

AUGUST 2015

IN THIS NEWSLETTER...

Campaign Corner

CIOT: Ejection Exhibits Make Impact

Distracted Driving: Night of Trauma

DUI: A Few Can Still Be Dangerous

The Heat is On: Introducing Personal
Breathalyzers

Pedestrian Safety: Meet Hank

Teen: Buckle Booth

Collateral Corner

Traffic Safety Corner

Grantee Highlight - Trooper
Tim Sutherland

Announcements

Meetings and Events

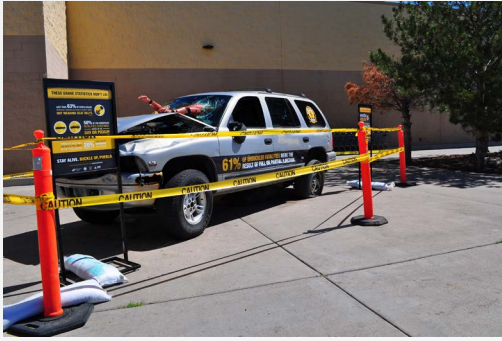
How to Use This Newsletter

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.

CAMPAIGN CORNER

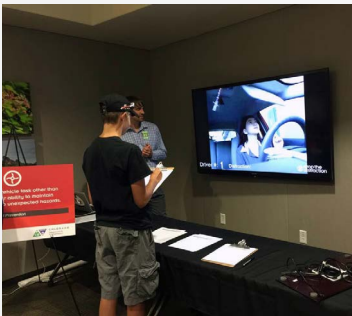
Ejection Exhibits Make Impact

Within the last two years, 18 (60%) of the 30 passenger vehicle fatalities in Pueblo County occurred when the occupants weren't buckled up. In addition, the seat belt use rate in Pueblo County is the lowest in the state at 63%, nearly 20% lower than the state average (2014). Aiming to increase seat belt use throughout the region, CDOT developed three eye-catching exhibits that were displayed for two weeks in August to spark the seat belt conversation in Pueblo. Using crash test dummies, the "Ejection Exhibits" simulate, but clearly show, the deadly consequences that can happen when you don't wear your seat belt. Not taking the few seconds to put on a seat belt can have disastrous results, including ejection through the windshield. Remember to buckle up—every person, every trip, every time.



Distracted Driving: Night of Trauma

On Aug. 4, CDOT joined South Metro Safety Foundation, Impact Teen Drivers and other community partners for a distracted driving education event, a Night of Trauma. With more than 100 teenagers and parents in attendance, the Night of Trauma featured a presentation by a trauma surgeon, a crash victim survivor and informational videos about Colorado's Graduated Driver's License (GDL) laws. Attendees joined a walkthrough of a distracted driving crash scenario, beginning outside with a crashed vehicle, and then going through the process of the emergency room, with volunteers demonstrating the potentially gruesome consequences of driving distracted. The venue also featured The Distraction Games, CDOT's distracted driving outreach package complete with a driving simulator and games uniquely showcasing why distracted driving is never a good idea.



If you or your organization is interested in borrowing The Distraction Games from CDOT, please contact Sam Stavish at sam@cig-pr.com.

DUI: A Few Can Still Be Dangerous

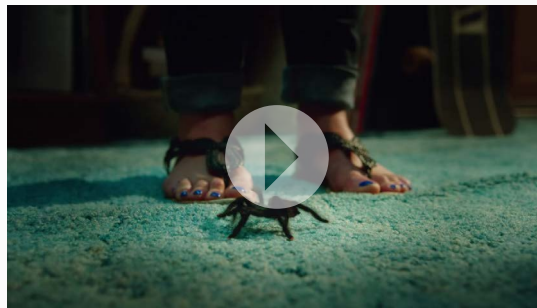
In mid-August, CDOT launched the Drink & Don't Drive campaign to support the statewide Labor Day DUI enforcement period. This year's campaign focused on one key insight gleaned from research: many members of our target audience (males; ages 21 - 35) do not consider driving after just a few drinks impaired driving.

In order to begin to shift this common misconception, CDOT has introduced the "A Few Can Still be Dangerous" campaign, which serves as an important reminder that just because you've only had a few drinks, it does not mean it is safe to drive.

The campaign features two 30 second commercials that are airing on cable TV and online pre-roll throughout the state. The commercials use humor and feature dangerous scenarios such as children playing with chainsaws and pet tarantulas on the loose where people are oblivious to the threat at hand, demonstrating how dangerous it is to have a few drinks and drive. Through humor, CDOT aims to engage its audience and keep this very important message top of mind. The commercials will be supported by 30 second radio spots and bar posters throughout the state as well as out-of-home creative in the Colorado Springs, Fort Collins and Denver metro areas.



[A Few Can Still be Dangerous - "Kids"](#)



[A Few Can Still be Dangerous - "Pets"](#)

The Heat is On: Introducing Personal Breathalyzers

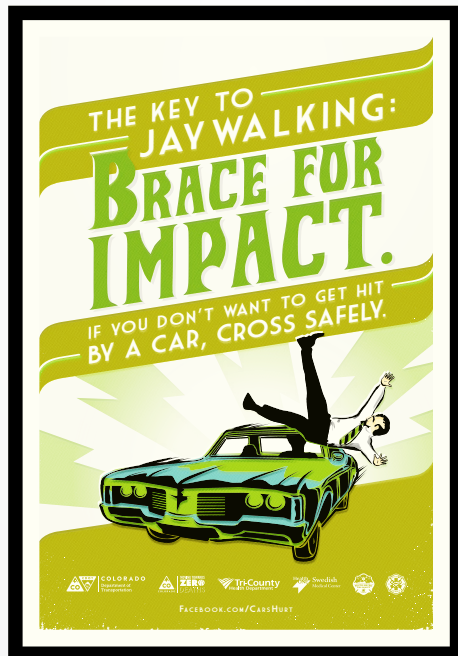
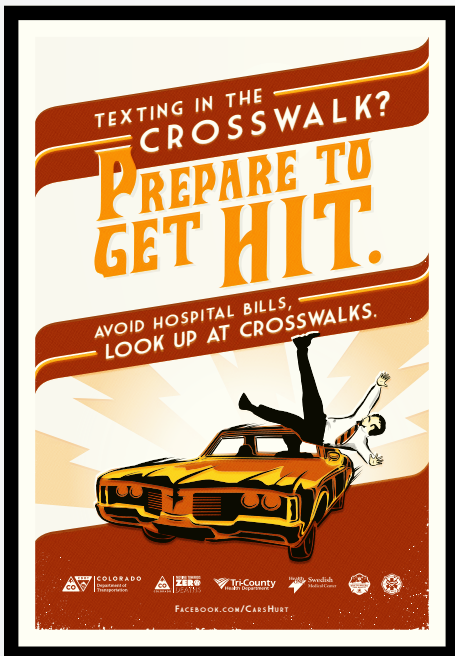
Nowadays, there are a variety of wellness and health devices to inform you about your body so you can make well-informed decisions. There are apps to track your daily steps, your diet and your sleep patterns — why not your blood alcohol content (BAC) and impairment level? CDOT is taking to the streets to directly engage with downtown partiers over the Labor Day holiday weekend, giving people the opportunity to test out personal smartphone breathalyzers for the chance to win one! There's no need to guess or assume you're OK to drive (remember, A Few Can Still Be Dangerous). With personal breathalyzers, you can know for sure and always make the responsible decision to find a safe way home. For more information about the event, head to [HeatIsOnColorado.com](https://www.colorado.gov/heatisoncolorado).




Pedestrian Safety: Meet Hank

The Pedestrian Safety campaign launched in mid-August with Hank's How to Get Hit by a Car "safety" video. This 90-second video, featured through CDOT's social media channels, focuses on pedestrian safety tips from Hank, a 1970s style infomercial star. This sarcastic video uses the power of humor to resonate with our target audience; young males.

While CDOT is aware that pedestrian safety is a serious topic, its goal is to reach the masses, spreading this important message not only to its audience, but media and influencers alike. Research shows that the power of humor is far reaching and attention grabbing. The campaign's goal is to communicate messaging far and wide and change behavior to decrease fatality counts among pedestrians. Three 15-second videos from Hank's How to Get by a Car series will be shown at movie theaters as well as be pushed out each week on CDOT's social media sites.

Maura Proser, Chronic Disease, Injury, and Tobacco Prevention Manager at Tri-County Health Department, has joined on as a campaign collaborator purchasing media space in Arapahoe and Douglas Counties to supplement PR efforts with a media buy at bus shelters, bus interiors as well as movie trailers. Everyone is welcome to share content by way of their social media platforms!



-  [Texter Tuck & Roll](#)
-  [Scotch & Soda Stumble](#)
-  [I Could Care Less Crosser](#)

[Hank's How to Get Hit by a Car Video Series](#)

Teen Safety: Buckle Booth

Despite an estimated seat belt use rate of 82.4% statewide, teenagers across Colorado and especially in rural areas are not buckling up every ride, every time. Of the 35 total teen traffic fatalities in our state in 2014, 43% were not wearing a seatbelt. Each year there are too many deaths among our Colorado teens that could be prevented by buckling up. So how do we get them to care? By meeting them on their own turf to share an important message.

This September, CDOT is partnering with ten high schools across the state by taking over football games with the message that seatbelt safety matters. Teens will pledge to buckle up before entering the Buckle Booth, a photo booth stocked with driving safety props and messaging about seatbelt safety. As a fun way to talk about a serious issue, teens will be encouraged to take photos and share branded photos with their friends. Be on the lookout in the media and online to see pictures from the Buckle Booth and maybe even your favorite local high school football team.

TRAFFIC SAFETY CORNER

CDOT Selects Deputy Mark George as 2015 Drug Recognition Expert Award Recipient

CDOT has selected Deputy Mark George of the Boulder County Sheriff's Office as the 2015 James Williamson DRE Award recipient. The award is presented annually to the law enforcement officer who exemplifies passion and dedication to the Colorado Drug Recognition Expert (DRE) Program. "Deputy George was one of the pioneers of the DRE program in Colorado and nationally," said Glenn Davis, Highway Safety Manager at CDOT. "Deputy George's involvement in combating drugged driving, especially his work on enforcement and training, has contributed greatly to making Colorado roadways safer."



The award's namesake, Lieutenant Jim Williamson of the Littleton Police Department, passed away in 2014. He was a champion of the DRE program and helped lead the success of the program. The Colorado DRE program began in 1987. It trains law enforcement officers to recognize impairment in drivers under the influence of drugs other than, or in addition to, alcohol. As of 2015, 575 Colorado law enforcement officers have completed DRE training and there are currently 212 active DREs in the state. The Colorado State Patrol has 64 DREs, the most of any law enforcement agency in the state.

CarFit program comes to CDOT on September 1, 2015

The CarFit program is designed to help drivers find out how well they currently fit their personal vehicle, to highlight actions they can take to improve their fit, and to promote conversations about driver safety and community mobility. A proper fit in one's personal vehicle can greatly increase not only the driver's safety but also the safety of others.

The inspection of your vehicle takes 20 minutes or less. You can schedule an appointment so you will be served at a time convenient to you. The program is designed to help all drivers of any age in ensuring that they are receiving all the safety benefits their vehicle offers and to demonstrate proper driver techniques.

To schedule an appointment or if you have questions, email Benita.Miller@state.co.us or call 303-757-9360.



Discover your perfect "fit." Attend a FREE CarFit Checkup!

CarFit is a FREE, interactive and educational program that teaches participants how to make their personal vehicle "fit" them to increase safety and mobility when they hit the road.

- > Review 12 key areas of your fit to your car such as adequate space from the steering wheel, proper seat belt use, and properly adjusted head restraints.
- > Learn how to use and adjust your safety devices.
- > Each checkup takes about 20 minutes—this is not a driving test or mechanical inspection.

To schedule your 20-minute appointment, please call the appropriate number listed on the right. Appointment spaces are limited, so don't wait!

For more information, visit www.car-fit.org.

AARP Driver Safety's CarFit Event
Date September 1, 2015
Time 11 A.M. to 2 P.M.
CDOT Parking Lot
4201 E Arkansas

3 fit stations will be open to serve you

Appointment Number 303-575-9360
benita.miller@state.co.us

OPEN to EVERYONE
Great for teen drivers
Nice Refresher for all & Perfect for the Older Driver

Invite your family and friends.

CarFit is an educational program developed by AAA, AARP, and the American Occupational Therapy Association.

GRANTEE SPOTLIGHT

Trooper Tim Sutherland - Works on CSP's Child Passenger

Trooper Tim Sutherland is the State of Colorado Child Passenger Safety Program Coordinator for CPS Team Colorado. His primary duties include maintaining the grant responsible for providing training and support for the approximately 1,100 trained child passenger safety technicians across the state. Those technicians are able to educate and assist citizens of Colorado in the proper application of child restraints.

In the event a technician identifies a family in need of assistance to properly outfit their vehicle with a safety restraint, the CPS program offers free car seats. To date, in fiscal year 2014-15, CPS Team Colorado has provided over 1,750 car seats to those in need at no cost to the family. This continued effort on behalf of CPS Team Colorado is responsible for an unknown number of lives saved. Trooper Sutherland's dedication to the safety of everybody traveling on Colorado roadways shines through with his hard work for this program. For more information or to find out how you can get involved, visit: www.carseatscolorado.com.

ANNOUNCEMENTS

Upcoming Meetings & Events

FREE CAR-FIT EVENT from CDOT's Highway Safety Office

Dates: September 1, 2015
Time: Beginning at 11:00 A.M.
Ending 2:00 P.M.
Location: CDOT Parking Lot
(4201 E. Arkansas Avenue, Denver CO. 80222)

Any questions about this newsletter please contact: CDOTcollateral@gmail.com