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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](mailto:CDOTcollateral@gmail.com).

## CAMPAIGN CORNER

### *Beware of the Beltless:* Major Seat Belt Campaign Continues Effort to Improve Statewide Use

With the help of community partners and a collection of creative outreach approaches, CDOT's Beware of the Beltless campaign continues its major push to boost statewide seat belt use.



## Yellow Cab

Among the partners encouraging seat belt use is Denver Yellow Cab. The company recently launched a new program to ensure their drivers and customers are always buckled up. They did this by incorporating a few creative reminders displayed inside and out of their taxis:



**In-Cab Video:** To directly reach backseat customers, Yellow Cab and CDOT collaborated on a friendly PSA video that will air on backseat monitors. The video will remind customers to buckle up, even in the back seat. The only cab company with backseat monitors, Yellow Cab provides a unique opportunity to reach passengers. [CLICK HERE](#) to watch the video.

**Roaming Reminders:** Yellow Cab's call for seat belt use will also project from outside the taxis, as 400 vehicles will be outfitted with "Buckle Up Colorado" bumper stickers. The stickers will be complemented by campaign-branded cab-toppers to reach surrounding motorists and remind them to buckle up.

## Law Enforcement

The continued support from local police agencies has strengthened the campaign's call for seat belt use with collateral distribution throughout the state. Banners, posters, rack cards and bilingual signs are among the various materials that have been supplied to numerous departments, further spreading the seat belt message. [CLICK HERE](#) to view and download campaign materials.

## County Fairs

The Beware of the Beltless campaign also had a presence at two local county fairs. In partnership with the Weld County Drive Smart Coalition, campaign banners and a crashed vehicle display were visible at the Weld County Fair from July 27 to August 1. Campaign materials were also present at the Adams County Fair, with English and Spanish banners placed in parking lots, print ads in the fair program, along with the crashed vehicle exhibit and campaign messaging through the Adams County Fair Facebook.



[CLICK HERE](#) for the Beware of the Beltless social media toolkit.  
Find an assortment of usable posts promoting seat belt use.

## The Heat Is On: Breathalyzer Program Helps Participants Understand Limits

In 2015, August and September ranked as the two highest months for suspected impairment fatalities in Colorado.

According to preliminary data, the combined 47 deaths in August and September accounted for 25 percent of the 182 statewide alcohol-related fatalities.



To end to the fallacy that consuming a few drinks has no effect on a persons ability to operate a vehicle, CDOT partnered with BACtrack, a premier breathalyzer company, to gather feedback from Coloradans on how tracking their BAC may change their drinking habits — especially when it comes to drinking and driving.

Choosing from more than 1,500 submissions, CDOT randomly selected 225 participants to use the smartphone breathalyzers for a trial period. Through Bluetooth technology, the BAC data is stored in the users cell phone via the BACtrack app, giving the participant a clear understanding of their drinking limit and habits. Participants will also complete three short surveys with questions about drinking patterns, driving and their breathalyzer use. CDOT hopes the data will provide insight about drinking tendencies, and in particular, if the mobile breathalyzers discourage people from driving impaired.

## R-U-Buzzed App

There's an app available for nearly any need, and CDOT recently launched its improved "R-U-Buzzed" app to help Coloradans avoid driving impaired.

The R-U-Buzzed app is another resource offered by CDOT to help Coloradans recognize their drinking limits in accordance with the state BAC limits of .05 percent (DWAI) and .08 percent (DUI). The R-U-Buzzed app serves as a central resource for the responsible drinker — a BAC calculator complete with access to various ride-hailing services.

**Here's how it works:** The app determines BAC based on information the users enter — weight, gender, drinking time, and alcohol consumed. The users' BAC is then compared with Colorado's legal limit and the app provides an estimated time until their BAC will return to a sober level, assuming they stop drinking. The "Need a Ride?" feature in the app allows users to connect with popular ride-hailing services Uber, Lyft, zTrip and Curb.



R-U-Buzzed is free and can be downloaded [HERE](#). It is compatible with Android and iPhone devices.

## Distracted Driving: New PSA shows Distracted Driving is a Killer Habit

In 2015, distracted driving fatalities accounted for 13 percent of all Colorado traffic deaths, up from 12 percent in 2014 and one of the many reasons why distracted driving remains a focal point in CDOT's commitment to Colorado's road health.

Bolstering this effort, CDOT released a moving PSA aimed at distracted drivers. The 30-second video, dubbed "Killer Habit", depicts a father in denial of a "digital addiction" —

his excessive use of technology, particularly while driving — and finds himself in a serious crash as a result of texting and driving. The video touches on a number of distracted driver notions. Once thought to be an issue exclusive to teenage drivers, CDOT found that 37.4 percent of Colorado distracted driving crashes between 2012-2014 was people between the ages of 21 and 34. Research also indicates that 98 percent of national survey respondents know distracted driving is dangerous, but nearly 75 percent admit to having done it. The PSA aired in local movie theaters across the state and in online pre-roll commercials. In conjunction with the PSA, CDOT also implemented digital advertisements and audio PSA placements through Pandora Internet Radio.



## Click It or Ticket: Rural Enforcement Cites 1,144 Unbuckled Drivers

Colorado could save 63 lives each year if 100 percent of drivers and passengers wore seat belts. Rural counties in particular have some of the lowest seat belt rates in the state (2015 data), with three rural counties ranking among the bottom five in the state — Baca (67.1 percent), Delta (70.8 percent) and Montrose (75.5 percent).



CDOT continued its significant charge to increase seat belt use statewide, completing the second Click It or Ticket rural enforcement of the year. Law enforcement cited 1,144 unbelted passengers and drivers during the heightened patrol. Of those cited, 45 were parents and caregivers with unrestrained children in the car.

Fifty-eight agencies collaborated for the enforcement. The Colorado State Patrol (604), Arapahoe County Sheriff's Office (39), Montrose Police Department (37) and the Montrose County Sheriff's Office (32) issued the most citations.



## *Drive High, Get a DUI: Spectacular Billboard*

After marijuana legalization for Coloradans over 21-years-old in 2014, CDOT and traffic safety partners created educational and engaging communications tactics to ensure residents understand the laws surrounding driving under the influence of marijuana — a DUI offense.

With the goal of increasing awareness of the dangers of driving while high amongst the target audience, 21-34 year old recreational male users, CDOT's Don't Drive High campaign unveiled its latest tactic - a 28-foot tall 3-D crashed-car that resembles a marijuana joint. This newest tactic is part of CDOT's Dangerous Combinations campaign. It sends a simple and honest message: driving while high on marijuana is dangerous and illegal.

The unique "joint-car" is impossible to miss on the side of the downtown Denver Courtyard Marriott at Curtis Street and 16th Street Mall, a heavy pedestrian and vehicle traffic area downtown. This location is within a mile of several dispensaries.

**NO ONE RIDES INVISIBLE**



**THEY'RE NOT TRYING TO GO UNNOTICED**



## MC Safety: Motorcycles Aren't Hiding From You

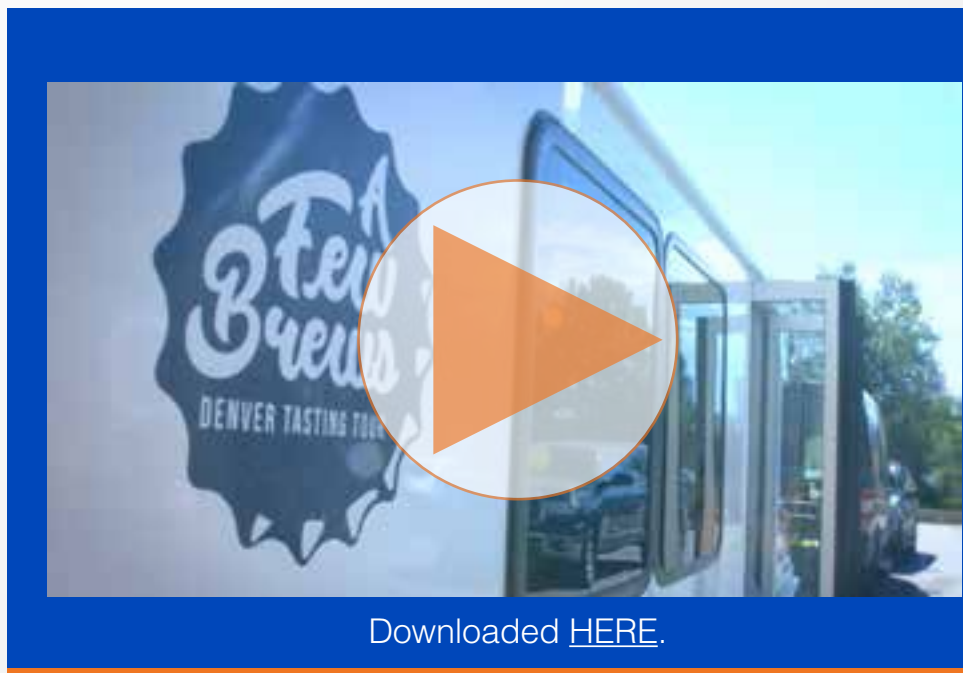
With motorcycle crashes and fatalities across Colorado on the rise, CDOT's Motorcycle Safety campaign is targeting drivers, encouraging them to be aware of motorcyclists on state roadways. To spark behavior change within the target audience, Colorado drivers 18-54 years old, and ultimately decrease motorcycle crashes and fatalities in the state, CDOT launched a paid social media campaign with the motto "Motorcycles aren't hiding from you."

CDOT's Motorcycle Safety campaign is reaching Colorado drivers through Facebook with eye-catching, humorous images of motorcyclists hiding in unsuspecting places, informing drivers that motorcyclists aren't hiding from them..

The social media campaign is supported with live traffic reads, gas pump toppers and rack cards, all with the same message: Check twice for motorcycles. This Facebook campaign is in market July 18-September 2, during peak rider season in Colorado.

## DUI – A Few Can Still Be Dangerous

Each year in Colorado, more than 26,000 people are arrested for DUI, and over 150 people are killed in alcohol-related traffic crashes, representing nearly one-third of total traffic fatalities in Colorado. Year-over-year, young males account for the majority of these fatalities. Many males, ages 21-35, do not consider driving after just a few drinks to be impaired driving, and in 2014, CDOT introduced the "A Few Can be Dangerous" campaign to settle this misconception.



As part of the campaign, CDOT introduced "A Few Brews - Social Experiment," where unsuspecting Coloradans were taken on what they thought was a craft brewery tour, but soon turned into an unforgettable experience.

The goal of the experiment was to raise awareness that a few drinks can be dangerous, and encourage the audience to take responsibility for their actions – and the actions of their designated driver - when drinking. The goal is to ultimately change public behavior to always avoid driving impaired.

To share the video on social media, include the link with the caption, "A brewery tour with a twist: What happens with you mix a drinking driver and a bus full of people?"

## TRAFFIC SAFETY CORNER

### CDC Report: US Trailing in Lowering Crash Fatality Rate

A new report released by the Centers for Disease Control and Prevention (CDC) reveals that while the US has reduced the crash fatality rate, it still trails 19 high-income countries in average fatality decline. The analysis shows the US lowered its crash rate 31 percent from 2000-2013, ranking behind the 56 percent average for the 19 other countries. If the US crash death rate had declined at the same rate as the average for the other countries, an estimated 18,000 lives and \$210 million in direct medical costs could have been saved.

The report also uncovered that the US had the most motor vehicle deaths per 100,000 population, the second highest rate of alcohol-related deaths (31 percent), and the third lowest front seat belt use rate (87 percent). A CDC doctor estimated that 3,000 lives could be saved each year with a 100 percent seat belt use rate, and 10,000 lives by eliminating alcohol impaired driving.

### Uber Promotes Driver Safety with New App Additions

Uber is upgrading their popular ride-hailing service app to encourage their employees to practice safer driving habits.

Uber will now send daily reports to drivers, allowing them to review their driving patterns and compare to others in their region. The app will also deliver messages reminding drivers to use their seat belt and refrain from drowsy and distracted driving. If the app senses that driver is traveling above the speed limit, it will alert them with a notification.



## GRANTEE HIGHLIGHT

### Chaparral High School Helps Promote Safe Driving

The collaborative efforts between CDOT, Safe Kids Denver Metro, South Metro Safety Foundation, South Metro Fire Department, and Parker Adventist Hospital Trauma Injury Prevention all contributed to a successful campaign at Chaparral High School, where the school's DECA group took on the challenge of promoting safe teen driving in both in their school and the greater community. The group of 15 students played a huge role as volunteers for the Parker Adventist Hospital's *Teens Take the Wheel* event last April. The free two-hour event gave more than 100 adults and teens the opportunity to engage in compelling videos and presentations, interactive safety games, and meaningful dialogue about safe teen driving. CDOT contributions helped provide flyers and newspaper ads, as well as standard signage used at all of the *Teens Take the Wheel* events throughout the metro area.

The group also hosted a week of Drive Safe events at Chaparral High School. The events addressed various safety topics including DUI prevention and seat belt use. CDOT funding provided the events with safety-inspired collateral, including a photo booth, magnets and ribbons.



## ANNOUNCEMENTS

### DUI Task Force Meeting

**Dates:** Sept. 6, 2016  
**Where:** TBA



## 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](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](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