



FLORIDA DEPARTMENT OF TRANSPORTATION (FDOT) – DISTRICT SIX
DRIVE SAFE – AGGRESSIVE DRIVING AWARENESS CAMPAIGN

The image displays a comprehensive collection of logos for various organizations in South Florida. The logos are arranged in a grid-like fashion, showcasing a wide range of entities. Government agencies such as the Florida Department of Transportation (FDOT), South Florida Commuter Services, Florida's Turnpike, and the Florida Highway Patrol are featured. Educational institutions like the University of Miami and Jackson Health System are included. Healthcare providers, including Nicklaus Children's Hospital, are also present. Law enforcement agencies, such as the Miami-Dade Metropolitan Planning Organization, Miami-Dade County Public Schools, and various city and county police departments (e.g., Coral Gables, Cutler Bay, Doral, Key West, Miami Beach, Palmetto Bay, Sweetwater), are prominently displayed. Other organizations like the AAA The Auto Club Group, Traffic Safety Foundation, and various community and safety groups are also shown. The logos vary in design, color, and shape, reflecting the diverse nature of the organizations they represent.

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- DRIVE
SAFE**

CAMPAIGN OBJECTIVES



**AGGRESSIVE
DRIVING**

- 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](https://fdotsafetyresources.com)



TIP CARDS



DRIVE SAFE

STOP AGGRESSIVE DRIVING

What is considered aggressive driving?

- Failure to yield right-of-way
- Improper lane change
- Improper passing
- Following too closely
- Disregarding traffic control
- Speeding

Eight Tips that can save a life

1. Avoid the Blind Spots
2. Pass with Caution
3. Merge with Care
4. Don't Speed
5. Don't Cut Vehicles Off
6. Signal Sooner
7. Pay Attention
8. Share the Road

SEE THE STATISTICS ►

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



LAS ESTADÍSTICAS

CONDUZCA CON CUIDADO

88%
DE LOS ACCIDENTES FATALES
que involucran camiones grandes
son atribuibles a un error del piloto

50%
DE LAS VÍCTIMAS MORTALES
de tráfico se debe a la
conducción agresiva

MAYOR
NÚMERO DE VÍCTIMAS
MORTALES

Conductores varones entre las edades de 25 a 34 años
están involucrados en el mayor número de muertes y
lesiones graves relacionadas con la conducción agresiva.

El exceso de velocidad es uno de los comportamientos agresivos de mayor prevalencia

Para más información, por favor visite:
fdotmiamidade.com/drivesafe-md

FDOT



EMAIL BLASTS



Aggressive Driving Campaign eblast volume 17.1

When confronted with Aggressive Drivers:

- Get out of the way
- Don't challenge them
- Avoid eye contact
- Don't respond to gestures
- Report the aggressive driving



February is Aggressive Driving Awareness month. Help South Florida keep our roads safer.

Aggressive driving accounts for more than half of all traffic fatalities

More Aggressive Driving Tips:

- Be aware of what other drivers around you are doing, and expect the unexpected
- Assume other motorists will do something crazy, and always be prepared to avoid it
- If there is bad weather, keep a 4-second cushion between you and the car in front of you
- Be polite while sharing the road

Are you are an aggressive driver?
Find out by taking the quiz!

TAKE THE QUIZ

For more information about the Drive Safe Campaign, please visit fdotmiamidade.com/drivesafe-md

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



SOCIAL MEDIA POSTS

Aggressive Driving Tip



Merge with care.

fdotmiamidade.com/drivesafe-md



FOCUS ON YOUR OWN DRIVING



GETTING AGGRESSIVE WON'T
MAKE TRAFFIC GO FASTER

#DRIVESAFE

fdotmiamidade.com/drivesafe-md



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



**AGGRESSIVE
DRIVING**

fdotmiamidade.com/drivesafe-md



AGGRESSIVE DRIVING IS



SPEEDING



RUNNING LIGHTS
AND SIGNS



TAILGATING



WEAVING



IMPROPER PASSING

fdotmiamidade.com/drivesafe-md



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

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