

**2021 Distracted Driving Awareness Campaign  
Schedule of Events and Outreach Activities**

UPDATED: March 25, 2021



<b>WEEK</b> (Sunday-Saturday)	<b>SCHEDULED ACTIVITIES</b>
FEB 21 – 27	<ul style="list-style-type: none"> <li>• Virtual Partner Kick-Off (Thursday, February 25, 10:00 a.m. to 11:30 a.m.)</li> </ul>
FEB 28 – MAR 6	<ul style="list-style-type: none"> <li>• OFFICAL CAMPAIGN KICK-OFF – MARCH 1</li> <li>• Social Media Post #1</li> <li>• Social Media Post #2</li> </ul>
MAR 7 - 13	<ul style="list-style-type: none"> <li>• Send E-Blast #1</li> <li>• Social Media Post #3</li> <li>• Social Media Post #4</li> <li>• MULTI-AGENCY TRAFFIC SAFETY ENFORCEMENT AND EDUCATIONAL EVENT* - North Miami and Biscayne Park (Thursday, March 11 from 12 p.m. to 5 p.m.)</li> </ul>
MAR 14 - 20	<ul style="list-style-type: none"> <li>• Social Media Post #5</li> <li>• Social Media Post #6</li> </ul>
MAR 21 - 27	<ul style="list-style-type: none"> <li>• Social Media Post #7</li> <li>• Social Media Post #8</li> </ul>
MAR 28 – APR 3	<ul style="list-style-type: none"> <li>• <i>NOTE: April is National Distracted Driving Awareness Month</i></li> <li>• Send E-Blast #2</li> <li>• Social Media Post #9</li> <li>• Social Media Post #10</li> </ul>
APR 4 - 10	<ul style="list-style-type: none"> <li>• Social Media Post #11</li> <li>• Social Media Post #12</li> </ul>
APR 11 - 17	<ul style="list-style-type: none"> <li>• Social Media Post #13</li> <li>• Social Media Post #14</li> </ul>
APR 18 -24	<ul style="list-style-type: none"> <li>• Send E-Blast #3</li> <li>• Social Media Post #15</li> </ul>
APR 25 – MAY 1	<ul style="list-style-type: none"> <li>• Final surveys distributed to partners</li> </ul>
MAY 2- 8	<ul style="list-style-type: none"> <li>• Drafting campaign summary report</li> </ul>
MAY 9 - 15	<ul style="list-style-type: none"> <li>• Deadline for partner surveys</li> </ul>

*\*Note that these events are only for law enforcement agencies in the FDOT Community Traffic Safety Program  
Please send all events to Carlos Sarmiento in order to be included on the official campaign calendar and have your events included in the eblasts.*