

APRIL 2015

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## Welcome to CDOT's Traffic Safety Newsletter!

CDOT's Traffic Safety Pulse is intended to be a resource that keeps you informed of the agency's initiatives and gives you all the support you need for your own community outreach by:

- Allowing you to download or order printed collateral as available
- Alerting you to the status and timeline for various traffic safety campaigns
- Sharing new and exciting research and data
- Providing reminders about grant application deadlines and other requirements

## CAMPAIGN CORNER

### Shocking Video Spotlights Zero Deaths



Last month CDOT announced a new initiative, joining dozens of other states in setting an extremely low target for traffic fatalities: zero.

The campaign, titled Moving Toward Zero Deaths, creates a shared vision for transportation safety in Colorado. Please help spread our message by sharing this :30 second video with on your social media channels. The video vividly illustrates the pain and horror so many families experience when they lose a loved one in a crash. <https://www.youtube.com/watch?v=uVKUjWHn8pQ>

Endorsed by Governor Hickenlooper, the campaign aims to ensure all travelers, whether they drive, walk, ride or bike, arrive to their destinations safely. While the campaign acknowledges a target of zero deaths is aspirational, Hickenlooper notes that even one death is always one too many, “because each one of these deaths is somebody’s child.”

### **Here are some example posts**

One traffic fatality is one too many. Help spread the word on CDOT’s latest campaign by sharing this PSA: <https://www.youtube.com/watch?v=uVKUjWHn8pQ>

Colorado is one of 35 states Moving Toward Zero Deaths. Join CDOT in creating a shared vision for transportation safety in Colorado by sharing this video: <https://www.youtube.com/watch?v=uVKUjWHn8pQ>

Let’s ensure all travelers - whether they drive, walk, ride or bike - arrive to their destinations safely. Share CDOT’s goal of Moving Toward Zero Deaths with this PSA: <https://www.youtube.com/watch?v=uVKUjWHn8pQ>

Thank you CDOT for highlighting the reality of traffic fatalities. This short but sobering PSA says it all: <https://www.youtube.com/watch?v=uVKUjWHn8pQ>

### **Get Certificated for Moving Towards Zero Deaths**

Interested in being apart of the Moving Towards Zero Deaths initiative? CDOT has announced a new partner certification program to provide an official Moving Towards Zero Deaths certificate. In return for their participation in the program, partners will receive materials, acknowledgement on CDOT’s website and so much more.

To receive your partner certification seal, [download this certification form](#) and send to CDOT.

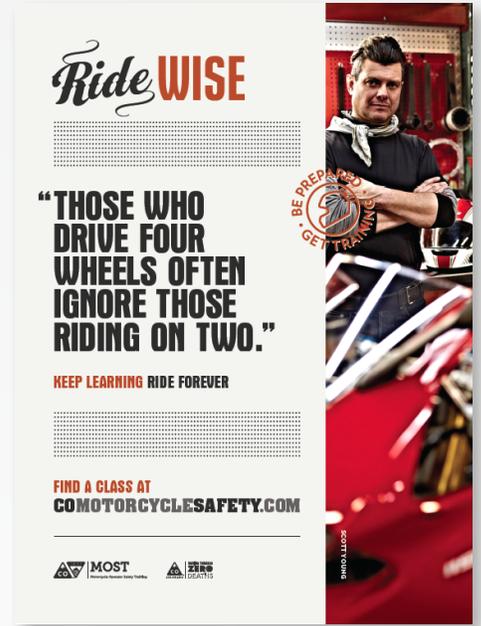


With the legalization of marijuana use for Colorado residents over 21 in 2014, CDOT and its partners have worked over the last two years to create educational and engaging communications to ensure Coloradans understand the laws surrounding driving under the influence of marijuana – which is a DUI offense.

The Drive High, Get a DUI campaign kicked off in April of 2015 across the state of Colorado with the goal of starting a conversation among the target audience – 21-34 years old recreational male users – and providing them with critical information to make informed decisions.

In addition to running the television commercials developed last year, CDOT had a positive presence at Cannabis Cup and in dispensaries over the 4/20 holiday weekend. At the Cannabis Cup, CDOT passed out snacks labeled with key messages on DUI laws to 11,000 attendees and booth visitors were allowed to play a custom arcade video game reinforcing “Drive High, Get a DUI” messaging. These items were well-received by event goers and were a playful way to communicate with the target audience. Another fun tactic that was used during event was the Cannabis Quiz Cab. A partnership between Yellow Cab and CDOT, picked up 45 people and gave away \$1,000 in ride credits for Yellow Cab’s new Z-Trip app that lets users request and pay for cab rides.

Along with the Cannabis Cup, Coloradans will notice a “smoking” car at large events in Boulder and Fort Collins throughout the summer. The car safely fills with a water vapor, suggestive of marijuana smoke, that billows out of the windows. The smoke quickly dissipates showing the message “Drive High, Get a DUI” in neon lights. The “smoking” car serves as a visual reminder that marijuana and vehicles don’t mix under any circumstances.



The Colorado Motorcycle Operator Safety Training (MOST) program is comprised of 13 independent vendors across the state that provide motorcycle training courses for various rider abilities. The curriculum incorporates classroom education with real-life application on controlled courses, so riders can develop safe riding habits over time. In doing so, riders are better prepared to react quickly in dangerous situations. The number of students participating in training has increased 28% between 2010–2013.

This year's MOST marketing campaign is an evolution of the 2014 Ride Wise campaign, featuring real Colorado riders, who rely on safety training to hone the skills needed to ride safe. To resonate with the biking community, the Ride Wise campaign uses a series of videos, print advertisements and dealership tactics showcasing real Colorado riders whose heart-stopping stories illustrate the value of safety training—even for the most experienced rider. Ride Wise targets older, male riders who have hundreds of miles on their bikes, yet little to no hours of formal training in their riding histories. Of the 86 riders and passengers killed in 2013, 90 percent were male and nearly 60 percent were above the age of 45.

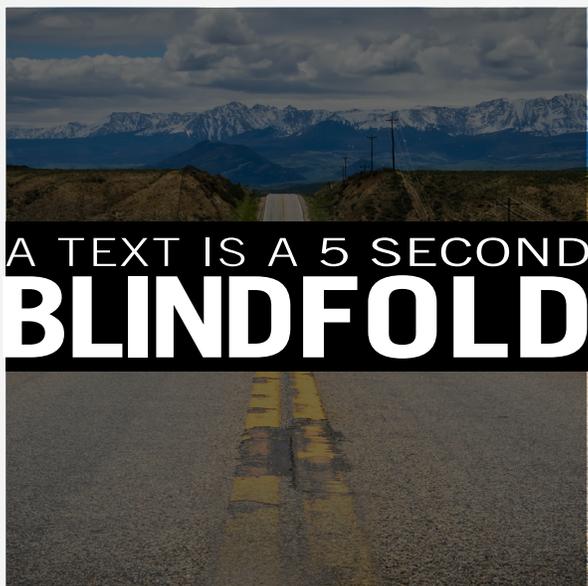
Messaging uses philosophical sayings to encourage riders to consider taking courses to sharpen their knowledge and skills. Look for these impactful messages on billboards, bar posters and in dealerships throughout Colorado this spring:

“The biggest mistake anyone makes is thinking one could never happen.”

“He who believes they know everything may not be ready for anything.”

“One who refuses to look ahead will never truly move forward.”

Press release and advertising components can be found [here](#).



As part of April's National Distracted Driving Awareness Month, CDOT partnered with the Colorado State Patrol (CSP), urging drivers to "Keep their Head out of their Apps" in support of nationwide efforts to end distracted driving. While there are many equally dangerous distractions, cell phone use is regarded as the most alarming. Sending or receiving a text message diverts a driver's eyes for an average of 4.6 seconds – enough time to drive the length of a football field at 55 MPH, blindfolded. The National Safety Council (NSC) recommends drivers taking action to combat distracted driving:

- Stop using cell phones while driving
- Recognize that hands-free devices offer little safety benefit
- Understand the dangers of the cognitive distraction to the brain
- Tell others about the dangers of distracted driving

In addition to supporting NSC's National Distracted Driving Awareness Month, CDOT is targeting Colorado teen drivers this summer in a new campaign encouraging them to "Drop the Distraction." More information about this campaign will be featured in future newsletters.



The statewide 2015 Click It or Ticket enforcement, begins Monday, May 11, and ends Sunday, May 24. Keep your eyes peeled for a clever billboard messaging campaign around the state promoting click it or ticket.

In 2013, 177 unrestrained fatalities occurred, an increase of 21 deaths from 2012. Additionally, 56 percent of the 317 passenger vehicle occupant fatalities were not using a restraint system and 26 percent of motor vehicle occupants seriously injured in a crash were not using restraints. In addition to the increased enforcement, CDOT will be running radio spots statewide during our enforcement period. The radio spots and press releases will be posted [here](#) as they become available.

## COLLATERAL CORNER

### 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) for submittal to CDOT. 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 <http://mcs.nhtsa.gov/>. This site is where you or your partners can order NHTSA publications and brochures.

### 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

## Collateral

Child Passenger Safety English Brochure

Boost Seat Big Kids Spanish Brochure

Drive High, Get a DUI Dispensary Posters

A Text is a Five Second Blindfold Static Poster

Marijuana Law Prescription Pad

Rural Click It or Ticket Truck Myth Table Tent

Don't Risk It (yellow poster with BAC limits)

A Text is a Five Second Blindfold Interactive Poster

A Text is a Five Second Blindfold Spanish Brochure

The Real Last Call Sticker

Distracted Driving Reveal Brochure

R U Buzzed Card

A Text is a Five Second Blindfold English Brochure

Motorcycle Skill Rating Map

Slow for the Cone Zone Brochure

Parent Brochure

## TRAFFIC SAFETY CORNER

### Road Health Summit Registration Deadline Extended!

It's not too late to register for the Improving Colorado's Road Health Summit! Please join other traffic safety partners in Keystone on June 3- 5 to discuss current and emerging traffic safety issues including older driver safety, distracted driving and marijuana impaired driving. Participants will have the opportunity to hear various presentations, participate in interactive panels and discuss evidence-based policies to improve Colorado's road health. Scholarships are available for room costs. Details are in the registration section.

Please go to [Road Safety Summit Registration](#) to register and find out more information about this event.

## GRANTEE HIGHLIGHT

### Colorado District Attorneys' Council / Traffic Safety Resource Prosecutor



The mission of the Colorado District Attorneys' Council (CDAC) is to promote, foster and encourage an effective administration of criminal justice in the state. Twenty-one elected district attorneys belong to the CDAC. To that end, CDAC has been a Office of Traffic Safety grantee for several years with CDOT. CDAC has a new Traffic Safety Resource Prosecutor - Jennifer Knudsen. Ms. Knudsen comes to the organization with many years of experience. With Ms. Knudsen's leadership there are some new and exciting activities such as: Motion Banks, Prosecuting the Drug Impaired Driver courses and Crash Reconstruction for Prosecutors. Two of the most exciting projects that will be completed will be a DUI Vehicular Homicide Manual and the DUI Manual.

To find out more about what Colorado District Attorneys' Council (CDAC)/Traffic Safety Resource Prosecutor (TSRP) does, visit their site [here](#) or email [jen@cdac.state.co.us](mailto:jen@cdac.state.co.us).

## STAFF PROFILE



**Glenn Davis**  
Highway Safety Manager

The Highway Safety Manager, Glenn Davis, administers federal and state funds for various highway safety programs including the Law Enforcement Assistance Fund (LEAF), First Time Drunk Driver Fund (FTDD), the Motorcycle Operator Safety Training (MOST) program and the National Highway Traffic Safety Administration (NHTSA) highway safety program. He interprets regulations and develops rules, policies and procedures.

He collaborates with a CDOT team to solicit, develop and administer projects and programs that address a variety of traffic safety issues including Impaired Driving, Young Drivers, Speed Enforcement, Motorcycle Safety and Police Traffic Services.

He serves on the Motorcycle Operator Safety Training Advisory Board (MOSAB) as Chair, Persistent Drunk Driver Committee (PDD), Strategic Highway Safety Plan, Colorado Task Force on Drunk and Impaired Driving (CTFDID) as Vice Chair, State Traffic Records Advisory Committee (STRAC) as Sergeant of Arms and he is an assessor for NHTSA for Standard Field Sobriety Testing (SFST) and Motorcycle Safety Programs. Also, his unit is responsible for SFST state standards and Drug Recognition Expert (DRE) training.

How can you utilize Glenn?

He is a resource for marijuana impaired driving enforcement, data and public awareness. Also, he can assist with information about Federal and State grants and traffic safety countermeasures.

# ANNOUNCEMENTS

## Older Driver Program Management E-Learn Course

**May 12-13, 2015**

This course is offered as a virtual live training in two approximately 2½-hour sessions.

**Tuesday, May 12, 2015**

1:00 - 3:30 PM Eastern Time (12:00 PM - 2:30 PM Central Time)

**Wednesday, May 13, 2015**

1:00 - 3:30 PM Eastern Time (12:00 PM - 2:30 PM Central Time)

If interested in this program, please download the enrollment form [here](#) and follow instructions on submitting.

### 2015 MADD Colorado Law Enforcement Recognition

MADD is excited to honor the efforts of heroes working to keep our roads and communities safe! This year's award winners also include Capt. Fisher's Troop 1D and Chief Ticer's Avon Police Department (as part of the Gore Range DUI Task Force). Read more on our blog [here](#).

The 2015 MADD Colorado Law Enforcement Recognition dinner will be held in the evening on June 17th at Mile High Station in Denver. CTFDID members are invited to attend; event tickets may be purchased [here](#).

### Upcoming Meetings & Events

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

**Dates:** May 15, 2015

**Time:** 9:00am – 12:00p

**Location:** Colorado State Patrol Academy  
15055 South Golden Road, Building 100  
Golden, CO

#### Improving Colorado's Road Health Summit

**Dates:** June 3-5, 2015

**Time:** TBD

**Location:** Keystone, CO.

For more information, visit  
<http://vipreventionnetworkco.com/p/road-safety-summit.html>

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