

SEPTEMBER 2015

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## How to Use This Newsletter

This monthly publication is intended to be a resource that keeps you informed on CDOT's safety initiatives. Check the **Campaign Corner** for marketing and PR campaign updates and **Collateral Corner** for a list of campaign materials readily available for order from CDOT. **The Traffic Safety Corner** features additional news on emerging trends and research. Each newsletter also recognizes a CDOT staff member and a grantee aligned with CDOT's *Moving Towards Zero Deaths* initiative. We'd enjoy hearing from you — so drop us a line at [CDOTcollateral@gmail.com](mailto:CDOTcollateral@gmail.com).

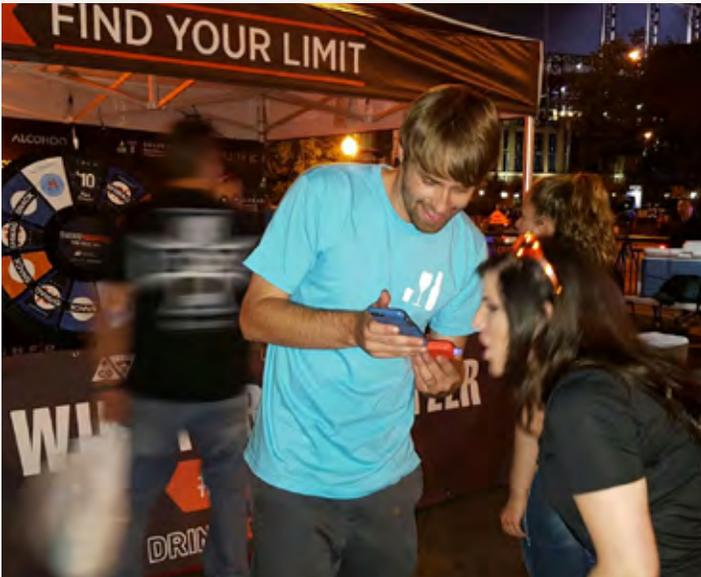
## CAMPAIGN CORNER

### *The Heat Is On* – LoDo Partiers Test Smartphone Breathalyzers Over Labor Day Weekend

Technology and mobile devices have changed nearly every aspect of our lives and the way we monitor our wellness and health. There are apps to monitor your daily steps and track your sleep patterns, why not apps to help you consume alcohol responsibly? In a unique partnership between ride-hailing service Uber and smartphone breathalyzer company Alcohoot, CDOT took to the streets of downtown Denver over Labor Day weekend, showcasing mobile phone apps to help get them home safely.

Participants were invited to the CDOT booth to test Alcohoot smartphone breathalyzers and learn their Blood Alcohol Content (BAC). Once they discovered their BAC, they were invited to spin a prize wheel and potentially win Uber ride credit or a breathalyzer of their own. Check out the video highlighting our efforts over Labor Day:

<https://youtu.be/Up5AcJ4YH34>

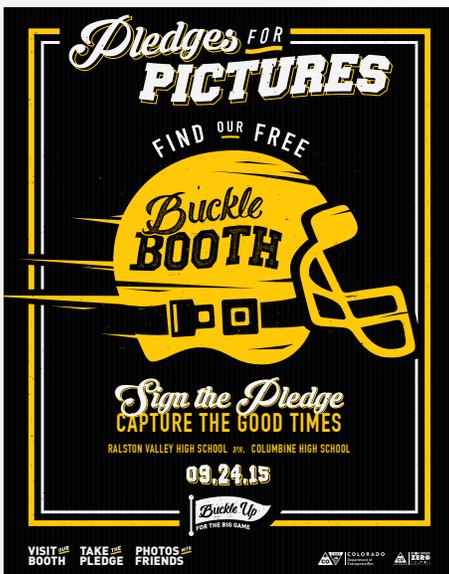


As with every holiday weekend, CDOT joined forces with Colorado State Patrol and local law enforcement agencies to perform *The Heat Is On* Labor Day DUI enforcement, which saw 86 law enforcement agencies arrest 1021 people between Aug. 21 and Sept. 8. Currently ongoing, *The Heat Is On* campaign is running its latest DUI crackdown — Fall Festivals — which started Friday, Sept. 11, and runs through Monday, Oct. 26.

How do you efficiently reach 60,000 beer-drinkers in one fell swoop? By going directly to them, which is exactly what CDOT did with a presence at the Great American Beer Festival on Thursday, Sept. 24; Friday, Sept. 25 and Saturday, Sept. 26. The event featured 3,500 different beers from over 700 nationwide breweries, and brought *The Heat Is On* campaign directly to the target audience while they were in the act of consuming alcohol.



## Colorado High Schools Compete to Promote Seat Belt Safety



In September, CDOT partnered with five high schools across Colorado to host seat belt safety events at football games and get teens thinking about the importance of wearing a seat belt. Despite an estimated seat belt use rate of 82.4 percent statewide, many of the teens in attendance admitted to not buckling up every ride, every time. Students were asked to consider that of the 35 total teen traffic fatalities in our state in 2014, 43 percent were not wearing a seat belt.

As a fun way to talk about the serious issue, teens were encouraged to take photos in the “Buckle Booth,” a photo booth stocked with driving safety props and messaging about seat belt safety. Teens were challenged to sign the pledge and make a promise to always wear their seat belt. They were also asked to spread the message to their peers and share their branded photos on social media.

The message was well received with thousands of impressions online, hundreds of pledges signed and countless conversations started. Be on the lookout in the media and online to see pictures from the Buckle Booth.



## Car Seat Safety Events Throughout September

Last year in Colorado, seven children under the age of 15 died in passenger vehicle crashes, and according to preliminary data, so far in 2015, eight children have died in passenger vehicle crashes. In Colorado, the child passenger safety law is primary enforcement, meaning drivers can be stopped and ticketed if an officer sees an unrestrained or improperly restrained child under age 16 in the vehicle, which carries a minimum fine of \$82. Aiming to spark a conversation about properly restraining children in vehicles, CDOT, the Colorado State Patrol and Child Passenger Safety Team Colorado observed Child Passenger Safety Week, hosting more than 25 events throughout September to help parents know if their kids are safe while riding in vehicles. The events included car seat checks, educational classes for car seat technicians and community safety events. To find car seat check events near you throughout the year, visit the Car Seats Colorado Facebook page and click on the events tab — [facebook.com/carseatscolorado/events](https://facebook.com/carseatscolorado/events). To find campaign collateral, such as brochures, posters and infographics, visit [CarSeatsColorado.com](http://CarSeatsColorado.com).

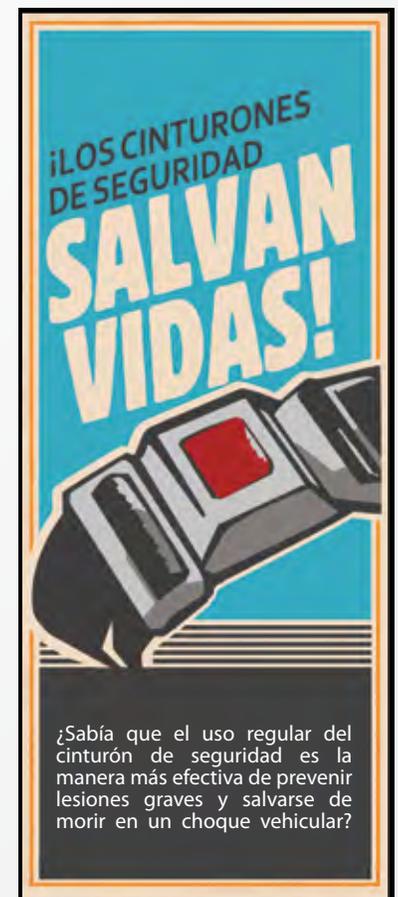
## COLLATERAL CORNER

### Spanish Rack Cards are Now Available

Of an estimated 189 alcohol-related fatalities in 2013, 30 percent of those involved a driver of Hispanic origin, despite the fact that Hispanics represent roughly 21 percent of the state's population. Moreover, 179 of the 479 (37 percent) motor vehicle occupants who died in a fatal crash were not using seat belts or other restraints. Of those unrestrained fatalities, 40 percent were of Hispanic origin.

As part of CDOT's ongoing efforts to provide Spanish-preferred and Spanish-dominant Hispanic residents with important information concerning driving impaired and the use of seat belts in Colorado, a series of 8.5" x 3.5" rack cards have recently been developed for use by law enforcement and other community partners throughout the state. These cards were created to boost your local communication efforts and can be placed in standard brochure holders in locations that enjoy significant public foot traffic.

While the two initial rack cards specifically address impaired driving and occupant protection, plans are in place to develop additional cards focusing on other traffic safety topics. Rack cards will be sent to 215 Colorado law enforcement agencies in



late September. Grantees, RETACs and others interested in increasing Spanish messaging within their respective communities can contact [CDOTcollateral@gmail.com](mailto:CDOTcollateral@gmail.com) for a supply of the rack cards.

## Collateral Requests

CDOT has streamlined the process for requesting hard copies of brochures, fact sheets, stickers, flyers and more. Complete the [request form here](#) and send to [CDOTCollateral@gmail.com](mailto:CDOTCollateral@gmail.com). Once we receive your request we will check inventory and contact you about availability.

Interested in collateral from NHTSA? The link for ordering NHTSA materials is [mcs.nhtsa.gov](http://mcs.nhtsa.gov).

## Collateral Inventory

Limited quantities of the following materials are available. Large collateral requests will need to be picked up directly from CDOT Headquarters — 4201 E. Arkansas Ave., Denver, CO 80222.

Collateral	Collateral
Child Passenger Safety	Bilingual Child Seat Guide Brochure
Child Passenger Safety	Booster Seat Spanish Brochure
Child Passenger Safety	Booster Seat English Brochure
<i>Click It or Ticket</i>	2015 Campaign Posters
<i>Click It or Ticket</i>	Rural Truck Safety Myth Table Tent
<i>Click It or Ticket</i>	Spanish Occupant Protection Poster
<i>Click It or Ticket / Child Passenger Safety</i>	Spanish Rack Card
Cone Zone	Slow for the Cone Zone Brochure
Distracted Driving	A Text is a Five Second Blindfold Static Poster
Distracted Driving	A Text is a Five Second Blindfold Interactive Poster
Distracted Driving	A Text is a Five Second Blindfold Spanish Brochure
Distracted Driving	Campaign Reveal Brochure
Distracted Driving	A Text is a Five Second Blindfold English Brochure
<i>Drive High, Get A DUI</i>	Dispensary Posters
<i>Drive High, Get A DUI</i>	Marijuana Law Prescription Pad
<i>Drive High, Get A DUI</i>	Marijuana Law Prescription Pad Spanish
Motorcycle Safety	Motorcycle Skill Rating Map
<i>The Heat Is On</i>	Don't Risk It Poster (with BAC limits)
<i>The Heat Is On</i>	If You Drink, Don't Drive Spanish Poster
<i>The Heat Is On</i>	R U Buzzed Card
<i>The Heat Is On</i>	Spanish Rack Card

### CDOT sends Drug Recognition Experts (DREs) to “Green Lab”



## Understanding Legal Marijuana

As the use of marijuana for both recreational and medical purposes continues to grow in Colorado, so does the need for law enforcement officers to grow their knowledge of marijuana impaired driving.

Currently, law enforcement training focuses on identifying marijuana as the impairing substance, but methods for proving marijuana impairment are limited. With this in mind, CDOT sent some of their own DREs to an Understanding Legal Marijuana training, hosted by Chis Halsor, founder of the training program, and DRE state coordinators from Maryland (Tom Woodward), West Virginia (Joey Koher) and Colorado (Carol Gould). The training began with a presentation of the drug in all of its variations, as well as an overview of different intake methods. Then, providing a unique opportunity for law enforcement officers to gain hands on experience in detecting and effectively investigating marijuana impairment driving cases, the course featured a “green lab” wherein law enforcement officers conducted field tests and interacted with participants who had been voluntarily dosed with marijuana, an opportunity unavailable before the legalization of recreational marijuana in Colorado.

### CDOT offers mini-grants to help families stay safe on Colorado highways.

The Highway Safety Office (HSO) is offering mini-grants (\$4,950 or less) to community organizations and other agencies helping support traffic safety education and enforcement efforts. The mini-grant funding will provide resources, support, training and materials, enabling agencies to better execute and support statewide programs such as seat belt usage, child safety seats, as well as teen driving safety, distracted driving prevention, motorcycle safety and impaired driving prevention initiatives.

This outreach effort is intended to develop local agency activities such as purchasing and distributing child safety seats, conducting check-up events, running fit stations, Graduated Driver’s Licensing (GDL) training, distributing safety materials and conducting youth and adult safety classes among other similar activities.

Please visit <https://www.codot.gov/business/grants/safetygrants/safety-minigrants> to view available mini-grants or contact Benita Miller at [benita.miller@state.co.us](mailto:benita.miller@state.co.us) if you have questions.

## GRANTEE HIGHLIGHT - CARFIT EVENT

Driver safety is much more than being an attentive and alert motorist — it also has to do with your personal vehicle and the way you fit inside it. Made possible with grant money from the National Highway Traffic Safety Administration (NHTSA), CDOT hosted a CarFit Checkup on September 1, educating participating drivers in the 12 key areas to properly fit your car to your body. The event saw 15 people come through and learn surprising revelations about the way they were fitted to their personal vehicles — did you know you can completely eliminate blind spots with adjustments to your seat and mirrors? While the CarFit educational program was

originally created by AARP, AAA and the American Occupational Therapy Association focusing on older drivers, drivers of all ages benefitted from a proper vehicle fitting. The event was a success, with plans to bring CarFit Checkups to CDOT annually. There are also intentions to bring CarFit curriculum to car dealerships where drivers may be learning how to fit new vehicles, and to teenage drivers at driving schools, possibly fitting a vehicle for the first time ever!

## STAFF SPOTLIGHT - ILANA EREZ



**Ilana Erez**  
Project Manager,  
Occupant Protection

Meet Ilana Erez, CDOT's authority for the statewide Child Passenger Safety (CPS) and Teen Driver programs, as well as outreach to diverse communities, enabling bilingually diverse organizations to implement their projects in a culturally sensitive manner. Ilana develops guidelines and processes to enhance the CPS and Teen Driver programs in Colorado, and represents CDOT on multi-agency groups including the Child Passenger Safety Advisory Council and the Colorado Teen Drivers Alliance.

Ilana is a valuable resource for current and future grantee programs. She evaluates grantees' quarterly reports to help them stay on track with their objective plan, identifying problems and crafting solutions to attain projects' goals. She believes communicating often on all issues results in mutual trust and positive outcomes.

Ilana also informs grantees about NHTSA and/or state and local agencies' resources regarding CPS and Teen Drivers best practices and can assist communities in identifying and accessing funds to develop and implement Child Passenger Safety, Teen Driver or other traffic safety programs.

## ANNOUNCEMENTS

### Upcoming Meetings & Events

#### Colorado Task Force on Drunk and Impaired Driving (CTFDID)

**Date:** Friday, October 2  
**Time:** 9 a.m. – 12 p.m.  
**Location:** CDOT Headquarters, Auditorium Conference Room  
4201 E. Arkansas Ave.  
Denver, CO 80222

Any questions about this newsletter please contact: [CDOTcollateral@gmail.com](mailto:CDOTcollateral@gmail.com)