



Kentucky started BUPD in October 2019. We have used state funds each year until next year when we will be using NHTSA funds.



Why do this?

- Leading cause of crashes in KY
- [NHTSA on risky driving](#) dangers of distracted driving
- Two messages in one slogan

- Over the past decade, distracted driving has become one of the leading causes of vehicle crashes on our nation's roads. According to KOHS, each year in Kentucky, distracted driving results in more than 50,000 crashes, more than 15,000 injuries and approximately 200 deaths. And those numbers very well be underreported.
- According to the National Highway Traffic Safety Administration, while anything that takes a driver's eyes off the road, hands off the wheel or mind off the task of driving is a hazard, texting and using a phone while driving is especially risky because it combines all three types of distraction – visual, manual and cognitive.
- With this slogan, we can discuss both seat belt safety and distracted driving, with the biggest distraction as mobile devices.

What is BUPD?

- Educational and awareness campaign
www.bupdky.com
- Feedback sought for program improvement through surveys and focus groups
<https://bit.ly/BUPDSurvey>



- The Office of Highway Safety (KOHS) Buckle Up/Phone Down campaign www.bupdky.com features videos, radio spots, social media and digital advertising in both English and Spanish.
- Focus groups and online surveys were conducted to improve the campaign. The survey was open to the public <https://bit.ly/BUPDSurvey>.



Executing the campaign!

- *Earned media – press releases*
- *Social media*
- *Paid media*
- *Leveraging current contracts and partners*

- Press releases are sent prior to the campaign commencement to our media listserv. We also work with the Secretary's and Governor's offices to get talking points approved for potential interviews.
- Social media posts are made through the campaign
- We work with our media contractor Red7e for paid spots and creative
- We have contracts with local radio shows and promote this and other campaigns on their shows.
- We utilize college athletics, professional teams and other venues promoting BUPD.
 - Colleges: UK, UofL, Bellarmine, Western, Eastern, Murray and Morehead.
 - Other sports: Four minor baseball teams, Louisville FC (soccer), Bluegrass State Games, Barbasol Championship. Some H/S sports
 - Other venues: Kentucky Derby Festival, Kentucky Kingdom amusement park, Newport Aquarium

Social media example



Kentucky Office of Highway Safety
Published by EG Eggen · March 30 ·

In honor of National Distracted Driving Awareness Month in April, Kentucky is driving home a life-saving message for all motorists – buckle up and put the phone down.

Over the past decade, distracted driving has become one of the leading causes of vehicle crashes on our nation's roads. According to KOHS, each year in Kentucky, distracted driving results in more than 50,000 crashes, more than 15,000 injuries and approximately 200 deaths.

<https://www.kentucky.gov/Pages/Activity-stream.aspx...>



We also post to Twitter or X,, and Instagram. We are on the verge of hiring a Social Media and Public Participation and Engagement Coordinator.

Media analytics



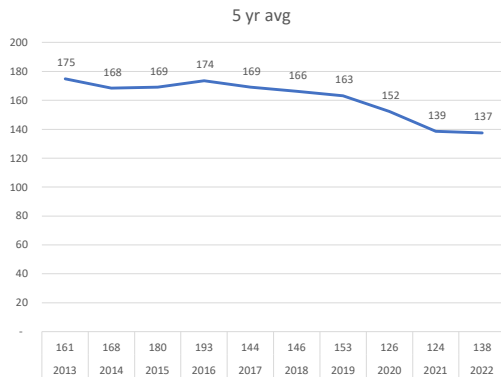
- The BUPD press release report (attached) shows it was sent to 2,549 e-mails via GovDelivery.
- Facebook post: 3,229 impressions
- Twitter post: 1,244 impressions
- Instagram impressions: 98

Usage results...



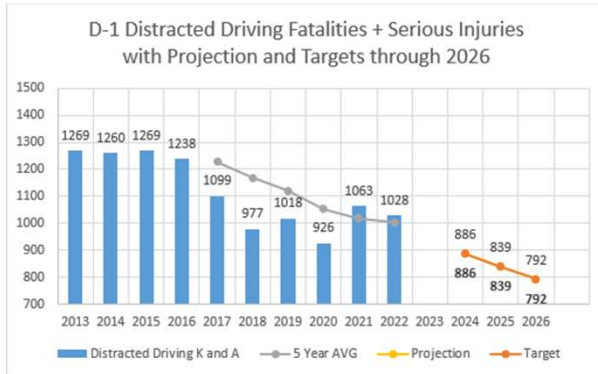
Kentucky's observed seat belt usage 5-year average went from 87.2 in 2018 to 89.2 in 2021. The actual observed rate was lower in 2021/22 largely due to the COVID effect.

- In 2016, KY had 193 reported fatalities from distracted/inattentive driving. The 5-year avg trend is pointing slightly down based on the past 10 years' data.



From KY's 3HSP for FY24

Our target is aggressive for FY24 - 26.



Numbers were coming down pretty good, but the Covid effect shows here as more people driving aggressively or carelessly then coming out of Covid VMT goes up, etc.

Feedback on consequences

Most respondents concede that phones are the primary distraction while driving.



What are the consequences of texting and driving?

- "Death and accidents."
- "Death is not a common occurrence so it often takes the mistake before we can change."
- "A friend died when I was younger as a result of texting and driving - and that hit home."
- "My mother-in-law was in a wreck. You see people all the time being unsafe because of texting."
- "Killing someone else is another consequence. Now that I have a child, my attitudes have changed."
- "Many of us have not had any consequences to wake us up to reality. We think it can't happen to us."
- "By all accounts, texting while driving is a form of impaired driving."
- "You can get a ticket – but it's not really enforced"

Feedback on deterrents

Seeing "everyone else doing it" and a lack of enforcement diminish the overall importance.



What would be a deterrent to make you stop?

- "If everyone was not doing it, we would be more alert."
- "It's not real until it happens."
- "We don't think it will happen to us – or we don't see that it happens enough."
- "It would have to be a consequence to make me stop."
- "It's still more of an intangible. Consequences are not reality if they have not happened."
- "If someone close to me got into an accident or was seriously hurt, that would probably have an impact – but I still have the feeling that this would not happen to me."
- "If there was a reward system – points you can get for not texting or touching your phone in the car."
- "If police officers really cracked down, it would lessen the behavior."
- "I think it is very low priority for police. I feel like there are other moving violations that are a higher priority for police."
- "Most police officers don't want to do paperwork for small fine."
- "You get bigger fines for speeding. I might need to get 2-3 tickets for texting before I changed my behavior."

Feedback on advertising

Timing, effective targeting and a trusted spokesperson seem to have the most influence on action being taken based upon advertising.



Can advertising affect behavior?

- **Timing**
 - “Sometimes, I will see a Starbuck’s ad and decide to get it first thing in the morning.”
- **Targeting**
 - “Targeted ads - our devices listen to us, so the same ads are delivered all the time.”
- **Spokesperson**
 - TikToks are influential for our age group. I see a person like me on TikTok who I respect their opinion – if they are using a product or promoting it, I will search it or buy it.”
 - “Repetition of the same ads by the same person seems to be effective.”

There were several responses, but these were the best.

Feedback on advertising

Most impactful social media video



This spot was shown to the focus groups and it was the most impactful of all of the BUPD spots.

Concluding Thoughts



- ***More personal, real-life testimony and examples are needed to get the younger generation's attention.***
 - There are about 2,000, 000 vehicle accidents resulting in injury in the U.S. every year. Over 100,000 of those involve distracted driving, resulting in over 3,000 deaths.
 - Although it is delicate, KOHS should consider working with families affected by distracted driving to communicate frequently and honestly with younger Kentuckians.
 - The more genuine the message, the more impactful it will be to kids and young drivers.
- ***NHTSA needs to create a more consistent and impactful national campaign about distracted driving.***
 - Very few people understand the specific laws and how those differ by state. Enforcement also seems to vary widely by state.
 - A national campaign that is consistent and frequent should focus on the overall consequences of distracted driving – it is the new drunk driving and is equally deadly – and that is the message that needs to break through.
- ***Is there any way for NHTSA and/or KOHS to partner with insurance carriers?***
 - Progressive, Geico and State Farm have a great deal of ad recall and exposure with this generation.
 - If there was a way to incorporate the distracted driving message into those ad campaigns, that would likely increase awareness substantially

Questions?



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