, schools, businesses, or organizations
- To keep themselves, other drivers, passengers, and pedestrians safe on our roadways
- To understand the distracted driving law in Florida

The key strategy of this year's campaign was to reengage partners and build partnerships within the community that would maximize their communications resources and help spread the safety message. Because the risks associated with distracted driving are applicable to all drivers, this year's campaign not only targeted younger drivers between the ages of 16 and 24, but all drivers in Miami-Dade and Monroe counties. As a result, the team sought out partnerships with local municipalities, organizations and academic institutions in order to reach the target audience effectively through the distribution of multilingual collateral materials including a campaign poster, interactive email blasts, web/TV banners and mainly social media messaging.

### **1.1 CAMPAIGN LIMITS**

This campaign's limits were within the boundaries of FDOT District Six, which includes both Miami-Dade and Monroe counties. The branded elements implemented as part of the District Six campaign were developed exclusively by the District's team of FDOT personnel and consultants.

### **1.2 CAMPAIGN TEAM**

The team was led by the District Six Community Traffic Safety Program Coordinator, Carlos Sarmiento, and District Six Communications Manager, Tish Burgher. The consulting firm that facilitated the campaign was Media Relations Group, LLC. Additionally, Graph Code was responsible for updating the partner resources website.

The first meeting of the 2021 team was held in January 2021. Subsequent meetings were held as needed to review materials, arrange for production of collaterals or coordination.

## 2.0 CAMPAIGN GOALS

The campaign's main goal was to increase awareness regarding the dangers of distracted driving. The team was given the following scope of work to achieve these goals:

- Further develop "Put it Down" logo/brand and messaging and produce all relevant collateral materials
- Educated drivers regarding texting and driving laws
- Partnership development and regular team progress meetings with FDOT CTST Coordinator
- Coordinate a Virtual Partner Kick-off Meeting to launch the campaign
- Focus on graphically appealing messages and further develop social networking strategies
- Work with campaign partners to disseminate campaign messaging via existing communications resources

The statewide campaign required the implementation of a safety pledge – a documented commitment to driver safety that was distributed at outreach events throughout Florida. Copies of these forms would be kept by the driver and serve as a tangible reminder of the dangers of distracted driving. Through the leadership of the campaign partners, the commitment to the no-texting pledge was successful in gaining support of the campaign and its overall goals.

### CAMPAIGN PLEDGE CARD

The image shows a campaign pledge card with a blue background. At the top, it says "Take the no-texting pledge" in large white letters, followed by "Carry this as a reminder of your commitment to safer driving." in smaller white text. Below this is a white rounded rectangle containing the pledge text: "No text message, email, website or video is worth the risk of endangering my life or the lives of others on the road. I pledge to never text and drive and will take action to educate others about the dangers of texting while driving." Underneath the pledge is a line for "SIGNED:" and another for "DATE:". At the bottom left, it says "Texting and driving is ILLEGAL in Florida" in blue and red text. At the bottom right is the "PUT IT DOWN IT CAN WAIT" logo, which features a hand holding a phone with a red 'X' over it.

**Take the no-texting pledge**  
Carry this as a reminder of your commitment to safer driving.

No text message, email, website or video is worth the risk of endangering my life or the lives of others on the road. I pledge to never text and drive and will take action to educate others about the dangers of texting while driving.

SIGNED: \_\_\_\_\_ DATE: \_\_\_\_\_

**Texting and driving is  
ILLEGAL in Florida**

**PUT IT  
DOWN**  
IT CAN WAIT



## 2.1 GOAL COMPARISON – 2011-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2021
PARTNERS	13	40	98	108	112	120	135	160	68
OUTREACH EVENTS	22	40	73	72	64	53	78	157	0
CAMPAIGN IMPRESSIONS	6.0 million	40.3 million	38.6 million	61.5 million	114.5 million	76.2 million	153.8 million	353.3 million	65.8 million*

**\*Using data from partner surveys, an estimated 65,790,211 impressions were made during the 2021 campaign. This was a limited campaign compared to previous years due to pandemic conditions and public safety guidelines.**

*Note: Number of impressions reported by partners as of May 28, 2021; does not include every instance of people who viewed the campaign posters, articles, and some news stories.*

## 3.0 PARTNERSHIP DEVELOPMENT

The team focused on developing partners that would help to effectively spread the safety message and provide materials and resources that would assist in this endeavor.

The following methods of contributing to the campaign were suggested to potential partners:

- Promoting the campaign message within their organizations
- Using internal and external communication methods to disseminate “Put It Down” messaging, achievements and success stories, and provide information about how others can get involved
- Teaming with local law enforcement and community members to support their efforts to improve safe driving patterns in the community
- Working with local media outlets to reach as many people as possible
- Participating in or sponsoring one or more of the local outreach events
- Providing educational and promotional items to distribute at local outreach events

### 3.1 STRATEGY AND APPROACH

A preliminary list of potential partners (including agencies that were involved in previous District Six safety campaigns) was identified by the team. The team was tasked with making preliminary contact with each potential partner and gauging their interest in joining the campaign. Based on their level of interest, follow-up meetings with key personnel were scheduled in order to discuss the details of the campaign and determine what resources were available.

An introductory package for campaign partners was developed for these meetings, along with other collateral materials that highlighted the campaign's look and messaging. As new and existing partners confirmed their participation, their respective logos were added to the campaign materials in order to highlight their commitment to the campaign and to public safety.

Contributions from partners were limited to existing budgets and resources; however, all opportunities for increasing outreach and dissemination of collaterals were researched and, if feasible, were implemented as part of the campaign.

### 3.2 CAMPAIGN PARTNERS

The partners' logos were included on the campaign email blasts and website. Representatives from each partner agency/organization were invited to participate in a Virtual Partner Kick-off Meeting where the campaign was officially launched, and the collateral materials were unveiled. The Partner Kick-off Meeting was held on February 25, 2021. Below is a list of the official partners that joined the 2021 Distracted Driving Awareness Campaign.

- AA Auto Traffic School & Class "E" Testing Center
- AT&T
- Bal Harbour Village Police
- Bean Automotive Group (Lexus of Kendall, Kendall Toyota, Lexus Of West Kendall, West Kendall Toyota)
- City of Aventura Police Department
- City of Coral Gables
- City of Doral Police Department
- City of Key West and Police Department
- City of Layton
- City of Marathon
- City of Miami
- City of Miami Beach Police Department
- City of Miami Gardens
- City of Miami Gardens Police Department
- City of Sunny Isles Beach Police Department
- Community Traffic Safety Team
- Coral Gables Police Department
- FDOT District Six
- Florida Department of Health - Miami-Dade
- Florida Department of Health - Monroe
- Florida Highway Patrol
- Florida International University
- Florida International University Police Department
- Florida's Turnpike Enterprise
- Ford Motor Company Fund & Community Services
- Governors Highway Safety Association (GHSA)
- Hope for Miami
- Kiddos Magazine
- KIDZ Neuroscience Center at the Miami Project to Cure Paralysis (Walk Safe/Bike Safe)
- Mack Cycle & Fitness
- Miami Dade College Eduardo J. Padron Campus
- Miami Kids Magazine
- Miami Shores Village
- Miami Shores Village Police Department
- Miami Springs Police Department
- Miami-Dade College
- Miami-Dade College Kendall Campus
- Miami-Dade College North Campus
- Miami-Dade college Wolfson Campus
- Miami-Dade County - Dept. of Transportation and Public Works
- Miami-Dade County Communications and Customer Experience Department
- Miami-Dade County Schools
- Miami-Dade Expressway Authority
- Miami-Dade Fire and Rescue
- Miami-Dade Police Department
- Miami-Dade Transportation Planning Organization (TPO)
- Monroe County Sheriff's Office
- Nicklaus Children's Hospital
- North Bay Village
- North Bay Village Police Department
- Port Miami Tunnel
- South Florida Regional Transportation Authority (SFRTA)
- St. Thomas University
- State Farm
- Sun Guide TMC - District VI
- Town of Bay Harbor Islands
- Town of Bay Harbor Islands Police Department
- Town of Cutler Bay
- Town of Cutler Bay Police Department
- Town of Medley
- Town of Medley Police Department
- Town of Miami Lakes
- Town of Miami Lakes Department of Communications and Community Affairs
- Uber Technologies in Florida

- University of Miami Police Department
- Village of Biscayne Park
- Village of Key Biscayne Police Department
- Village of Palmetto Bay

### 3.3 PARTNERSHIP CONTRIBUTIONS

Following is an overview of each partner's contributions and involvement throughout the campaign.

- **Bal Harbour Village Police**
  - Facebook and Instagram were used to display campaign messaging to the Department's 4,828 combined followers.
  - Approximately 50 campaign tip cards were distributed.
- **Bean Automotive Group**
  - Various social media platforms were used to display posters and campaign messaging to 30,000 combined followers.
  - Campaign images were displayed on the dealer's TV monitors reaching over 30,000 views.
- **City of Coral Gables**
  - Social media messaging was distributed to the City's 19,000 Facebook and 4,600 Twitter followers on fourteen occasions.
  - Campaign eblasts were posted on the City's website.
- **City of Doral Police Department**
  - Campaign eblasts were distributed on four occasions reaching 400 recipients.
  - Social media messaging was used to reach 5,500 Twitter and 7,500 Instagram followers.
- **City of Key West and Police Department**
  - The Department distributed 15 campaign posts to its 27,000 Facebook followers.
- **City of Layton**
  - Campaign email blasts were distributed reaching about 26,520 views.
- **City of Marathon**
  - Social media messaging was used to reach the City's 8,721 Facebook followers on seven occasions.
- **City of Miami**
  - The City shared campaign messaging with 250,000 social media followers on two occasions.
- **City of Miami Gardens**
  - Social media messaging was used to reach the Town's 5,900 Facebook, 3,500 Twitter and 6,000 Instagram followers.
  - Campaign eblasts were also distributed three times to 29,250 recipients.
- **City of Miami Gardens Police Department**
  - Social media messaging was used to reach 13,980 views.
- **Community Traffic Safety Team (CTST)**
  - Campaign eblasts were distributed to at least 300 individuals on three occasions.
  - Over 300 tip cards were distributed.
- **Coral Gables Police Department**
  - Social media messaging was used to reach the Department's 1,120 Facebook, 3,374 Twitter and 2,581 Instagram followers.
- **FDOT District Six**
  - Social media messaging was used to reach the District's 5,110 Twitter, 1,100 Facebook and 726 Instagram followers.
  - Three campaign email blasts were delivered to an estimated 200 individuals.

- **Florida Department of Health (Miami-Dade County)**
  - Campaign email blasts were distributed two times to 921 recipients.
- **Florida Department of Health (Monroe County)**
  - Campaign email blasts were distributed reaching about 300 individuals.
  - Approximately 1,200 tip cards were distributed at community events.
- **Florida International University (FIU)**
  - Campaign messaging was featured on FIU's electronic messaging boards reaching approximately 60,000-70,000 people daily.
  - Social media messaging was utilized to reach 53,800 Twitter followers.
- **Florida International University Police Department**
  - Facebook was used to display campaign messaging to the Department's 3,000 followers.
  - Campaign eblasts were distributed two times to 25 individuals.
  - Approximately 50 tip cards were distributed.
- **Florida's Turnpike Enterprise (FTE)**
  - Social media messaging was utilized to reach 109,875 views.
  - Campaign images were displayed at gas station pump cameras reaching over one million vehicles.
- **Kiddos Magazine**
  - Campaign eblasts were distributed to 13,000 individuals at one time.
  - Social media messaging was used to reach 1,861 Facebook, 819 Twitter and 6,980 Instagram followers.
- **KIDZ Neuroscience Center at the Miami Project to Cure Paralysis (Walk Safe/Bike Safe) – University of Miami**
  - Two WalkSafe and BikeSafe tweets and social media messages were posted reaching a total of 3,698 Twitter and 1,677 Facebook followers.
- **Miami Kids Magazine**
  - Campaign eblasts were distributed to more than 16,000 subscribers on three occasions.
  - Approximately 5,000 materials were distributed throughout the campaign at various events.
  - Social media messaging was used to reach over 115,000 viewers.
- **Miami Springs Police Department**
  - Social media messaging was used to reach 1,760 followers.
- **Miami Dade College (MDC)**
  - Social media messaging was utilized to reach the campus 146,000 social media followers.
  - Campaign images were also displayed on the campus TV monitors, reaching over 24,000 views.
  - Campaign eblasts were distributed to MDC's 20,000 subscribers on three occasions.
- **Miami Dade College Kendall Campus**
  - Campaign eblasts were distributed to 5,277 subscribers on three occasions.
  - Social media messaging was used to reach MDC's Kendall Campus' 1,507 Instagram followers.
- **Miami Dade College North Campus**
  - Campaign eblasts were distributed to MDC's 150 active subscribers.
  - Social media messaging was used to reach 181 Instagram followers.
- **Miami Dade College Wolfson Campus**
  - Social media messages were used to reach over 100,000 views.
  - Approximately 500 campaign collaterals were distributed.

- **Miami-Dade County Public Schools (MDCPS)**
  - Social media messaging was distributed on the MDCPS Facebook, Twitter and Instagram accounts reaching approximately 226,500 followers.
- **Miami-Dade Police Department**
  - Campaign messaging was distributed to the Department's 30,400 Nextdoor subscribers.
  - Also, campaign eblasts were distributed to 30,400 recipients three times.
- **Miami-Dade Transportation Planning Organization (TPO)**
  - Campaign eblasts were distributed to 5,000 recipients three times during the campaign.
  - Social media messaging was distributed to the TPO's 1,000 Facebook followers.
- **Monroe County Sheriff's Office**
  - Campaign eblasts were distributed to 350 recipients five times during the campaign.
  - Approximately 2000 tip cards were distributed.
  - Social media messaging was also utilized to reach 55,000 Facebook and 17,000 Twitter followers.
- **Nicklaus Children's Hospital**
  - Social media messaging was utilized to reach 17,000 Facebook and 32,400 Twitter followers.
- **North Bay Village / North Bay Village Police Department**
  - Social media messaging was used to reach the Village's 1,005 Instagram, 1,030 Facebook, 829 Twitter and 285 LinkedIn followers.
- **State Farm**
  - Campaign messages were published on their social media with an estimated 7,500 views.
  - Three email blasts were distributed to approximately 1,000 subscribers.
- **SunGuide TMC - District Six**
  - One campaign email blast was distributed to 90 people.
  - Dynamic Messaging System (DMS) signs displayed campaign messaging reaching millions of drivers throughout Miami-Dade and Monroe Counties.
- **Town of Cutler Bay**
  - Campaign messaging was utilized to reach approximately 66,165 Facebook views.
- **Town of Miami Lakes**
  - Social media messaging was distributed fifteen times during the campaign to reach approximately 750,000 social media views.
- **University of Miami (UM) Police Department**
  - Approximately 300 tip cards were distributed at various tabling events.
  - Social media messaging was used to reach 3,027 Facebook, 1,730 Instagram and 4,796 Twitter followers on multiple occasions.
- **Village of Palmetto Bay**
  - Social media messaging was utilized ten times to reach the Village's 7,779 Facebook followers.

## 4.0 CAMPAIGN SCHEDULE

<b>WEEK</b> (Sunday-Saturday)	<b>OFFICIAL CAMPAIGN SCHEDULE</b>
<b>February 21 - 27</b>	<ul style="list-style-type: none"> <li>Virtual Partner Kick-off Meeting (February 25)</li> </ul>
<b>February 28 - March 6</b>	<ul style="list-style-type: none"> <li>Campaign Launch – March 1</li> <li>Social Media Post #1</li> <li>Social Media Post #2</li> </ul>
<b>March 7 - 13</b>	<ul style="list-style-type: none"> <li>Email Blast #1</li> <li>Social Media Post #3</li> <li>Social Media Post #4</li> </ul>
<b>March 14 - 20</b>	<ul style="list-style-type: none"> <li>Social Media Post #5</li> <li>Social Media Post #6</li> </ul>
<b>March 21 - 27</b>	<ul style="list-style-type: none"> <li>Social Media Post #7</li> <li>Social Media Post #8</li> </ul>
<b>March 28 - April 3</b>	<ul style="list-style-type: none"> <li>Email Blast #2</li> <li>Social Media Post #9</li> <li>Social Media Post #10</li> </ul>
<b>April 4 - 10</b>	<ul style="list-style-type: none"> <li>Social Media Post #11</li> <li>Social Media Post #12</li> </ul>
<b>April 11 - 17</b>	<ul style="list-style-type: none"> <li>Social Media Post #13</li> <li>Social Media Post #14</li> </ul>
<b>April 18 -24</b>	<ul style="list-style-type: none"> <li>Email Blast #3</li> <li>Social Media Post #15</li> </ul>
<b>May</b>	<ul style="list-style-type: none"> <li>Campaign wrap-up</li> </ul>

## 4.1 OUTREACH EVENTS

Due to the current pandemic guidelines, the typical outreach events were not held. FDOT did not host or attend any outreach events during this campaign, however several partners held events.

## 4.2 MULTI-AGENCY ENFORCEMENT OPERATIONS

Several multi-agency enforcement operations took place during the campaign and Distracted Driving campaign materials were distributed at each one. The purpose of the operations was for the citation of drivers and for public education and awareness of the dangers of distracted driving, aggressive driving, speeding, red-light running, move-over law violation, seat belt compliance, and general traffic safety. These educational/enforcement details were a success. Through the mutual-aid agreement and the Community Traffic Safety Team (CTST) program, participating agencies were effectively able to educate the general public on traffic safety and those that violated traffic safety laws were cited accordingly.

<b>Date</b>	<b>Location</b>
<b>JANUARY 28, 2021</b>	Various locations in the municipality of Miami Gardens.
<b>MARCH 11, 2021</b>	Various locations in the municipality of North Miami.
<b>APRIL 14, 2021</b>	Various locations in the municipalities of Bal Harbour, Surfside and Sunny Isles Beach.

## 5.0 OTHER CAMPAIGN MESSAGING

Additional resources such as websites, social media and media coverage were used to spread the campaign messaging.

### 5.1 FDOT DISTRICT SIX'S WEBSITE

FDOT District Six approved the use of its website (under the URL [www.fdotmiamidade.com](http://www.fdotmiamidade.com)) as a communications resource to promote the 2021 "Put it Down" campaign. The campaign website was posted at [www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown).



**NO text.**  
**NO call.**  
**NOTHING**  
is worth losing a life over.

**#PutItDown #FocusOnDrivingFL**

[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)



Did you know texting and driving is illegal in Florida?  
Join the Florida Department of Transportation (FDOT) and its partners to educate drivers about the dangers of distracted driving.

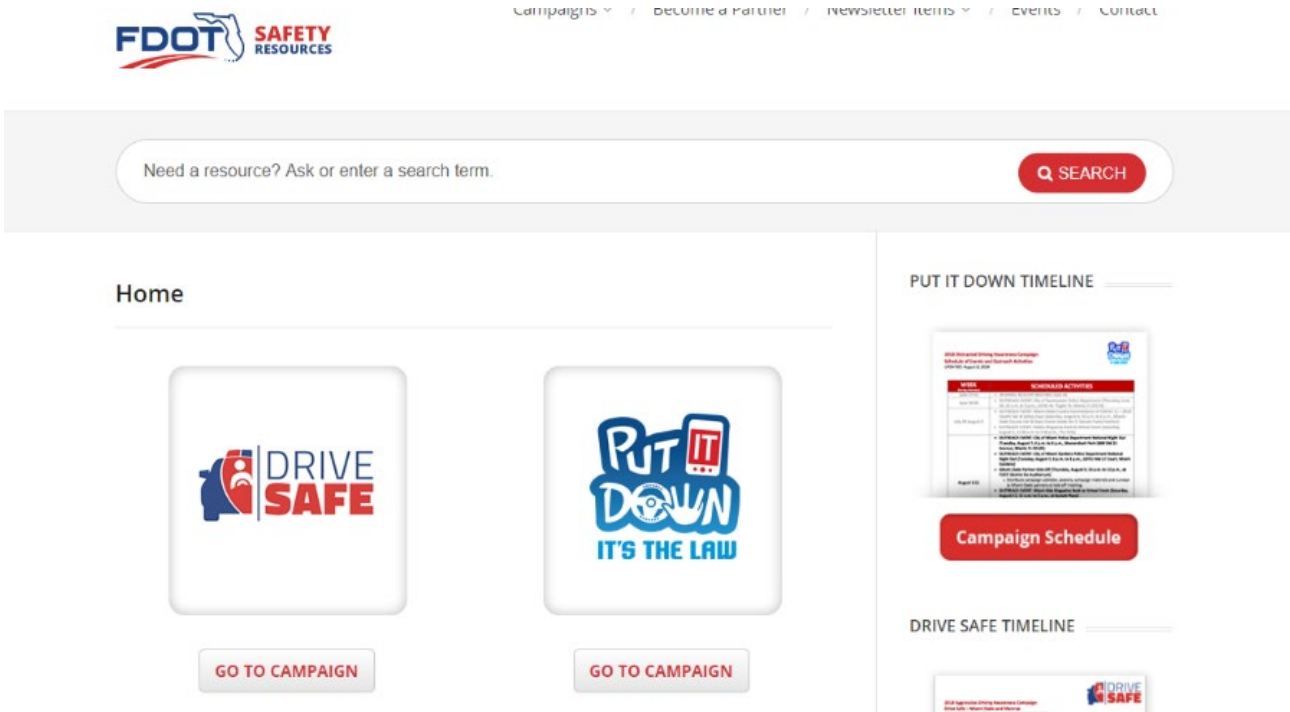
**FOR MORE INFORMATION AND MATERIALS YOU CAN USE TO HELP SPREAD THE WORD, SEE THE LINKS BELOW:**

The Florida Statutes

Campaign Poster (English, Version 2 | Spanish | Creole)



Partners were also provided an internal website where they could access campaign materials and updates throughout the campaign ([fdotsafetyresources.com](http://fdotsafetyresources.com)). This was created to reduce the number of internal emails distributed throughout the campaign, streamline the distribution of materials and provide training videos.



## 5.2 WEB/TV BANNERS/SOCIAL MEDIA

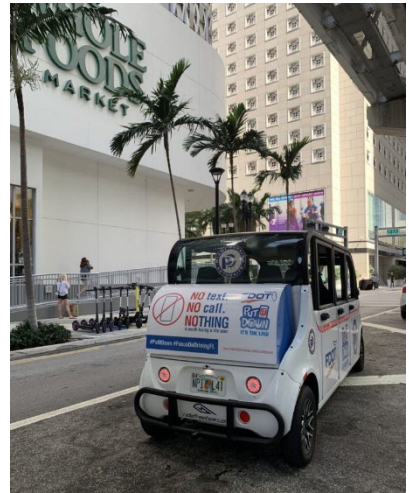
Campaign partners were asked to display the “Put it Down” web banner on their websites, as well as TVs and electronic monitors at their facilities. Partners also posted social media images and videos on Facebook, Twitter, Instagram and other platforms.

## 5.3 PUBLIC SERVICE ANNOUNCEMENT (PSA)

The campaign PSA was available in :15, :30 and :60 second versions in both English and Spanish. The PSA was utilized by partners via social media, local and international television as well as websites. Additionally, the PSA was shown on gas station TV monitors throughout Miami-Dade and Monroe counties, reaching approximately 421,960 individuals, as well as on Freebee vehicles in the Coral Gables and downtown Miami reaching more than 6 million people.







In addition to Gas Station TV ads and Freebee, the campaign was advertised using Eikon reaching more than 1.9 million individuals.

https://www.msn.com/es-es/entretenim...

partes de estas celebridades:

Zeleb.es Hace 2 horas

1/90 DIAPOSITIVAS © Showbiz Daily

**NO** envíe mensajes de texto mientras conduzca. **NO** llame mientras conduzca. **NO** vale la pena perder la vida.

#PutItDown #FocusOnDrivingFL

FDOT **PUT IT DOWN** SUERTE EL CEBOLAR

www.fdotmiadade.com/putitdown

A menos de un mes para el Draft 2021, ¿que debilidades de plantilla quedan en cada equipo de la NFL?

10h - Rafael Zamorano

Sam Darnold pasa en canje de New York

https://www.foxnews.com/us/sen-rubio...

By Lucas Manfredi | Fox News

Sen. Kennedy on MLB Commissioner: 'He's just made baseball a blue sport'

Sen. Marco Rubio, R-Fla., is hitting back at Major League Baseball Commissioner Robert Manfred after he announced on Friday that the organization would move this year's All-Star Game and MLB draft out of Atlanta in response to the

**NO text. NO call. NOTHING** is worth losing a life over.

FDOT **PUT IT DOWN** IT'S THE LAW

https://www.miamiherald.com/miami-c...

Miami Herald

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www.fdotmiadade.com/putitdown

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FOOD

**South Beach food festival required vaccines. The governor banned**

espn.com/espnplus/nota/\_/id/8425435/proyeccion-draft-2021-nfl-buenos-lawrence-fields-wilson-valor

Fútbol Béisquetbol MMA MLB Boxeo F. Americano

F. Americano | Portada Resultados Calendario Posiciones Estadísticas Equipos NFL Draft Lesiones Power Index OBR Total

Proyecciones de QBs para el Draft 2021: ¿Qué tan buenos serán Lawrence, Fields o Wilson?

Se aclara el panorama del Draft 2021, y todos los ojos vuelven a Falcons

**NO** envíe mensajes de texto mientras conduzca. **NO** llame mientras conduzca. **NO** vale la pena perder la vida.

#PutItDown #FocusOnDrivingFL

FDOT **PUT IT DOWN** SUERTE EL CEBOLAR

www.fdotmiadade.com/putitdown

A menos de un mes para el Draft 2021, ¿que debilidades de plantilla quedan en cada equipo de la NFL?

10h - Rafael Zamorano

Sam Darnold pasa en canje de New York

en el Hotel Ritz-Carlton de Philadelphia en 1936 a la extravagancia de tres días hecha para la televisión que es hoy, los equipos han intentado consistentemente seleccionar al mejor jugador para sus necesidades al considerar su talento y valor posicional.

Con el paso del tiempo, el consenso de qué posición es la más importante ha cambiado notoriamente hacia la de quarterback porque el análisis estadístico moderno ha demostrado que los pasadores tienen, por mucho, el mayor impacto en las victorias y derrotas de sus equipos.

Antes de 2006, evaluar a los prospectos en la posición de quarterbacks se limitaba principalmente a los videos de juegos, desempeño en el combine y otros eventos como las entrevistas previas al draft, pero al encontrar que el porcentaje de pases completos en la universidad y juegos como titular eran predictores de éxito en la NFL, David Levin cambió el paradigma con el LCF (Pronóstico de Carrera de Levin, por su traducción al español).

En 2011, Aaron Schatz publicó el LFC v2.0 y en 2015, Andrew Healy llevó las proyecciones de quarterbacks al siguiente nivel con las QBASE (Estadísticas y Experiencia Ajustadas del Quarterback, por su traducción al español), que estableció una nueva forma de evaluar las estadísticas en el colegial de un pasador al ajustarlas por la calidad de sus compañeros y rivales.

Por ejemplo, los receptores de elite pueden inflar artificialmente los números de un quarterback, pero entrenar a defensas de la SEC puede desinflarlos.

Jeremy Rosen y Alexandre Olbrecht construyeron por separado un modelo en 2018 que fue el primero en cuantificar el valor de la funcionalidad de los quarterbacks móviles. Desde entonces, Football Outsiders han usado ambos modelos separadamente, pero en 2021, develamos las QBASE v2.0, las cuales fusionan las QBASE con el modelo funcional de movilidad al combinar los

ESPN+ en Español  
La Serie A, Copa del Rey, UFC, miles de eventos en vivo, series originales exclusivas y mucho más, todo en HD. [Suscríbete aquí](#)

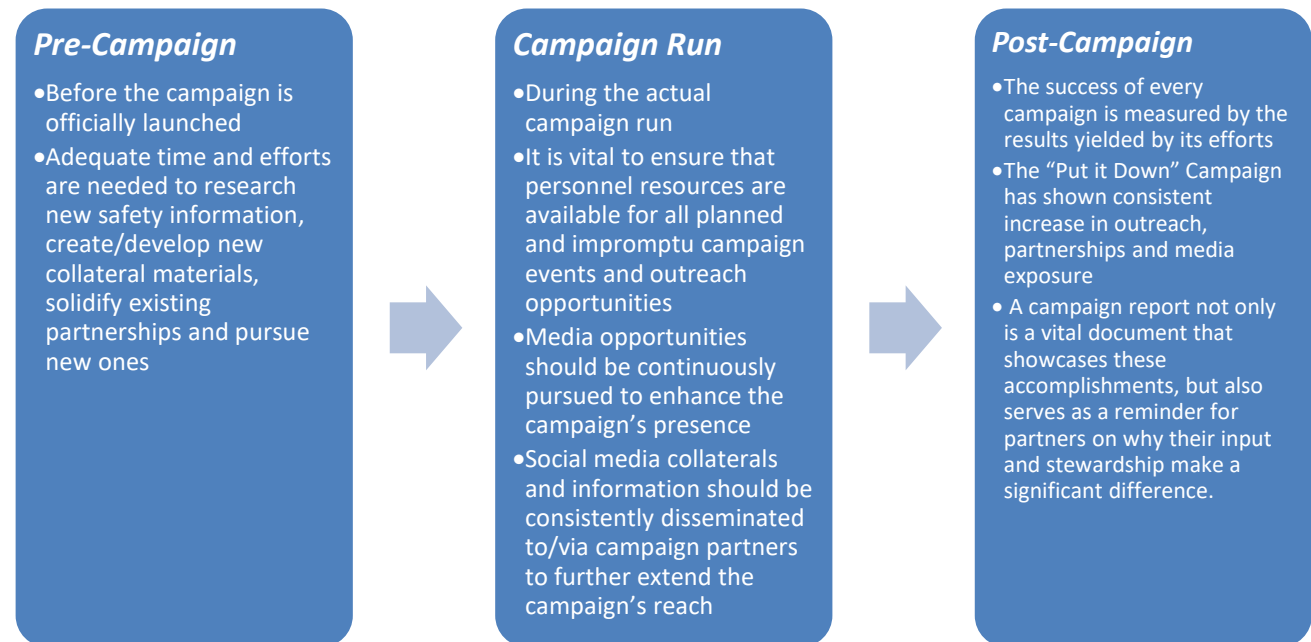
## 6.0 FUTURE CAMPAIGN GOALS

As the team looks forward to future campaigns, there are certain goals that should be incorporated into our outreach efforts. They include the following:

- **Develop More Key Partnerships** – By working with additional partners, including private sector, we will receive additional resources, marketing and collateral materials including giveaways, key contacts, and possibly even additional grants/funding for future campaigns.
- **Maximize Digital Campaign and Social Networking Strategy** – Continuing to develop the social media strategy is crucial to reaching a wider audience in future campaigns, especially when targeting younger demographic groups. Utilizing social media networks is a simple and effective way to post campaign content/messaging, and facilitate the distribution of information quickly, thereby turning the audience into active partners in the campaign.
- **Focus on Community Outreach** – Working with local law enforcement, we hope to identify areas that are impacted by distracted driving the most. Once we determine these target areas that would benefit from grassroots community outreach, we will develop a plan to disseminate campaign messaging in the most effective way for that area.

## 6.1 CAMPAIGN PROCESSES

In order to efficiently and effectively run a successful campaign, it is important to designate processes with strategic milestones. The following three-tiered campaign plan simplifies the processes:



## 7.0 CAMPAIGN FEEDBACK

"Great campaign, we hope that is helping save many lives."

- **City of Marathon**

"The information received was very detailed and helpful for members of our community."

- **City of Miami Gardens Police Department**

"Excellent campaign, great teamwork and materials."

- **Community Traffic Safety Teams (CTST)**

"The materials we received were a great resource for our residents and visitors."

- **Florida Department of Health - Monroe**

"We loved participating in this campaign, and we would like to continue to be a part of it. Safe driving is so important for our community, and the graphics provided were direct and to the point. The messaging was effective, and we hope it resonated well with our audience."

- **Nicklaus Children's Hospital**

"Great job as always!"

- **SunGuide TMC - District Six**

"This campaign is very helpful to the public."

- **Town of Golden Beach Police Department**

"Thank you to the FDOT team for always going above and beyond for their partners to make these campaigns successful."

- **Town of Miami Lakes**





# NEW FLORIDA TEXTING AND DRIVING LAW

Effective July 1, 2019

## Texting while driving is a primary offense

If an officer sees you doing this, they can pull you over and issue a traffic citation

1<sup>st</sup> Offense

\$30

2<sup>nd</sup> Offense

\$60  
within 6 years

Points on your license

3 OR 6  
for second offenses if it results in a crash



Mobile device use is **NOT** allowed while operating a motor vehicle in school zones or construction zones, *unless they are handsfree or bluetooth*

#PutItDown #FocusOnDrivingFL



[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

**NO text.**  
**NO call.**  
**NOTHING**  
is worth losing a life over.

Appendix A – Campaign Poster: English (Version 2)





## NUEVA LEY EN LA FLORIDA PROHIBE TEXTEAR MIENTRAS SE CONDUCE

A partir del 1 de julio, del 2019

**conducir mientras se envían mensajes  
de texto es una ofensa primaria**

**Si un oficial lo encuentra violando esta nueva ley, lo  
pueden detener y recibirá infracciones y multas**

Primera  
Ofensa

**\$30**

Segunda  
Ofensa

**\$60**  
dentro de 6 años

Puntos en  
su licencia

**3 o 6**  
por separado  
infracción si resulta en un  
accidente



**El uso de dispositivos móviles NO está  
permitido mientras se opera un vehículo de  
motor en zonas escolares o de construcción,  
a menos que estén usando algún dispositivo  
de manos libres o bluetooth**

**NO** envíe mensajes de texto  
mientras conduzca.

**NO** llame mientras  
conduzca.

**NO** vale la pena  
perder la vida

**#PutItDown #FocusOnDrivingFL**



[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)





## NOUVO LWA NAN ETA FLORID KONSÈNAN EKRI TÈKS PANDAN MOUN AP KONDI MACHIN

*Apati premye jiyè 2019*

**yon moun ki ekri tèks sou telefòn li pandan l ap kondi machin, yo konsidere sa kòm yon enfraksyon.**

**Si lapolis wè w ap fè sa, yo kapab rete machin ou epi ba w kontravansyon pou sa**

**Premye enfraksyon**  
**\$30**

**Dezyèm enfraksyon**  
**\$60**

**Y ap wete pwen sou lisans ou**  
**3 OUBYEN 6**



**Yo pa pèmèt moun sèvi ak okenn telefòn pòtab pandan y ap kondi machin nan zòn kote gen yon lekòl oubyen kote y ap travay sou yon wout, esepite si w ka pale sou telefòn nan san w pa kenbe li oubyen si w gen bloutout.**

**PA** voye tèks bay moun padan w ap kondi machin.  
**PA** telefone moun padan w ap kondi machin.  
**PA** gen anyen ki merite ou pèdi lavi w pou granmesi.

**#PutItDown #FocusOnDrivingFL**



[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)



Appendix B – Campaign Email Blasts (Partner Email)

[view this email in your browser](#)



**2021 PUT IT DOWN CAMPAIGN  
PARTNER REQUEST**



We are reaching out to your organization because the Florida Department of Transportation (FDOT) District Six will be re-launching its “Put it Down” Distracted Driving campaign and we want to know if you would like to participate for 2021.

**What is Distracted Driving?** Distracted driving is any activity that could divert a person's attention away from the primary task of driving. All distractions endanger driver, passenger and bystander safety. Did you know that texting takes your eyes off the road for an average of 4.6 seconds? That's like driving the length of a football field at 55 mph BLIND.

In our last campaign, we were able to reach more than 353.3 million impressions through outreach events, campaign posters, email blasts, web banners, social media messaging and other campaign resources. This year, we hope to continue to educate drivers about distracted driving laws, develop key partnerships, focus on social media messaging, participate in events throughout Miami-Dade and Monroe counties (while adhering to COVID guidelines) and garner even greater media coverage. Please visit the partner

website for more information including some of the 2019 materials for reference: [fdotsafetyresources.com/putitdown](https://fdotsafetyresources.com/putitdown). We will also be hosting a virtual kick-off event to provide all partners with more information and to officially launch the campaign (see information below and to register).

**If you would like to participate in the campaign this year, please confirm using the link below by Tuesday, February 16.** Please let us know who will be the main point-of-contact for your company/organization. Also, if we do not have one on file, please provide a high-resolution logo for our use on the website and eblasts (we will provide the draft for your final review and approval before anything is published).

Carlos Sarmiento and I will be your contacts for this campaign. I have included our contact information below. We hope you will join us again and thank you in advance for your support!

## Sign-up for the 2021 Put it Down Campaign

**Jeanette Gorgas**

Senior Public Information Officer

Media Relations Group, LLC

Cell: 786-239-8862

[jgorgas@mrgmiami.com](mailto:jgorgas@mrgmiami.com)

**Carlos Sarmiento**

Community Traffic Safety Program Coordinator

Florida Department of Transportation - District 6

1000 NW 111th Ave., Room 6206 A

Miami, FL 33172

Direct Phone: (305) 470-5437

Email: [carlos.sarmiento@dot.state.fl.us](mailto:carlos.sarmiento@dot.state.fl.us)

---

### Virtual Partner Kick-Off

**Thursday, February 25, 2021**

**10:00 a.m. to 11:30 a.m.**

**Register for the Virtual Kick-off Meeting**



Put it Down PSA

[View the 2019 Summary Brochure](#)



*Copyright © 2021 Florida Department of Transportation - District 6, All rights reserved.*

You are a safety partner for FDOT

**Our mailing address is:**

Florida Department of Transportation - District 6  
1000 NW 111th Avenue  
Miami, FL 33172

[Add us to your address book](#)

Want to change how you receive these emails?  
You can [update your preferences](#) or [unsubscribe from this list](#).



Appendix B – Campaign Email Blast (#1)



# DRIVING DOWN FATALITIES

Put it Down - Distracted Driving Campaign eblast volume 21.1  
Florida Department of Transportation - District Six



Mobile device use is **NOT** allowed while operating a motor vehicle in school zones or work zones unless they are used handsfree. Put it Down when driving through school or construction zones.



## These WIRELESS COMMUNICATIONS DEVICES are not permitted while driving



Wireless communications devices are not permitted while driving. Prepare before you drive. Review maps, adjust your radio, eat, and make any phone calls needed or send text messages before you drive.

**DID YOU KNOW?** Anything that takes your attention away from driving can be a distraction. Sending a text message, talking on a cell phone, using a navigation system, and eating while driving are a few examples of distracted driving.



**NO text.  
NO call.  
NOTHING**  
is worth losing a life over.

## TAKE THE NO-TEXTING PLEDGE

Thank you to our dedicated campaign partners



## #PutItDown #FocusOnDrivingFL

For more information about the Put it Down Campaign, please visit [fdotmiamidade.com/putitdown](http://fdotmiamidade.com/putitdown)





# DRIVING DOWN FATALITIES

Put it Down - Distracted Driving Campaign eblast volume 21.2  
Florida Department of Transportation - District Six

**APRIL IS**

## National Distracted Driving Awareness Month

Field of view narrows while talking on a phone

Drivers talking on phones fail to see 50% of their surroundings.

**THE ESSENTIALS FOR ATTENTIVE DRIVING:**

- Eyes on the road
- Hands on the wheel
- MIND ON DRIVING

You can't talk on the phone and read a book simultaneously because your mind can only process one task at a time. So why would you think you can safely drive while using your phone?

Eyes to read    Mind to comprehend

Hands to hold the book

**DID YOU KNOW?** According to the National Safety Council, 96 percent of people think texting while driving is dangerous – yet 44 percent do it.

**NO TEXT. NO CALL. NOTHING IS WORTH LOSING A LIFE OVER.**

### FLORIDA TEXTING AND DRIVING LAW

**Section 316.305.** Florida Statutes allows law enforcement to stop motor vehicles and issue citations to motorists that are texting and driving. A person may not operate a motor vehicle while manually typing or entering multiple letters, numbers or symbols into a wireless communications device to text, email and instant message.

**Section 316.306.** Florida Statutes, is a prohibition on using wireless communications devices in a handheld manner in school and work zone. A person may not operate a motor vehicle while using a wireless communications device in a handheld manner in a designated school crossing, school zone or active work zone area. Active work zone, as it pertains to Section 316.306, Florida Statutes, means that construction personnel are present or are operating equipment on the road or immediately adjacent to the work zone area.

### TAKE THE NO-TEXTING PLEDGE

Thank you to our dedicated campaign partners



### #PutItDown #FocusOnDrivingFL

For more information about the Put it Down Campaign, please visit [fdotmiamidade.com/putitdown](http://fdotmiamidade.com/putitdown)

Appendix B – Campaign Email Blast (#3)



# DRIVING DOWN FATALITIES

Put it Down - Distracted Driving Campaign eblast volume 21.3  
Florida Department of Transportation - District Six



**NO TEXT. NO CALL. NOTHING IS WORTH LOSING A LIFE OVER.**

According to the National Safety Council, research shows simply listening to a phone conversation:



Decreases brain activity by more than one-third



Results in safety performance issues, like the inability to react quickly in congested driving zones

**DID YOU KNOW?**

The New York Times cited cell phone apps as a reason behind the increase of distracted driving, as apps like Waze reward drivers for reporting traffic conditions in the moment, and games like Pokemon Go encourages drivers to search for virtual creatures along roads and highways.



**NO text.  
NO call.  
NOTHING**  
is worth losing a life over.

## TAKE THE NO-TEXTING PLEDGE

Thank you to our dedicated campaign partners



## #PutItDown #FocusOnDrivingFL

For more information about the Put it Down Campaign, please visit [fdotmiamidade.com/putitdown](http://fdotmiamidade.com/putitdown)

Appendix C – Campaign Web Banner

**NO text. NO call. NOTHING**  
is worth losing a life over.



[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

Campaign TV Banners

**NO text.**  
**NO call.**  
**NOTHING**  
is worth losing a life over.

[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)





Appendix C – Campaign TV Banners

**PA** voye tèks bay moun  
padan w ap kondi.

**PA** telephone moun  
padan w ap kondi.

**PA** gen anyen ki mande  
w pou pèdi lavi w pou anyen.

[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)



**NO** envie mensajes de texto  
mientras conduzca.

**NO** llame mientras  
conduzca.

**NO** vale la pena  
perder la vida por ello.

[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)





**NO text.  
NO call.  
NOTHING**  
is worth losing a life over.

#PutItDown #FocusOnDrivingFL



[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

**FLORIDA TEXTING  
AND DRIVING LAW**

**Texting while driving is  
a primary offense**



[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)



**Put it Down when driving through  
school or construction zones.**

**IT'S THE LAW.**



[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

**keep luck on your side,  
DON'T TEXT AND DRIVE.**



Happy St. Patrick's Day




[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

**NO text.  
NO call.  
NOTHING**  
is worth losing a life over.





[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)


**THREE TYPES OF DISTRACTIONS AND HOW TO AVOID THEM**




**Visual**  
Map, location pin, smartphone



**Manual**  
Cup, coffee, comb



**Cognitive**  
Phone, speech bubble, thought bubble



[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)



**Enjoy  
Spring Break**

**BUT DON'T DRIVE DISTRACTED**



[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

**96% of people think texting while driving  
is dangerous – yet 44% do it.**

[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

**APRIL IS**

**National  
Distracted  
Driving  
Awareness  
Month**




[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

Appendix D – Social Media Campaign Messaging

 **FLORIDA TEXTING AND DRIVING LAW**

These WIRELESS COMMUNICATIONS DEVICES are not permitted while driving

[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)



[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

 **DO NOT DISTURB WHILE DRIVING**

Activate this feature on your smart phone BEFORE you drive.

[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

**NO text.  
NO call.  
NOTHING**  
is worth losing a life over.



[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

Appendix E – Other Campaign Coverage

Miami-Dade TPO & Transportation Partners'  
**WEEKLY E-NEWSLETTER**




SMART Mobility for Today & Tomorrow

---

**What's Moving Along...**

---

**"Put it Down" Campaign**



**DRIVING DOWN FATALITIES**

Put it Down - Distracted Driving Campaign eblast volume 21.1  
Florida Department of Transportation - District Six


---



Mobile device use is **NOT** allowed while operating a motor vehicle in school zones or work zones unless they are used handsfree. Put it Down when driving through school or construction zones.



**These WIRELESS COMMUNICATIONS DEVICES are not permitted while driving**



Tablets   Cell Phone   Two-way Radio   Laptop   Electronic Game

Wireless communications devices are not permitted while driving. Prepare before you drive. Review maps, adjust your radio, eat, and make any phone calls needed or send text messages before you drive.

---

**DID YOU KNOW?** Anything that takes your attention away from driving can be a distraction. Sending a text message, talking on a cell phone, using a navigation system, and eating while driving are a few examples of distracted driving.  
[Learn more about this FDOT D6 campaign here](#)



## Appendix E – Other Campaign Coverage

5/10/2021

E-News for March 17, 2021: Easter Bunny coming to visit, Free technology workshops, New fertilizer ordinance, Art in Public Places and .

SHARE:

[Join Our Email List](#)

[Please View Online >>](#)

CORAL GABLES  
THE CITY BEAUTIFUL

March 17, 2021

### Home visits from the Easter Bunny



Celebrate Easter with the Easter Bunny! On Saturday, April 3 from 10 a.m. to 5 p.m., the Easter Bunny will be visiting the homes of children in Coral Gables for a memorable and socially distanced visit. Cost is \$10 per household and includes up to two baskets with candy-filled eggs and crafts. Please note, this is a ticketed event exclusively for Coral Gables residents. Make sure to book your visit soon as availability permits.

For additional information contact [specialevents@coralgables.com](mailto:specialevents@coralgables.com) or 305-460-5600.



**NO text.**  
**NO call.**  
**NOTHING**  
is worth losing a life over.

**TAKE THE NO-TEXTING PLEDGE**

### Florida Department of Transportation #PutItDown Campaign

Coral Gables is pleased to be a part of Florida Department of Transportation's #PutItDown campaign through the month of May.

This campaign urges drivers to refrain from texting or using their phones while driving. No message or call is more important than keeping you and those around you safe.

#PutItDown and keep Coral Gables roadways safe.

Appendix F – Campaign Social Media Coverage

**THREE TYPES OF DISTRACTIONS AND HOW TO AVOID THEM**



**Visual**





**Manual**





**Cognitive**






[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

---

**cityofmiamigardens** • Follow ...

**cityofmiamigardens**  
#Didyouknow - there are 3 types of distractions

**VISUAL** •• Keep your eyes on the road and put your phone in "Do Not Disturb" mode.

**MANUAL** 🙌 Keep your phone out of reach and don't reach for items while driving.

**COGNITIVE** 🗣️ Avoid phone calls and stay focused on the road!  
#PutitDown #FocusOnDrivingFL

6w

6 likes  
MARCH 23

Add a comment... Post

**City of Miami Gardens**  
@CityofMiaGarden

NO text. NO Call. NOTHING is worth losing a life over. When you get behind the wheel, focus fully on the task at hand and avoid distractions. Commit to driving and you could save a life! #PutitDown #FocusOnDrivingFL



5:00 PM · Apr 15, 2021 · Hootsuite Inc.

1 Retweet 2 Likes

**City of Coral Gables**  
@CityCoralGables

Ever wondered how many people aren't watching the road while driving? It may seem like the perfect time for eating, calling friends, text messaging...Don't do it! Focus on the road and the drivers around you.  
[youtu.be/BqBBVHzHV0c](https://youtu.be/BqBBVHzHV0c) #PutitDown #FocusOnDrivingFL @MyFDOT



The Hazards of Distracted Driving  
Read more about this study at <http://www.sr22agency.com/the-hazards-of-distracted-...>  
📺 youtube.com

9:01 AM · Apr 20, 2021 · Hootsuite Inc.

1 Retweet 2 Likes

Appendix F – Campaign Social Media Coverage

**City of Coral Gables** @CityCoralGables

Turn your phone on 'Do Not Disturb' when driving. Whether you're using an iPhone or Android device, this feature is available in your phone's settings or by downloading an app. #PutitDown #FocusOnDrivingFL @MyFDOT



**DO NOT DISTURB WHILE DRIVING**

Activate this feature on your smart phone BEFORE you drive.




[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

4:01 PM · Apr 22, 2021 · Hootsuite Inc.



**Put it Down when driving through school or construction zones.**

**IT'S THE LAW.**



[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

cityofdoral · Follow

cityofdoral Mobile device use is NOT allowed while operating a motor vehicle in school zones or work zones unless they are used handsfree. Put it Down when driving through school or construction zones. IT'S THE LAW. #PutitDown #FocusOnDrivingFL

blupermits 🙌🙌🙌

jesusbellomiami When driving... period. Not only in schools and construction zones.



72 likes

MARCH 8

**95% of drivers believe sending a text while driving is distracting.**

**35% of drivers say they do it.**

#PutitDown #FocusOnDrivingFL

Source: State Farm Insurance Co.  
[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

Appendix F – Campaign Social Media Coverage

THREE TYPES OF DISTRACTIONS AND HOW TO AVOID THEM

**Visual**  
 Visual icons: eye, phone, map, phone

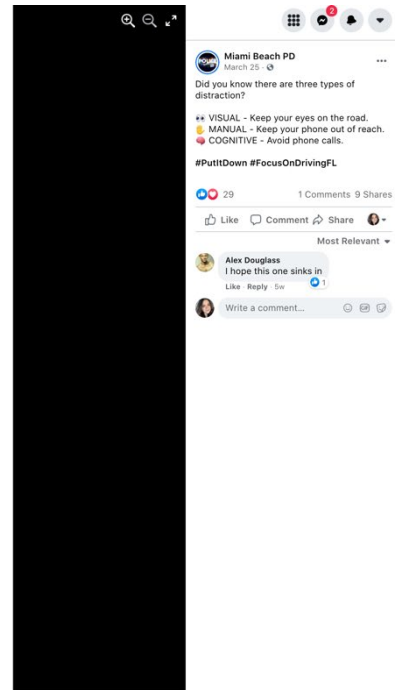
**Manual**  
 Manual icons: hand, coffee cup, comb

**Cognitive**  
 Cognitive icons: brain, speech bubbles, thought bubble

MIAMI BEACH POLICE @MiamiBeachPD  
 www.fdotmiamidade.com/putitdown

FDOT

PUT IT DOWN IT'S THE LAW



FDOT South FDOT District 6 @MyFDOT\_Miami

Turn your phone on 'Do Not Disturb' when driving. Whether you're using an iPhone or Android device, this feature is available in your phone's settings or by downloading an app. #PutitDown #FocusOnDrivingFL

**DO NOT DISTURB WHILE DRIVING**

Activate this feature on your smart phone BEFORE you drive.

FDOT PUT IT DOWN IT'S THE LAW

www.fdotmiamidade.com/putitdown

2:00 PM · Apr 13, 2021 · Hootsuite Inc.

NO text. NO call. NOTHING is worth losing a life over.

FDOT PUT IT DOWN IT'S THE LAW

mydot\_miami • Follow

mydot\_miami NO text. NO Call. NOTHING is worth losing a life over. When you get behind the wheel, focus fully on the task at hand and avoid distractions. Commit to driving and you could save a life! #PuttDown #FocusOnDrivingFL

3 likes APRIL 15

Add a comment...



Appendix F – Campaign Social Media Coverage

Florida International University - FIU Police is at Florida International University. March 19 · Miami · 🌐

#Repost @myfdot\_miami — NO text. NO Call. NOTHING is worth losing a life over. Stay focused on the road, the consequences of texting and driving can be deadly, especially for vulnerable road users like bicyclists. #PutitDown #FocusOnDrivingFL

myfdot\_miami

www.fdotmiamidade.com/putitdown

1 Like 1 Share

Like Comment Share

FDOT Turnpike March 31 · 🌐

Whether you're traveling or having a staycation, get to where you are going safely! Don't drive distracted. #PutitDown #FocusOnDrivingFL

www.fdotmiamidade.com/putitdown

1 Like

myfdot\_miami

www.fdotmiamidade.com/putitdown

fiupolice · Follow Florida International University

fiupolice #Repost @myfdot\_miami — NO text. NO Call. NOTHING is worth losing a life over. Stay focused on the road, the consequences of texting and driving can be deadly, especially for vulnerable road users like bicyclists. #PutitDown #FocusOnDrivingFL

6w

16 likes MARCH 19

Add a comment... Post


Appendix F – Campaign Social Media Coverage

**WalkSafe**  
@iWalkSafe


"Drivers," and "Must," but the point of this PSA is solid: In Florida, a driver emerging from a driveway shall stop their vehicle immediately prior to driving onto a sidewalk, and yield to all nearby vehicles and pedestrians.

[leg.state.fl.us/Statutes/index...](http://leg.state.fl.us/Statutes/index...)

**FDOT District 6** @MyFDOT\_Miami · Apr 8



**VEHICLES SHOULD YIELD TO PEDESTRIANS WHILE EXITING A DRIVEWAY.**



[fdotmiamidade.com/alerttodayflorida](http://fdotmiamidade.com/alerttodayflorida)

12:53 PM · Apr 9, 2021 · TweetDeck

**Miami Shores Village Official Government**  
March 2 ·

#MSV Put it DOWN! NOTHING is worth losing a life over. #FocusOnDrivingFL



**NO text.  
NO call.  
NOTHING**  
is worth losing a life over.

#PutItDown #FocusOnDrivingFL




[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)

Like Comment Share

**96% of people think texting while driving is dangerous – yet 44% do it.**



[www.fdotmiamidade.com/putitdown](http://www.fdotmiamidade.com/putitdown)





**Miami-Dade County Public Schools**  
April 14 at 2:30 PM ·

#PutItDown and help save a life. #FocusOnDrivingFL FDOT South - Miami Area

6 Shares

Like Comment Share

Write a comment...

Appendix F – Campaign Social Media Coverage

Miami Shores Village Official Government  
March 17 · 🌐

Keep luck on your side. Don't Text and Drive. It's a danger that's entirely preventable. Happy St. Patrick's Day #MSV! #PutItDown #FocusOnDrivingFL

www.fdotmiamidade.com/putitdown

Like Comment Share

Tweet

Miami-Dade Schools @MDCPS

Don't ruin your life by texting and driving. #PutItDown #FocusOnDrivingFL @MyFDOT\_Miami

www.fdotmiamidade.com/putitdown

2:30 PM · Apr 23, 2021 · Sprout Social

**Put it Down when driving through school or construction zones.**

**IT'S THE LAW.**

www.fdotmiamidade.com/putitdown

miamischools • Follow

miamischools Mobile device use is NOT permitted while operating a motor vehicle in school zones or work zones unless they are used hands-free. #PutItDown #FocusOnDrivingFL @MyFDOT\_Miami

5w

guardianclaimservices GREAT POST!!!! Make sure to follow our page for important insurance claim information.

5w 1 like Reply

View replies (1)

marymercy899gmail I thought

219 likes

MARCH 25

Add a comment... Post



Appendix F – Campaign Social Media Coverage

**Miami-Dade Xpressway**  
@MDXway

NO text. NO Call. NOTHING is worth losing a life over. When you get behind the wheel, focus fully on the task at hand and avoid distractions. Commit to driving and you could save a life! #PutitDown #FocusOnDrivingFL

4:45 PM · Apr 15, 2021 · Twitter Web App

1 Like

Miami-Dade TPO Retweeted

**Tri-Rail**  
@Tri\_Rail

Turn your phone on 'Do Not Disturb' when driving. Whether you're using an iPhone or Android device, this feature is available in your phone's settings or by downloading an app.

#PutItDown #FocusOnDrivingFL

FDOT District 6

4:46 PM · Apr 14, 2021 · Twitter Web App

Miami-Dade TPO Retweeted

**FDOT District 6**  
@MyFDOT\_Miami

Ever wonder how many people aren't watching the road while driving? It may seem like the perfect time to get things done: eating, calling friends, even texting. Don't do it! Focus on the road and the drivers around you.  
[youtu.be/BqBBVHzHV0c](http://youtu.be/BqBBVHzHV0c)

#PutitDown #FocusOnDrivingFL

9:06 AM · Apr 20, 2021 · Hootsuite Inc.

1 Retweet 1 Like

Appendix F – Campaign Social Media Coverage





Appendix F – Campaign Social Media Coverage

**North Bay Village Government** @NorthBayVillage

No text. No call. Nothing is worth losing a life over. If you are driving, put it down.

#PutItDown #FocusOnDrivingFL #NBV #NorthBayVillage

7:16 PM · Apr 14, 2021 · Sprout Social

**North Bay Village Government** @NorthBayVillage

Wireless communications devices are not permitted while driving. Prepare before you drive. Review maps, adjust your radio, eat, and make any phone calls needed or send text messages before you drive.

#PutItDown #FocusOnDrivingFL #DrivingAwarenessMonth #NorthBayVillage

7:15 PM · Apr 23, 2021 · Sprout Social

**Miami Tunnel** April 8 at 5:09 PM

No Texting. No Calling. NOTHING is worth losing a life over.  
Thank you Florida Department of Transportation. We couldn't have said it better.

#PutItDown #FocusOnDrivingFL #NoText #NoCall #NoCellPhone #NoDistractionsWhileDriving

1

Appendix F – Campaign Social Media Coverage

**Town of Cutler Bay**  
March 4 · 🌐

In Florida, texting while driving is a primary offense. If a law enforcement officer sees you texting, they can pull you over and issue a traffic citation.  
#CutlerBay #PutitDown #FocusOnDrivingFL | FDOT South - Miami Area

**FLORIDA TEXTING AND DRIVING LAW**

**Texting while driving is a primary offense**

www.fdotmiamidade.com/putitdown

8 3 Comments 5 Shares

**Town of Cutler Bay**  
March 9 · 🌐

Mobile device use is NOT allowed while operating a motor vehicle in school zones or work zones unless they are used handsfree. Put it Down when driving through school or construction zones. IT'S THE LAW.  
#CutlerBay #PutitDown #FocusOnDrivingFL | FDOT South - Miami Area

**Put it Down when driving through school or construction zones.**

**IT'S THE LAW.**

www.fdotmiamidade.com/putitdown

9 2 Shares

**THREE TYPES OF DISTRACTIONS AND HOW TO AVOID THEM**

**Visual**

**Manual**

**Cognitive**

www.fdotmiamidade.com/putitdown

**town\_of\_miami\_lakes** · Follow

Did you know there are three types of distraction? **VISUAL** 👁️ Keep your eyes on the road, pull over if needed, and put your phone in "Do Not Disturb" mode. **MANUAL** 🖐️ Keep your phone out of reach, make adjustments before driving, and don't reach for items while driving. **COGNITIVE** 🧠 Avoid phone calls (even handsfree) and stay focused on the road! #PutitDown #FocusOnDrivingFL #IHeartMiamiLakes #GrowingBeautifully

5w

21 likes  
MARCH 23

Add a comment... Post

Appendix F – Campaign Social Media Coverage





Appendix F – Campaign Social Media Coverage

**Village of Palmetto Bay**  
April 6 at 10:24 AM · 🌐

Wireless communications devices are NOT permitted while driving. Prepare before you drive. Review maps, adjust your radio, eat, and make any phone calls needed or send text messages before you drive. #PutitDown #FocusOnDrivingFL FDOT South - Miami Area #TeamPB #PBalwaysworkingforyou #PalmettoBayProud

The graphic features a red circle with a diagonal slash over a smartphone icon, followed by the text "FLORIDA TEXTING AND DRIVING LAW" in bold red letters. Below this is a blue banner with white text: "These WIRELESS COMMUNICATIONS DEVICES are not permitted while driving". Underneath the banner are icons for a tablet, a smartphone, a mobile phone, and a laptop. At the bottom of the graphic are icons for a game controller, the FDOT logo, and the "PUT IT DOWN IT'S THE LAW" logo. The URL "www.fdotmiamidade.com/putitdown" is also present.

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