

**2016 Distracted Driving Awareness Campaign
Schedule of Events and Outreach Activities**



WEEK (Sunday-Saturday)	SCHEDULED ACTIVITIES
JULY 31 - AUGUST 6	<ul style="list-style-type: none"> • OUTREACH EVENT: Kiddos Back to School Event (Saturday, August 6, 12 to 5 p.m., The Falls – 8888 SW 136 Street)
AUGUST 7 - 13	<ul style="list-style-type: none"> • OUTREACH EVENT: Kiddos Back to School Event (Sunday, August 7, 12 to 5 p.m., The Falls – 8888 SW 136 Street)
AUGUST 21 - 27	<ul style="list-style-type: none"> • OUTREACH EVENT: Miami-Dade College Wolfson Campus – Welcome Back Event (Tuesday, August 23, 10 a.m. to 1 p.m.)
AUGUST 28 – SEPTEMBER 3	<ul style="list-style-type: none"> • OUTREACH EVENT: Miami-Dade College Homestead Campus Club Rush (Thursday, September 1, 10 a.m. to 1 p.m.) • ENFORCEMENT/OUTREACH EVENT: SE CTST/Pinecrest Police DUI Event (Friday, September 2, 9 p.m.- 3 a.m.)
SEPTEMBER 4 - 10	<ul style="list-style-type: none"> • Miami-Dade Partner Kick-Off (Friday, September 9, 10 a.m. to 12 p.m., at FDOT District Six Auditorium) • Distribute campaign calendar, posters, CDs with campaign materials and surveys to Miami-Dade partners at kick-off meeting • <i>Note: Labor Day is Monday, September 5, 2016</i>
SEPTEMBER 11 - 17	<ul style="list-style-type: none"> • Monroe Partner Kick-Off Meeting (Tuesday, September 13, 10 a.m. to 12 p.m., at FDOT Marathon Operations Center) • Distribute campaign calendar, posters, CDs with campaign materials and surveys to Monroe partners at kick-off meeting • OUTREACH EVENT: Dwyane Wade Bike Ride/Alert Today Alive Tomorrow (Saturday, September 17, 5:30 a.m. – 1 p.m.)
SEPTEMBER 18 - 24	<ul style="list-style-type: none"> • Send E-Blast #1 • Social Media Post #1 • OUTREACH EVENT: Medley Police Department National Night Out Event (September 24, 4 p.m. – 7 p.m.)
SEPTEMBER 25 – OCTOBER 1	<ul style="list-style-type: none"> • Social Media Post #2 • OUTREACH EVENT: Miami-Dade College Medical Campus (Tuesday, September 27, 10 a.m. – 2 p.m.) • OUTREACH EVENT: University of Miami (Wednesday, September 28, 9:30 a.m.- 2:30 p.m.) • OUTREACH EVENT: Miami-Dade College West Campus (Thursday, September 29, 9 a.m. – 12 p.m.)
OCTOBER 2 - 8	<ul style="list-style-type: none"> • Send E-Blast #2 • Social Media Post #3



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OCTOBER 9 - 15	<ul style="list-style-type: none"> • Social Media Post #4
OCTOBER 16 - 22	<ul style="list-style-type: none"> • <i>Note: National Teen Driver Safety Week</i> • Send E-Blast #3 • Social Media Post #5
OCTOBER 23 - 29	<ul style="list-style-type: none"> • Social Media Post #6
OCTOBER 30 – NOVEMBER 5	<ul style="list-style-type: none"> • Send E-Blast #4 • Social Media Post #7 • OUTREACH EVENT: Florida Memorial University (Thursday, November 3, 2016, 11 a.m. – 2 p.m.)
NOVEMBER 6 - 12	<ul style="list-style-type: none"> • Social Media Post #8
NOVEMBER 13 - 19	<ul style="list-style-type: none"> • Social Media Post #9 • Final surveys distributed to partners
NOVEMBER 13 - 19	<ul style="list-style-type: none"> • Initial deadline for partner surveys