

JULY 2016

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themselves, others in the vehicle, and even those outside of the vehicle during a crash. With bus tails, billboards, radio, internet videos, and most recently, **a 3-D spectacular wallscape in downtown Denver**, the message is clear: in a crash, an unbuckled passenger increases your chance of serious injury or death by 40%.

The one-of-a-kind airbag is hard to miss on the side of the Courtyard Marriott at Curtis Street and 16th Street Mall, a heavy pedestrian and vehicle traffic area downtown. The wallscape is up until July 24th.

In 2015 there were 181 unbuckled fatalities in Colorado, representing over half of all 2015 passenger vehicle fatalities. This

## How to Use This Newsletter

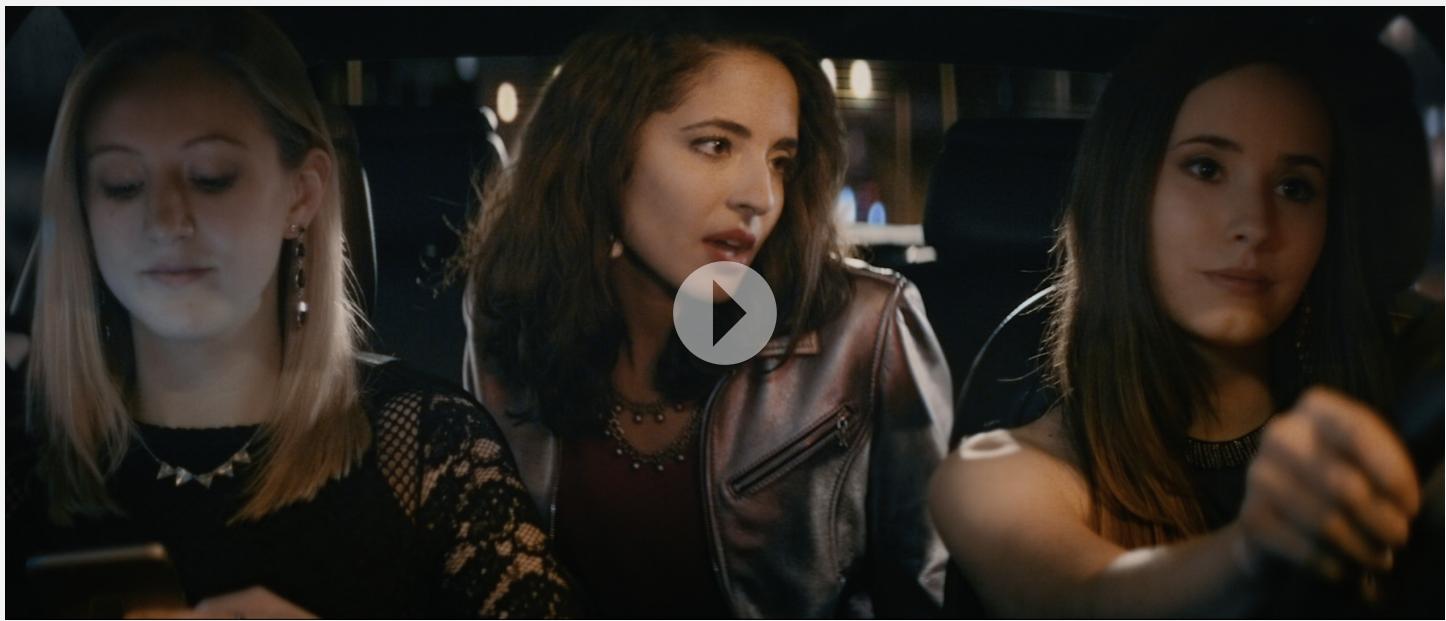
This monthly publication is intended to be a resource that keeps you informed on CDOT's traffic safety campaigns. Check the Campaign Corner for marketing and PR campaign updates and Collateral Corner for a list of campaign materials readily available for order from CDOT. The Traffic Safety Corner features 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](mailto:CDOTcollateral@gmail.com).

## CAMPAIGN CORNER

### Year of the Seat Belt

In June, CDOT launched the Beware of the Beltless campaign as a major effort to address the seat belt crisis in Colorado. The goal of the campaign is to raise awareness about how an unbuckled person poses a risk to





staggering statistic aims to spark a conversation among Coloradans that failing to wear a seat belt is not a victimless crime. Therefore, the campaign's call to action is "Don't be afraid to ask others to buckle up." The following public service announcement is running statewide on television throughout the summer.

Learn more about Beware of the Beltless at: [beltless.codot.gov](http://beltless.codot.gov)

## Motorcycle Safety—Look Twice



Motorcycle crashes and fatalities across Colorado are increasing. With CDOT's Motorcycle Operator Safety Training campaign targeting and encouraging motorcycle riders to participate in safety training courses, a new campaign is targeting drivers, encouraging them to be aware of motorcyclists on Colorado roadways.

To spark behavior change within our target audience, Colorado drivers 18–54 years old, and ultimately

decrease motorcycle crashes and fatalities in Colorado, CDOT launched a paid social media campaign that tells Coloradans that "Motorcycles aren't hiding from you."

This Facebook campaign will be in market July 18 – September 2, during peak rider season in Colorado.

## TRAFFIC SAFETY CORNER:

### DUI—Spanish Video

Each year in Colorado, more than 26,000 people are arrested for DUI and over 150 people are killed in alcohol-related crashes. As part of CDOT's ongoing commitment to ensuring maximum relevance of its DUI messaging among all residents, interviews were recently conducted among Spanish-preferred, Hispanic men, ages 21–54, in the Denver Metro area.

The primary goal of this project was to gain a better understanding of the audience's knowledge — and behaviors — related to drinking and driving, while providing an informative video that can be shared with the community, via social media. Questions included:

- How many drinks do you think a person can consume and still be okay to drive?
- How do people get home after they've had a few drinks?
- What is the worst consequence if you get a DUI?
- What is the possibility of getting arrested if you drink and drive?



The results were quite positive! The majority of the men with whom CDOT spoke had some degree of knowledge of Colorado's impaired driving laws and of the consequences of getting a DUI.

For details on the video or Spanish traffic safety outreach, contact Laura Sonderup at [LSonderup@heinrich.com](mailto:LSonderup@heinrich.com).

### The Heat Is On—Fourth of July Enforcement Cites 312 Impaired Drivers

Americans traditionally celebrate their freedom on the Fourth of July weekend with family and friends, tasty food, fireworks and often a few alcoholic beverages. To keep Colorado roads safe from impaired drivers during the holiday weekend, 90 local agencies increased their presence for the latest *The Heat Is On* DUI enforcement. Participating police forces cited 312 drivers during the heightened patrol, an increase from the 271 last year.



To date, 2,983 impaired drivers have been arrested in the five *The Heat Is On* enforcement periods this year. Twelve enforcements will be conducted this year. The next enforcement period is the Labor Day Crackdown from Aug. 19 to Sept. 6.

## Click It or Ticket—Enforcement Focuses on Rural Communities



CDOT's determined effort to increase seat belt use in Colorado's rural communities continued with the second Click It or Ticket rural enforcement period this year. Statewide law enforcement agencies were on alert for unbuckled motorists and passengers from July 18th through July 24th. CDOT hopes the enforcement emphasizes the importance of seat belt use and ensures the safety of all passengers in the event of a crash.

Rural communities hold some of the lowest seat belt usage rates in Colorado. In fact, three of the five lowest counties for seat belt use in Colorado are rural — Baca (67.1 percent), Delta (70.8 percent) and Montrose (75.5 percent). Crash victims in rural communities are especially vulnerable since they are often hours from the closest trauma center. It is essential that crash victims receive care as soon as possible in order to increase their chances of survival. Wearing a seat belt is one of the most effective ways to prevent traumatic injury or death in a crash.

## Beware of the Beltless—Seat Belt Push Continues

CDOT's unprecedented summer campaign to improve statewide seat belt use is going at full tilt. Community partners are busy implementing various outreach tactics to help spread the "Beware of the Beltless" message. They are helping to send an important reminder that buckling up not only protects oneself, but other passengers in the vehicle as well. Here's an overview of a few community projects underway:

### HealthONE Colorado

In partnership with HealthONE Colorado's network of healthcare providers, CDOT displayed the "Beltless Exhibit" at two events in July — the Swedish Medical Center Southwest E.R. 10th Anniversary Fair and the Stapleton 4th of July Pancake Breakfast and Parade in Central Park in partnership with Rose Medical Center.



The exhibit shows a crash-test dummy flung from the shattered windshield of a crashed vehicle — a striking reminder to attendees of the severe consequences of neglecting seat belt use.

### Denver Yellow Cab

Between driving busy streets and navigating efficient routes, taxi drivers may forget to remind passengers to buckle up. Aiming to protect both their drivers and the passengers they shuttle, Denver Yellow Cab is supporting the Beware of the Beltless campaign in a major way. Yellow Cab is promoting seat belts with a few unique tactics:

- In-Cab Video: The only cab company with backseat monitors, Yellow Cab and CDOT will communicate directly to backseat passengers with a friendly PSA video. The video will remind customers to buckle up, even in the back seat.
- Roaming Reminders: Yellow Cab's call for seat belts will also emanate from outside the taxis, as 400 vehicles will be decked with "Buckle Up Colorado" bumper stickers. The stickers will be complemented by campaign-branded cab-toppers to reach other motorists.



### Law Enforcement

The support from several local police agencies has bolstered the campaign with collateral distribution throughout Jefferson County and the Denver metro area. Banners, posters and rack cards are among the numerous materials that have been supplied to various departments, further spreading the seat belt message in these communities.

### JBS® USA

CDOT partnered with JBS USA, the largest employer in the county, with over 4,600 employees. JBS USA is a leading processor of beef, pork and lamb in the U.S. and the largest cattle feeder in the world, with operations in the U.S. and Canada.



Spanish and English banners were displayed at the employee parking lot exits as a reminder to buckle up, and flyers containing seatbelt safety messaging for the company's commercial truck drivers were also distributed.

One-on-one outreach was made available at the company's Employee Health Fair (an employer-sponsored event hosted by JBS for their employees and family members) in early June, including a crashed vehicle exhibit (courtesy of the Weld County DriveSmart Coalition) and a seatbelt convincer staffed by Trooper Kelby Siegfried, from the Colorado State Patrol.

# COLLATERAL CORNER:

## Collateral Requests:

CDOT has streamlined the process for requesting hard copies of brochures, fact sheets, stickers, flyers and more. Send requests 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? Visit: [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.

Campaign	Collateral
Child Passenger Safety	Bilingual Child Seat Guide Brochure
Child Passenger Safety	Booster Seat English Brochure
Child Passenger Safety	Booster Seat Spanish Brochure
Click It or Ticket	2015 Campaign Posters
Click It or Ticket	Rural Truck Safety Myth Table Tent
Click It or Ticket	Spanish 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 English Brochure
Distracted Driving	A Text is a Five Second Blindfold Interactive Poster
Distracted Driving	A Text is a Five Second Blindfold Spanish Brochure
Distracted Driving	A Text is a Five Second Blindfold Static Poster
Distracted Driving	Campaign Reveal 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	R U Buzzed Card
The Heat Is On	If You Drink, Don't Drive Spanish Poster
The Heat Is On	Spanish Rack Card

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