PARTNERS

- Local municipalities
- Police and fire departments
- Healthcare organizations
- Educational institutions
- Non-profit organizations
- Public and Private companies
CAMPAIGN OBJECTIVES

- Educate the public about the dangers of aggressive driving and the reality of its consequences
- Provide tips to eliminate aggressive driving
- Build partnerships within the community that maximize existing communications resources and spread the safety message to as many people as possible
- Support local law enforcement agencies with multi-agency education/enforcement operations
STATISTICS/FACTS

• In fatal crashes involving large trucks, 88 percent of the time the crash is attributable to driver error by both car and truck drivers.

• In online surveys of Floridians, aggressive driving is always identified in the public's top three issues of traffic safety.

• Male drivers between the ages 25 to 34 years are involved in the highest number of fatalities and serious injuries related to aggressive driving, followed by male drivers in the age group of 35 to 44 years.

• Aggressive driving accounts for more than half of all traffic fatalities.

• Speeding is one of the most prevalent aggressive behaviors.
CAMPAIGN MATERIALS

• Three Languages (English, Spanish and Creole)

• Printed:
  • Posters
  • Tip Cards

• Electronic:
  • Email Blasts
  • Social Media Images
  • Custom Web Banners and Ads
  • PSA (Video)
CAMPAIGN MATERIALS

Printed materials available for pick up:

South Miami Police Department
6130 Sunset Drive, South Miami, FL 33143 (Front Lobby)

Florida Highway Patrol - Troop E Headquarters
1011 NW 111th Avenue, Miami, FL 33172 (Main Lobby)

Aventura Police Department
19200 West Country Club Drive, Aventura, FL 33180 (Front Lobby)

FDOT Marathon Operations Center
3100 Overseas Highway, Marathon, FL 33050

All materials (electronic and print) available for download:
Fdotsafetyresources.com
TIP CARDS

- Index card-sized handouts
- Available in English, Spanish and Creole
- Perfect for distribution at events
EMAIL BLASTS

- Distributed throughout the campaign
  - Emailed on Monday of distribution week
  - Also available on partner resources website
- Forward to your distribution list
SOCIAL MEDIA POSTS

- Distributed weekly throughout the campaign (13 total)
- Formatted for Facebook, Twitter, Instagram, etc.
- Use hashtag: #drivesafe
HOW YOU CAN HELP

• Promote the campaign message within your department
• Share the campaign materials using your department’s communication resources and databases
• Join us or sponsor one or more of our outreach events or enforcement detail
• Help generate local media interest for the campaign
• Provide gift or novelty items to give away at our local outreach events
• Invite us to participate in your department’s events
• **Track your outreach to measure your effectiveness**
• Contact us with other ideas
FOR MORE INFORMATION

Carlos Sarmiento
Community Traffic Safety Program Coordinator
Florida Department of Transportation - District 6
Phone: (305) 470-5437 Email: carlos.sarmiento@dot.state.fl.us

Alexandra Medina
Public Information Officer
Media Relations Group, LLC
Phone: (786) 607-3002 Email: amedina@mrgmiami.com