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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 traffic safety campaigns. 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. And so much more! We'd enjoy hearing from you — so drop us a line at CDOTcollateral@gmail.com.

CAMPAIGN CORNER

The Heat Is On: St. Patrick's Day Results and Spring Events Enforcement

Increased alcohol consumption is customary for many St. Patrick's Day partiers in Colorado, and CDOT, Colorado State Patrol (CSP) and local police agencies helped keep roads safe during the celebrations. Statewide law enforcement agencies apprehended 396 impaired drivers during *The Heat Is On* St. Patrick's Day enforcement, a decrease from the 505 arrests the previous year. Seventy-nine agencies participated in the crackdown from March 11–18 with the Aurora Police Department (46 arrests), Denver Police Department (44 arrests) and Colorado Springs Police Department (32 arrests) recording the most arrests.



[CLICK HERE](#) to see our efforts at the Irish Snug on Saint Patrick's Day, reminding bar patrons to Know Their Limit and our BAC experiment.

Next for *The Heat Is On* campaign is Spring Events enforcement, which is currently active and runs until May 15. The enforcement period coincides with annual events like graduations, spring breaks and the start of baseball season.

Click It or Ticket: Rural Seat Belt Enforcement

Colorado rural communities use seat belts less than other regions in the state so the latest *Click It or Ticket* enforcement period increased patrols in those areas in an effort to get more people to buckle up. In coordination with CDOT, the Colorado State Patrol and local law enforcement agencies cited 1,593 unbuckled drivers and passengers during the campaign. CDOT and CSP hope the enforcement will have a lasting impact on both drivers and passengers in rural counties. Seat belts protect motorists and passengers from being ejected from vehicles in violent crashes and also prevent people from colliding with each other inside the vehicle.



The *Click It or Ticket* campaign will continue with May Mobilization enforcement from May 23 to June 5.

National Distracted Driving Awareness Month Inspires CDOT VMS Contest

The National Safety Council and others recognize April as National Distracted Driving Awareness Month to draw attention to the distracted driving epidemic and resulting fatalities in the United States.

Distracted driving continues to be a major priority for CDOT and, in accord with National Distracted Driving Awareness Month, the agency called on its Facebook followers to submit distracted driving messages to be used on state highway signs. The contest received more than 360 submissions, and CDOT selected a few favorites and put them to a public vote. Here are some of our favorites:

DROP THE PHONE TO MAKE IT HOME

TEXTING WHILE DRIVING? OH CELL NO

DON'T DRIVE IN-TEXT-ICATED

ONE TEXT OR CALL CAN END IT ALL

LET'S MAKE A DEAL: TWO HANDS ON THE WHEEL

SCROLLING LEADS TO ROLLING



CDOT hopes the VMS messages will remind drivers to drop distractions while driving

Slow-Speed Chase Targets High Driving at Marijuana Events

Annual marijuana-centric events throughout the state draw thousands of marijuana users to Colorado each April. This year CDOT took the opportunity to reintroduce the *Drive High, Get a DUI* campaign to the masses. The campaign's anti-impaired driving message reached crowds with a "Slow-Speed Chase" demonstration — a mock police chase complete with two wrapped vehicles showcasing critical marijuana DUI messaging, reminding drivers that marijuana impairs perception of time, distance and speed, and can result in a DUI. CDOT hopes the messages will remind marijuana users about the dangers of driving after consuming marijuana and that marijuana related DUI arrests occur more often than people think — one in seven DUIs involve marijuana.





Car Seats

COLORADO

CDOT Reveals Child Passenger Safety Rebrand

CDOT representatives unveiled the new Child Passenger Safety campaign creative at the 23rd Annual Fire and Safety Educators Conference in Colorado Springs. The reveal showcased the new logo, refreshed website and improved educational materials and videos. [CLICK HERE](#) to view the new video. The conference was held from April 26-28 at the Cheyenne Mountain resort and empowered life safety professionals to enhance their risk reduction skills. This three-day meeting featured speakers from across North America who addressed a collection of topics that enable participants to become better risk reduction resources.

CDOT Conducts DUI Surveys in Denver Metro Area

The consequences of drunk driving affect the safety and wellbeing of every community in Colorado. Each year, more than 26,000 people are arrested for DUI in Colorado and 150 people die in alcohol-related traffic crashes. In February 2016, CDOT conducted surveys in the Denver Metro area with Spanish-speaking Hispanic men, ages

21-54, asking questions about drinking and driving. The survey asked participants about social perceptions around drunk driving and recommends tactics to avoid a DUI:

- Make plans in advance for getting home safely
- Assign a designated driver
- Leave your vehicle at home and take public transit, a taxi, Lyft or Uber

Check out the full video [HERE](#).



Collateral Requests:

CDOT has streamlined the process for requesting hard copies of brochures, fact sheets, stickers, fliers and more. Send requests to CDOTcollateral@gmail.com. Once we receive your request we will check inventory and contact you about availability.

Interested in collateral from NHTSA? Visit: 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](http://4201.E.Arkanas.Ave.,Denver.CO.80222).

Campaign	Collateral
Child Passenger Safety	Bilingual Child Seat Guide Brochure
Child Passenger Safety	Booster Seat Spanish Brochure
Child Passenger Safety	Booster Seat English Brochure
Click It Or Ticket	2015 Campaign Posters
Click It Or Ticket	Rural Truck Safety Myth Table Tent
Click It Or Ticket	Occupant Protection Poster
Click It Or Ticket / Child Passenger Safety	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
Drive High, Get A DUI	Dispensary Posters
Drive High, Get A DUI	Marijuana Law Prescription Pad
Drive High, Get A DUI	Marijuana Law Prescription Pad Spanish
Motorcycle Safety	Motorcycle Skill Rating Map
The Heat Is On	Don't Risk It Poster with BAC limits
The Heat Is On	If You Drink, Don't Drive Spanish Poster
The Heat Is On	R U Buzzed Card
The Heat Is On	Spanish Rack Card

Distracted Driving Game Sends Important Message to High School Students

Last month, students from Conifer High School were treated to an engaging game that teaches the importance of ignoring cell phones while driving thanks to CDOT, Drive Smart, the school's Teens in the Driver's Seat group and the Parent-Teacher-Student Association. The rapid-paced game is called Think Fast Interactive and merges culture, history and math trivia with questions and statistics about Colorado's teen-driving laws and the dangers of distracted driving. Dubbed "edu-tainment", the game incorporates loud music and an energized game host to keep students engaged throughout. In the end, students leave with an unforgettable reminder to leave cell phones alone when driving.

Think Fast Interactive presented the following statistics to Conifer High School students:

- It takes an average 4.6 seconds to read a text, and a car moving 55 mph can travel the length of a football field in that time.
- Car crashes are the No. 1 killer of teens, with 83 percent of those teens not wearing seatbelts and 60 percent of the deaths alcohol-related.

Study Shows Distracted Drivers Involved in 70 percent of Traffic Crashes

A new study published in Proceedings of the National Academy of Sciences has further established the imminent dangers of distracted driving. The study discovered that 90 percent of the crashes observed were the result of driver-related factors – distraction, error, impairment and fatigue – and 70 percent directly involved distracted drivers.

Onboard video cameras, sensors to monitor speed and acceleration and GPS location were used to complete observations of more than 3,500 drivers over a three-year period.

Researchers determined that dialing a cell phone is the most dangerous distraction and increases the risk of a crash by 12 times. Other distractions identified as the most dangerous are: reaching for an item other than a cell phone (increased risk by nine times); texting (increased risk by six times); reaching for a cell phone (increased risk by five times); and browsing a phone or reading email (increased risk by three times). The study added that crying or being visibly angry is considered a distraction and increases the crash risk by 10 times.



GRANTEE HIGHLIGHT



Mark Ashby, LEAD Impairment Training

Mark Ashby is the Executive Director of LEAD Impairment Training, a training services provider and trusted consultant for CDOT since 2007. CDOT depends on LEAD Impairment Training for drug and alcohol impairment recognition training for both basic and advanced National Highway Traffic Safety Administration (NHTSA) training programs to deter, detect and properly investigate impaired Driving incidents.

ANNOUNCEMENTS

2nd Annual Improving Colorado's Road Health Summit

This year the Summit theme will transition to "Moving Towards Zero Deaths" and will reconvene the Emphasis Area Teams created through Strategic Highway Safety Plan (SHSP).

Dates: June 8-10, 2016 – Keystone, CO
Where: Keystone Resort and Conference Center
Register here: RegOnline.com/ImprovingCORoadHealth

Session Topics Include:

- Aging (Older) Road User
- Bicycle/Pedestrian Safety
- Data
- Impaired Driving
- Motorcycle
- Occupant Protection
- Young Drivers
- Distracted Driving

Children's Hospital - Teens Take the Wheel

This free 2-hour event will help you and your teen start a meaningful dialogue about safe driving.

Date: Monday, May 2
Time: 6:00pm - 8:00pm
Location: Swedish Medical Center
(2nd floor conference rooms)
501 E Hampden Ave
Englewood, CO 80113

Date: Tuesday, May 3
Time: Time: 6:00pm - 8:00pm
Location: The Medical Center of Aurora
1501 S Potomac St.
Aurora, CO 80012

You and Your Teen Will:

- Learn about Colorado's Graduated Driver's Licensing Law
- Participate in distracted driving simulations and games
- Take part in the "What Do You Consider Lethal" presentation
- Witness a mock teen crash trauma scenario
- Hear the compelling story of teen crash survivor, Jacob Smith
- Sign the distracted driving pledge and be entered to win prizes including gift cards and driver's education tuition