



Campaign for Teen Drivers

University Hospitals Rainbow Babies & Children's Hospital
Injury Prevention Center



MY RIDE

MY RULES

The Rainbow Injury Prevention Center

Home to the unintentional injury prevention-related programs, education, advocacy and research of University Hospitals Rainbow Babies & Children's Hospital, including traffic safety across the lifespan:

- infants/toddlers
- booster seat age
- teens
- impaired, reckless, distracted driving
- young males
- seniors
- motorcyclists



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- Teen driver campaign 2007-2009 was contest format
- Multi-faceted school-based initiative, components included:
 - Lesson plan/classroom activities
 - Resources for students – PA announcements, PSAs, ideas, stats/facts
 - Seat belt checks
 - Creative contests
- Very labor intensive for schools and hospital staff
- Limited number of schools engaged
- Same schools from year to year – reaching same audience

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- **Considerations:**

- New drivers are the most dangerous and accident prone
- Teens do not respond to messages that include
 - Scare tactics
 - Condescending tone
 - Portrayal of them as bad/irresponsible drivers
- Requiring a high level of involvement from schools limits participation
- School-based programs limit reach, unless all schools in region are included



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Goal:

Create a program around messages that empower teens to take control of their cars, be safe drivers, and enforce seat belt use for everyone in their vehicle.

Approach:

Rather than turning off the audience by telling teens they're bad drivers, build on teens' desire to see themselves as mature and responsible.



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- Wanted to create new high school driver campaign that was:
 - Less work for schools
 - More widespread
 - Reached new audiences
 - Memorable
 - Engaging and interactive
 - Lived where teens spend their time



MY RIDE

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My Ride My Rules

- New teen driver outreach within Kohl's Safe Rides for All Kids Program
- Launched May 2010
- Facebook driven campaign, supported by:
 - TV spots over 19 weeks
 - Radio campaigns on KISS-FM (pop/top 40) and 92.3 FM (alternative) over 3 months
 - Online ads
 - Local radio station websites
 - AOL Radio & Yahoo!LAUNCHcast

MY RIDE

MY RULES

www.Facebook.com/MyRideMyRules

Facebook | MyRideMyRules - Windows Internet Explorer

http://www.Facebook.com/pages/manage#/MyRideMyRules

File Edit View Favorites Tools Help

Facebook | MyRideMyRules

facebook Search Home Profile Account

MY RIDE MY RULES

- **BUCKLE UP**
- **TIP YOUR DRIVER (GAS DOESN'T COME CHEAP)**
- **NO BARE FEET ON THE DASH**
- **WHAT ARE YOUR RULES?**

MyRideMyRules What are your plans for the Fourth of July? Who's driving and where are you going? Remember to buckle up and throw 'em a few bucks for gas and you're sure to ride shotgun! Wed, Wednesday, clear

Wall Info Photos Boxes Video Notes +

What's on your mind?

Attach:

MyRideMyRules What are your plans for the Fourth of July? Who's driving and where are you going? Remember to buckle up and throw 'em a few bucks for gas and you're sure to ride shotgun!

June 30 at 8:19pm · Comment · Like · Promote

Krisy Corbett likes this.

Write a comment...

MyRideMyRules Hey Check out this cool quiz I took! What car are you?

What Car are you based on your personality?

MyRideMyRules's result is Caparo T1
Your speedy, sleek and loud as well

June 25 at 10:02am via Quizizz · Comment · Like · Take this Quiz

Jennyther Márquez likes this.

Write a comment...

MyRideMyRules Hey! Here's another opportunity for you guys to win some tickets! Text: MyRideMyRules to 57906 for a chance to win 2 tickets to the Vans Warped Tour!

June 23 at 4:56pm · Comment · Like · Promote

Jennyther Márquez likes this.

Write a comment...

MyRideMyRules First official day of summer! Keep in mind it is also the most deadliest time of year for teen drivers. Check out this article from USA Today for some great safety tips that will help you come up with some rules for your car.

http://www.usatoday.com/news/nation/2010-06-20-teen-drivingsafety_N.htm

June 21 at 11:09am · Comment · Like · Promote

Get More Connections

Get more people to like your Page with Facebook Ads! Preview below.

MyRideMyRules

What are your plans for the Fourth of July? Who's driving and where are you going? Remember to buckle up and throw 'em a few bucks...

Jennyfer Davis Walker likes this.

Like

Edit Page
Promote with an Ad
Add to My Page's Favorites
Suggest to Friends

Share your rules! One lucky fan of MyCarMyRules will win free gas every month, beginning in May!

Internet 100% 7:35 AM

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Radio



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Radio - Online

MY RIDE

MY RULES

KOHL'S
expect great things



University Hospitals



Rainbow Babies
& Children's Hospital

1. BUCKLE UP

**2. TEENS – BECOME A FAN FOR A
CHANCE TO WIN A \$100 GAS CARD**

MY RIDE

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KOHL'S
expect great things



University Hospitals



Rainbow Babies
& Children's Hospital

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Television

- Extremely cost-effective way to do TV
- Cast local teens as talent for spots
- Use of still photos to tell story in a slide show
- Zone cable buy within Greater Cleveland area
- Five month buy – alternating 2 weeks on, 1 week off
- Insertions on networks with high teen viewership:



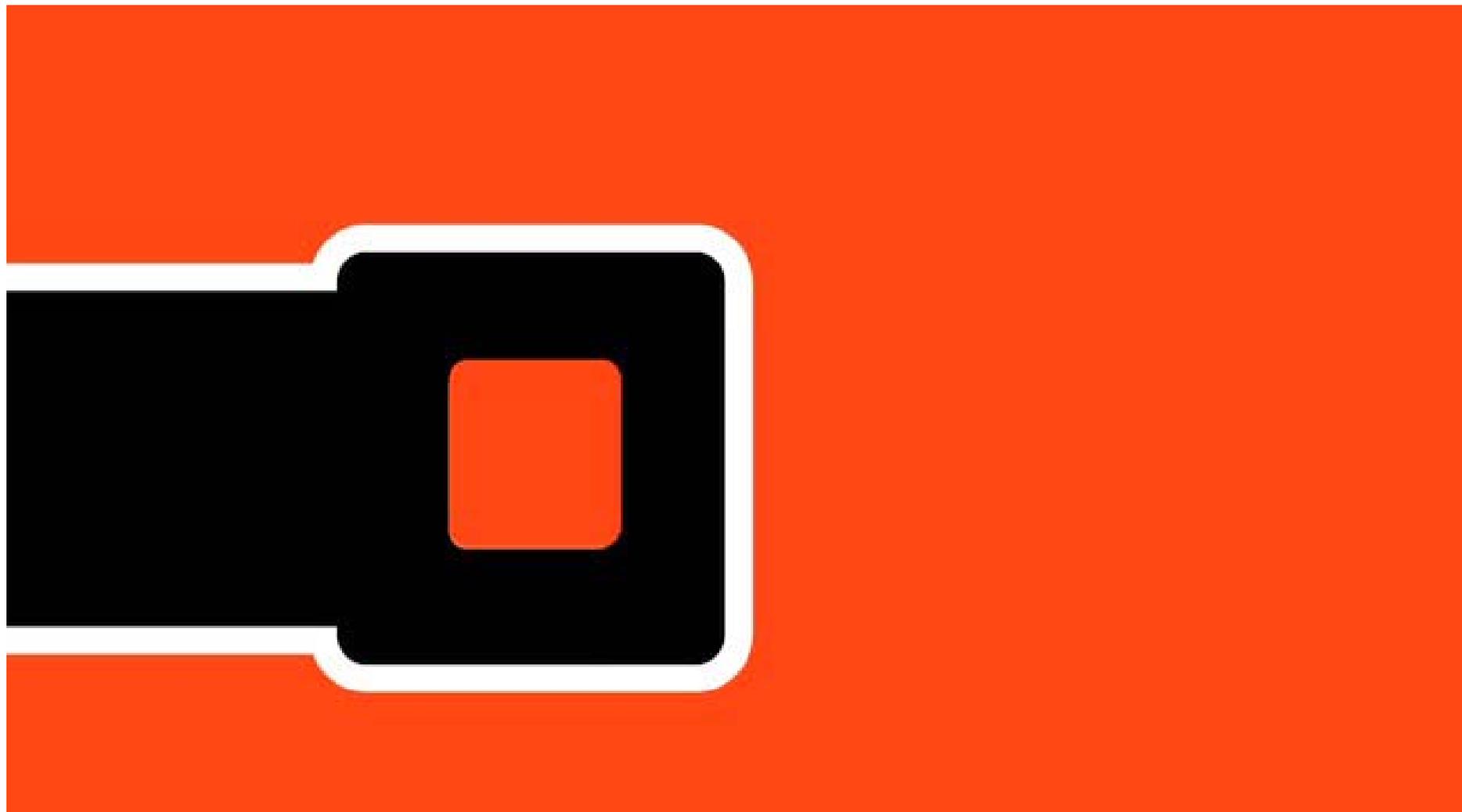
FSOHIO

ESPN 2

nick

abc family

TV Spot #1



TV Spot #2



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Results To Date

- Program active for 2 months
- Currently over 500 fans
- Largest increase in fans during first week of June
- Increasing numbers of “active users” and page views
- Radio advertising garnered 122,281 impressions with 318 click thru to our site – click rate .26%
- Majority of click thru traffic from AOL and Yahoo!
- TV totals will be: 561 spots per zone – 5,610 total spots
- Teens 12-17: 565,180 impressions/93% reach/6.7 freq
- Adults 18-20: 187,355 impressions/83% reach/4.7 freq

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Challenges

- Task of updating regularly
- Non-teen members
- Inappropriate postings
- Hospital Facebook access
- Continuing to build fans
- Reaching students during summer
- Contacting students who have won prizes
- Facebook advertising credit card payment only
- Hulu & Pandora high ad minimums - \$10,000

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Lessons Learned

- Word of mouth works best for gaining fans
- Fans can “like” page without ever visiting
- TV & radio advertising not proven driver
- Prizes appear to not be big incentive
- Brand must be built—don’t expect instant results
- Facebook provides weekly reports of:
 - Active users
 - Fans
 - Number of comments & “likes”
 - Page views
- Still lots to learn!



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Next Steps

- Continue to build Facebook presence and engage teens in actively participating
- Develop school based campaign for reaching students that doesn't require large time/energy commitment from school personnel
- Evaluate effectiveness of media placements
- Begin handouts/giveaways with logo & website

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Book Covers



Write Your Own Rules!

MY RIDE **MY RULES**

1. Buckle Up
2. _____
3. _____
4. _____
5. _____

www.facebook.com/MyRideMyRules



Subject



MY RIDE **MY RULES**

- Buckle Up
- No one looks better than the driver
- No feet on the dash
- Tip your driver

Go to www.facebook.com/MyRideMyRules to add your own rules and have a chance to win free gas and other great prizes.



OHIO DEPARTMENT OF PUBLIC SAFETY
OHIO STATE POLICE
The National Highway Traffic Safety Administration



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Questions?

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