

State of Florida

Occupant Protection Marketing and Communications Plan

March 2019



1.0 Introduction

This Marketing and Communications Plan is developed for the Florida Occupant Protection Coalition (FOPC) at the request of the Florida Department of Transportation's (FDOT) State Safety Office. This plan identifies the various communications efforts currently underway in Florida and provides information on ways to improve the use of age-appropriate safety restraints throughout the state. It also identifies Florida's target audiences, target markets, strategies and actions, and tactics.

The plan will also assist the FOPC and the FDOT State Safety Office in meeting national recommendations which in turn, will improve Florida's statewide occupant protection program. The overall goal of the plan is to improve the usage rate of age-appropriate safety restraints to reduce traffic fatalities and serious injuries and includes two measurable objectives:

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

Occupant protection messaging will vary throughout Florida, depending on the audience, but will focus on getting every person in the vehicle to buckle up on every trip. The plan identifies one main target audience and several sub-target audiences based on fatality and serious injury data provided by the Florida Department of Highway Safety and Motor Vehicles (DHSMV) and annual observational safety belt usage surveys. The main target audience is the public with a focus on young males, age 18 to 34. This audience will be reached through the annual *Click It or Ticket* campaign. Sub-target audiences include low use populations (African Americans, Hispanics, and pickup truck drivers). For each target audience, a secondary target audience or influencer was identified.

Currently Florida concentrates its marketing efforts on encouraging the public, primarily 18 to 34 year-old males, to buckle up through the *Click It or Ticket* national campaign. The National Highway Traffic Safety Administration (NHTSA) requires all states, to conduct this high visibility enforcement and media efforts each year in May/June. African American and Hispanic residents are also included in the *Click It or Ticket* campaign through specific tactics (ads in Black College Today and advertising in Spanish language media). Pickup truck drivers are not currently targeted specifically in the *Click It or Ticket* campaign.

The size of the state and the number of major media markets makes it difficult and resource intensive to conduct effective statewide marketing and communication efforts. Florida has 10 designated market areas (DMA):

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

This plan proposes a way to maximize effectiveness by not conducting media in all DMAs but targeting the *Click It or Ticket* campaign to those market areas that are experiencing the highest number of unrestrained or improperly restrained fatalities and serious injuries.

In developing the communications plan, research was conducted to learn more about reaching minority audiences. According to a study conducted by the Pew Research Center, four in ten Americans get their news online from social media, web sites, apps, etc.¹ The number is even higher (50 percent) for 18 to 29 year-olds, a large portion of Florida's main target audience. Only 20 percent of adults and five percent of the target population get their news from print media.

According to a study conducted by the American Press Institute, most Americans, regardless of race or ethnicity, get news directly from a news organization. In terms of the level of trust, Hispanics and African Americans trust electronic news alerts or subscriptions to a greater degree than whites. Hispanics and African Americans also look to more local news for information rather than national news programs. Traffic and weather are important news topics to all three groups surveyed (African Americans, Hispanics, and whites), but African Americans and Hispanics had greater interest and concern on the issue of crime and public safety. Local news stations are the source of information for these topics.²

2.0 A Targeted Approach

2.1 Target Audiences

Target audiences were identified in the annual Safety Belt Use report conducted by Preusser Research Group for FDOT. Target audiences are divided into the primary audience and secondary audiences (those individuals who can influence the behavior and attitude of the primary audience).³ For instance, law enforcement is listed as a secondary target audience for 18 to 34 year-old males, which is based on research indicating public information efforts are effective when they are linked to enforcement efforts.⁴ Employers are also listed since the majority of people in the 18 to 34 age group are working and just getting started on their careers. Spouses and children are also listed since many in the 18 to 34 age range are starting families, which can change a person's outlook on life and traffic safety.

¹ July 2016. The Modern News Consumer, A. Mitchell, J. Gottfried, M. Barthel, E. Shearer, Pew Research Center, Washington, DC., <http://www.journalism.org/2016/07/07/the-modern-news-consumer/>.

² Sept 2014. The Personal News Cycle: African American and Hispanic news consumers, American Press Institute, September 2014.

³ Information on involvement of the clergy was obtained from a presentation conducted by the then Diversity Outreach Liaison for NHTSA, <https://www.nhtsa.gov/document/accessing-diverse-communities>.

⁴ August 2007. Public Information and Education in the Promotion of Highway Safety, National Cooperative Highway Research Program, August 2007, Washington, DC.

| Primary Target Audience | Secondary Target Audience/Influencers |
|--|---|
| Public/ Males 18-34 | Law enforcement Employers Spouses Children |
| African Americans (16.9% of the population) | Female head of household Clergy |
| Hispanics (25.6% of the population) | Churches Families |
| Pickup truck drivers | Families Law enforcement |

2.1 Target Markets

The selection of the target markets is based on the DMAs identified by FDOT’s advertising firm (currently St. John & Partners). Crash report data provided by DHSMV was used to identify the areas that experienced the highest number of unrestrained or improperly restrained fatalities and serious injuries. To focus resources on the DMAs with the highest number of unrestrained or improperly restrained fatalities and serious injuries, this plan recommends removing Ft. Myers-Naples, Gainesville and Pensacola DMAs. Although the Tallahassee DMA is not among the highest number of unrestrained or improperly restrained fatalities and serious injuries, it remains a target market because it is the state Capital. Special attention should be given to the Jacksonville and Orlando-Daytona Beach-Melbourne DMAs because they have low use rates as well as high numbers of unrestrained or improperly restrained fatalities and serious injuries.

Census data was used to identify target markets for African American and Hispanic residents of Florida and include those areas with the largest concentrations of each group. According to the census, pickup truck registrations were used to identify target markets for pickup truck drivers. There are over 8 million registered vehicles in Florida and 28 percent (2,253,352) are pickup trucks.⁵ Rural counties tend to have a higher number of pickup truck registrations. Only those rural counties that have a high number of unrestrained or improperly restrained fatalities and serious injuries were included in the target markets.

Designated Market Areas (DMAs)

- *Jacksonville
- Miami-Ft. Lauderdale
- *Orlando-Daytona Beach-Melbourne
- Panama City
- Tallahassee
- Tampa-St. Petersburg (Sarasota)
- West Palm Beach

⁵ 2016. Highway Statistics, Truck and Truck-Tractor Registrations, Table MV-9, Federal Highway Administration, December 2017, Washington, DC.

African American Communities

- Miami-Ft. Lauderdale
- Orlando-Daytona Beach-Melbourne
- Tampa-St. Petersburg (Sarasota)
- Jacksonville
- Tallahassee

Hispanic Communities

- Miami-Ft. Lauderdale

Pickup Truck Drivers - Rural Counties (DMAs)

- DeSoto (Ft. Myers-Naples)
- Levy (Gainesville)
- Baker (Jacksonville)
- Columbia (Jacksonville)
- Suwanee (Tallahassee)
- Taylor (Tallahassee)
- Jackson (Tallahassee)

**Denotes special attention is required in this DMA due to low usage rates.*

3.0 Action Plan

The following action plan is the implementation portion of the Marketing and Communications Plan that will be directed by the Florida Occupant Protection Coalition. FDOT will work with the coalition to determine which parts of this plan will be implemented and by which agency or organization and incorporate those portions into the Occupant Protection Strategic Plan. Strategy 1, is already being implemented by the FOPC except for action steps 1.10 to 1.13 which have been added.

3.1 Goal and Objectives

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

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

3.2 Strategies and Actions

The strategies, action steps, and tactics to implement the Florida Occupant Protection Marketing and Communications Plan for Federal Fiscal Year 2019 are detailed on the following pages.



Florida Occupant Protection Coalition Marketing and Communications Action Plan

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.

Note: The following actions for Strategy 1 were taken from the Memorial Day media plan developed by St. John & Partners. Action steps 1.10 to 1.13 were added to provide additional effort and information on overall safety belt use among 18 to 34 year-old males.

| 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 |
| 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) |

| Action Step # | Description | Tactics |
|---------------|--|--|
| 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 |
| 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 |

| 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 |
| 1.12 | Develop and distribute a program planner to all law enforcement agencies participating in <i>Click It or Ticket</i> 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 <i>Click It or Ticket</i> campaign. | <ul style="list-style-type: none"> • Examine increases/decreases in unrestrained or improperly restrained fatalities and serious injuries during the current <i>Click It or Ticket</i> campaign timeframe as compared to the previous years in the seven DMAs. • Examine increases/decreases in safety belt citations issued during the current <i>Click It or Ticket</i> 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 <i>Click It or Ticket</i> 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.

| 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 |
| 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.

| 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. |
| 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. |