

**2017 Distracted Driving Awareness Campaign  
Partner Schedule of Events and Outreach Activities**



<b>WEEK</b> (Sunday-Saturday)	<b>SCHEDULED ACTIVITIES</b>
JULY 23 - 29	<ul style="list-style-type: none"> <li>Distribute press release for campaign kick-off</li> <li>Miami-Dade Partner Kick-Off (Thursday, July 27, 10 a.m. to 12 p.m., at FDOT District Six Auditorium)</li> </ul>
JULY 30 - AUGUST 5	<ul style="list-style-type: none"> <li>OUTREACH EVENT: National Night Out – Bay Harbor Islands Event (Tuesday, August 1)</li> <li>Monroe Partner Kick-Off Meeting (Thursday, August 3, 10 a.m. to 12 p.m., at FDOT Marathon Operations Center)</li> <li>OUTREACH EVENT: Kiddos Back to School Event (Saturday, August 5, 12 to 5 p.m., The Falls – 8888 SW 136 Street)</li> </ul>
AUGUST 6 - 12	<ul style="list-style-type: none"> <li>Social Media Post #1</li> <li>OUTREACH EVENT: Mercy Hospital Back-to-School Event (Saturday, August 12, 2017, 10 a.m. to 2 p.m. – 3663 S Miami Avenue)</li> </ul>
AUGUST 13 - 19	<ul style="list-style-type: none"> <li>Social Media Post #2</li> <li>OUTREACH EVENT: North Miami Back to School Bash (Saturday, August 19, 10 a.m. – 1 p.m., Joe Celestin Center – 1525 NW 135 Street, North Miami, FL 33167)</li> </ul>
AUGUST 20 - 26	<ul style="list-style-type: none"> <li>Send E-Blast #1</li> <li>Social Media Post #3</li> </ul>
AUGUST 27 - SEPTEMBER 2	<ul style="list-style-type: none"> <li>Social Media Post #4</li> <li>OUTREACH EVENT: Welcome Back Event, Miami-Dade College - Wolfson Campus (Monday, August 28, 10 a.m. – 1 p.m., 4-6 p.m., Kyriakides Plaza)</li> <li>OUTREACH EVENT: Welcome Back Event, Miami-Dade College - Wolfson Campus (Tuesday, August 29, 10 a.m. – 1 p.m., 4-6 p.m., Kyriakides Plaza)</li> <li>OUTREACH EVENT: Back to School Health Fair, Miami-Dade College - Hialeah Campus (Wednesday, August 30, 9 a.m. to 1:30 p.m.)</li> <li>OUTREACH EVENT: Welcome Back Event Club Rush, Miami-Dade College - Wolfson Campus (Wednesday, August 30, 12 – 1 p.m., Kyriakides Plaza)</li> <li>OUTREACH EVENT: Welcome Back Expo, Miami-Dade College - North Campus (Wednesday, August 30, 12 – 1:15 p.m., Building 400 Leroy Collins Center)</li> </ul>
SEPTEMBER 3 - 9	<ul style="list-style-type: none"> <li>Social Media Post #5</li> <li><del>OUTREACH EVENT: FIU Put it Down Event – MMC Campus Graham Center (Wednesday, September 6, 2 – 4 p.m.)</del></li> <li><del>OUTREACH EVENT: Club Rush, Miami-Dade College – Homestead Campus (Thursday, September 7, 11 a.m. – 1 p.m.)</del></li> <li>Note: Labor Day is Monday, September 4, 2017</li> </ul>
SEPTEMBER 10 - 16	<ul style="list-style-type: none"> <li>Social Media Post #6</li> <li><del>OUTREACH EVENT: Club Rush, Miami-Dade College – Homestead Campus (Thursday, September 14, 11 a.m. – 1 p.m.)</del></li> <li><del>Send E-Blast #2</del></li> </ul>
SEPTEMBER 17 - 23	<ul style="list-style-type: none"> <li>Send E-Blast #2 (rescheduled)</li> <li>Social Media Post #7</li> </ul>

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	<ul style="list-style-type: none"> <li><del>OUTREACH EVENT: University of Miami Safety Fair at “The Rock” (Wednesday, September 20, 10 a.m. to 2 p.m.)</del></li> </ul>
SEPTEMBER 24 – 30	<ul style="list-style-type: none"> <li>Social Media Post #8</li> <li>OUTREACH EVENT: Back to School Health Fair, Miami-Dade College - Hialeah Campus (Monday, September 25, 10 a.m. to 1:00 p.m.)</li> <li>OUTREACH EVENT: Campus Safety Day, Miami-Dade College - Medical Campus (Tuesday, September 26, 10 a.m. to 1 p.m.)</li> <li>OUTREACH EVENT: Campus Safety Day, Miami-Dade College - West Campus (Tuesday, September 26) 10 a.m. to 12 p.m.</li> <li>OUTREACH EVENT: Campus Safety Day, Miami-Dade College – Kendall Campus (Wednesday, September 27, 9 a.m. to 4 p.m.)</li> <li>OUTREACH EVENT: Campus Safety Day, Miami-Dade College - InterAmerican Campus (Thursday, September 28, 9 a.m. to 12 p.m. - 627 SW 27 Avenue Miami, FL 33135)</li> <li>OUTREACH EVENT: Club Rush, Miami-Dade College - Homestead Campus (Thursday, September 28, 11 a.m. to 1 p.m.) (rescheduled)</li> </ul>
OCTOBER 1 - 7	<ul style="list-style-type: none"> <li>Social Media Post #9 (text post with video link)</li> <li>Send E-Blast #3</li> <li>OUTREACH EVENT: North Miami Health, Wellness and Resource Fair (Saturday, October 7, 9 a.m. to 2 p.m. – Griffing Park, 12220 Griffing Boulevard, North Miami, FL 33161)</li> </ul>
OCTOBER 8 - 14	<ul style="list-style-type: none"> <li>Social Media Post #10</li> <li>Poster contest ends – Friday, October 13 (deadline extended)</li> </ul>
OCTOBER 15 - 21	<ul style="list-style-type: none"> <li>Social Media Post #11 (text post with video link)</li> <li>OUTREACH EVENT: Teen Driver Safety Event (Tuesday, October 17, 9:30 a.m., Westland Hialeah Senior High School - 4000 West 18th Avenue Hialeah, FL 33012)</li> <li>OUTREACH EVENT: Kiddo-Ween at Downtown Doral (Saturday, October 21 from 11 a.m. to 3 p.m., The Shops at Downtown Doral 5335 NW 87 Ave., Doral, FL 33178)</li> <li>Note: National Teen Driver Safety Week</li> </ul>
OCTOBER 22 - 28	<ul style="list-style-type: none"> <li>Send E-Blast #4 (Poster contest winners announced)</li> <li>Social Media Post #12</li> </ul>
OCTOBER 29 - NOVEMBER 4	<ul style="list-style-type: none"> <li>Social Media Post #13</li> <li>Note: Halloween is Tuesday, October 31</li> </ul>
NOVEMBER 5 - 11	<ul style="list-style-type: none"> <li>Social Media Post #14</li> <li>OUTREACH EVENT: Florida Memorial University Student Event (Thursday, November 9, 2017, 11 a.m. to 2 p.m., Robinson Circle)</li> <li>Final surveys distributed to partners</li> </ul>
NOVEMBER 12 - 18	<ul style="list-style-type: none"> <li>Initial deadline for partner surveys</li> </ul>
NOVEMBER 19 - 25	<ul style="list-style-type: none"> <li>Note: Thanksgiving Day is Thursday, November 23</li> </ul>

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<b>DECEMBER - JANUARY</b>	<ul style="list-style-type: none"><li>• Final Reports distributed</li></ul>
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