



FLORIDA
OCCUPANT
PROTECTION
COALITION

March 13-14, 2019

Gainesville, Florida



Welcome, Introductions + Agenda

Chris Craig



Introductions

- Name
- Agency/organization
- Number of years you've worked in traffic safety
- Favorite hobby



Agenda

DAY 1

- Communications Plan Update
- Law Enforcement Survey Results
- Kids Aren't Cargo Update
- 2018 Child Passenger Safety and Safety Belt Survey Results
- Day 1 Recap

DAY 2

- Recap and Guidance for Day 2
- Action Plan Implementation—
Group Breakouts
- Action Plan Updates
- Wrap Up and Next Steps

Occupant Protection Communications Plan

Danny Shopf



GOAL: Improve usage rate of age-appropriate safety restraints to reduce traffic fatalities and serious injuries

- **Objective:** Increase safety restraint use among **18 to 34 year-old males**.
- **Objective:** Increase safety restraint use among **low use populations** including African Americans, Hispanics and pickup truck drivers.

A Targeted Approach

Primary Target Audience	Secondary Target Audience
Public/Males 18–34	Law Enforcement Employers Spouses Children
African Americans <i>(16.9% of the population)</i>	Female Head of Household Clergy
Hispanics <i>(25.6% of the population)</i>	Churches Family
Pickup Truck Drivers	Family Law Enforcement

Florida Designated Marketing Areas (DMAs)

- Mobile, AL / Pensacola, FL
- Panama City
- Tallahassee
- Jacksonville
- Orlando / Daytona Beach / Melbourne
- Gainesville
- Tampa / St. Petersburg (Sarasota)
- West Palm Beach / Ft. Pierce
- Ft. Myers / Naples
- Miami / Ft. Lauderdale

Strategy 1

Support the national high visibility enforcement Click It or Ticket mobilization through outreach and communications efforts that target males 18 to 34 years old and low use populations (African Americans, Hispanics, and pick-up truck drivers) and the high visibility enforcement efforts targeting safety belt and child restraint use during day and nighttime hours.

Strategy 1 Action Steps

Action Step #	Description	Tactics
1.1	Utilize television/cable to drive awareness through sight, sound, and motion (emotional connection).	<ul style="list-style-type: none">▪ :30 second units - Include cable networks such as Spike, MTV, FX, TBS, Comedy Central, and ESPN that align with target audience viewership▪ Seek opportunities for exposure during sports programming such as NBA, and MLB (with emphasis on Florida-based teams)▪ Include Spanish Language TV/Cable in Miami, Orlando, and Tampa
1.2	Utilize terrestrial audio (radio) as a frequency driver when decisions on safety belt usage are critical targeted to men 18-34 in seven DMAs.	<ul style="list-style-type: none">▪ :30 second units - Include formats such as Alternative, Rock, Urban/Urban Contemporary, and Contemporary Hit Radio (CHR) that align best with the target audience listenership▪ Include Spanish Language radio in Miami, Orlando, and Tampa

Strategy 1 Action Steps

Action Step #	Description	Tactics
1.3	Include music streaming platforms (such as Spotify and Pandora) to extend audio presence and complement traditional radio reach.	<ul style="list-style-type: none">▪ :15 or :30 second units (based on creative availability)
1.4	Include video streaming platforms (such as YouTube) to showcase video content to a highly targeted audience (males 18-34).	<ul style="list-style-type: none">▪ Video :15 or :30 second video ads (based on creative availability)
1.5	Include Pre-Roll (Quantcast) to supplement the traditional broadcast TV buy. Targeting Markets: Gainesville, Tallahassee and Panama City DMAs only, males 18-34.	<ul style="list-style-type: none">▪ Video :15 or :30 second video ads (based on creative availability)
1.6	Utilize social media platforms (such as Facebook and Instagram) sponsored ads and video ads which are a proven, cost-effective channel to reach the target audience. Target males 18-34; DMAs with high unrestrained or improperly restrained fatalities and serious injuries.	<ul style="list-style-type: none">▪ Image/Link ads▪ Video :30 second video ads

Strategy 1 Action Steps

Action Step #	Description	Tactics
1.7	Utilize Digital Bulletins (billboards) which are a highly efficient way to provide high impact, broad reach, and flexible messaging. Reinforce safety belt messaging while in-car. Target DMA's with high unrestrained or improperly restrained fatalities and serious injuries.	<ul style="list-style-type: none">▪ Image
1.8	Utilize Gas Station pump toppers to reinforce safety belt usage at a time when decisions on safety belt usage are critical. Additional gas station window clings and counter graphics are included as added-value. Target DMA's with high unrestrained or improperly restrained fatalities and serious injuries.	<ul style="list-style-type: none">▪ Image
1.9	Utilize Black College Today, the largest black college magazine in Florida, to raise awareness of safety belt usage. 686,700 copies are distributed in Florida to college campuses, high schools, churches, libraries, and civic organizations.	<ul style="list-style-type: none">▪ Print media

Strategy 1 Action Steps

Action Step #	Description	Tactics
1.10	Prepare print materials that can be used by the secondary target audience to influence the behavior of 18-34 year-old males.	<ul style="list-style-type: none">▪ Outreach materials for employers citing the cost of motor vehicle crashes and how safety belts can reduce those costs, sample corporate safety belt use policy, sample email/employee bulletin messages, articles for employee newsletters.▪ Collateral material aimed at adults that can be used at child safety seat fitting stations reminding mothers and fathers how it is also important to protect themselves when driving.
1.11	Explore the use of location data to reach the target audience through geo-locating, geo-filters, and geo-fencing when they use the web or mobile device.	<ul style="list-style-type: none">▪ Web alert messages

Strategy 1 Action Steps

Action Step #	Description	Tactics
1.12	Develop and distribute a program planner to all law enforcement agencies participating in Click It or Ticket that includes partners to involve, ideas for things to do, a description of how to conduct an earned media event including ideas to make the event interesting and appealing, and an earned media report form.	<ul style="list-style-type: none">▪ Printed guide
1.13	Evaluate the success of Click It or Ticket campaign.	<ul style="list-style-type: none">▪ Examine increases/decreases in unrestrained or improperly restrained fatalities and serious injuries during the current Click It or Ticket campaign timeframe as compared to the previous years in the seven DMAs.▪ Examine increases/decreases in safety belt citations issued during the current Click It or Ticket campaign timeframe as compared to the previous years in the seven DMAs.▪ Examine reach of paid media▪ Identify the number and type of earned media events through reports from Click It or Ticket participating law enforcement agencies and compare the number to those held during the previous year in the seven DMAs.

Strategy 2

Promote safety belt and child restraint use to minority groups.

Strategy 2 Action Steps

Action Step #	Description	Tactics
2.1	Organize safety belt working groups involving religious leaders who have community impact (Baptist and Catholic), law enforcement, and elected officials aimed at African Americans in two pilot communities (Jacksonville and Orlando) and in one pilot community for Hispanics (Miami-Dade).	<ul style="list-style-type: none">▪ Printed fact sheet about the coalition, facts on occupant protection, and the purpose of the working group.
2.2	Develop a targeted safety belt use campaign with input from the working groups on the message and materials and focus testing of the messages and materials with the identified target audiences.	<ul style="list-style-type: none">▪ Printed material on the importance of safety belts to be distributed to secondary audiences in church, information for families about the importance of safety belts, and suggested content for messages from the clergy (also suggest clergy do a blessing of the child safety seat in predominantly Hispanic churches).▪ Printed information provided to law enforcement officers about ways to approach citations involving unrestrained or improperly restrained target group members.▪ Printed ads for Spanish language newspapers▪ :30 second TV spots to air during local news sports reports and other appropriate television/cable shows as the budget allows.▪ :30 second radio ads to air on R&B, Hip-Hop, Spanish language radio stations

Strategy 2 Action Steps

Action Step #	Description	Tactics
2.3	Evaluate the success of the campaign targeted at minority groups.	<ul style="list-style-type: none">▪ Determine the increase/decrease in the number of unrestrained or improperly restrained fatalities and serious injuries in the identified communities.▪ Determine the number of safety belt violations as compared to the previous year.▪ Measure the reach of the broadcast media.▪ Conduct a before and after survey through one of the working group participants.

Strategy 3

Promote safety belt and child restraint use to pickup truck drivers.

Strategy 3 Action Steps

Action Step #	Description	Tactics
3.1	Organize safety belt working group in two pilot rural counties involving partners from agencies and organizations that have ties with pickup truck drivers including the Florida Fish and Wildlife Conservation Commission, gun shop owners, car dealers, law enforcement, etc.	<ul style="list-style-type: none">▪ Printed fact sheet about the FOPC, facts on occupant protection, and the purpose of the working group.
3.2	Develop a targeted safety belt use campaign with input from the working groups on the message and materials and focus testing of the messages and materials with the identified target audience.	<ul style="list-style-type: none">▪ Printed material to be distributed to partner agencies, organizations, and businesses on the importance of safety belts, i.e., a safety belt message on fish and game licenses.▪ Printed information provided to law enforcement officers about ways to approach citations involving unrestrained or improperly restrained target group members.▪ :30 second spots to air during local news sports reports and other appropriate television/cable shows as the budget allows.

Strategy 3 Action Steps

Action Step #	Description	Tactics
3.3	Evaluate the success of the campaign targeted at pickup truck drivers.	<ul style="list-style-type: none">▪ Determine the increase/decrease in the number of unrestrained or improperly restrained fatalities and serious injuries in the identified communities.▪ Determine the number of safety belt violations as compared to the previous year.▪ Measure the reach of the broadcast media.▪ Conduct a before and after survey through one of the working group participants.

Law Enforcement Survey Results

Tim Roberts



Florida Safety Belt Officer Character

Chris Craig



DAY 1

BREAK



2018 CPS + SB Survey Results

Mark Solomon



Day 1 Recap

Chris Craig





Meeting Starts at 9:00 am



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Recap of Day 1 / Guidance for Day 2

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The background features a collage of light blue hexagonal shapes of various sizes and opacities, some overlapping. On the right side, there is a close-up photograph of a hand holding a pen, with a white hexagonal outline overlaid on the hand. The overall aesthetic is clean and modern, with a focus on geometric shapes and a professional color palette.

Action Plan Implementation

Group Breakouts

Action Plan Update

Danny Shopf



Wrap Up + Next Steps

Chris Craig + Jasper Masciocchi



Wrap Up + Next Steps

- Travel Reimbursement Reminder
- **Next Meetings**
 - May 22–23, 2019 Gainesville
 - August 14–15, 2019 Gainesville
- Future Meeting Dates
 - Doodle Poll Deadline is **April 1st**!
<https://doodle.com/poll/sqpam3xdxi-brpfyg>

