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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

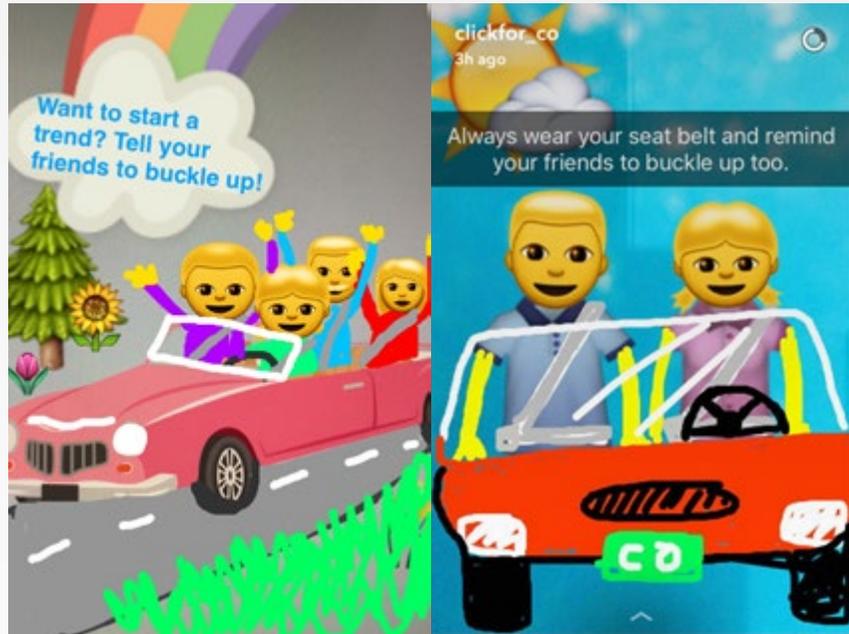
Teen "Snap and Click" Campaign

Motor vehicle crashes are the leading cause of death among teens, and in 2015, 16 Colorado teens died in unrestrained crashes. Connecting with teens on the importance of seat belt use has, historically, been a challenge as teens are not receptive to being lectured and safety isn't always top-of-mind. However, teens do listen to their peers! So CDOT found an innovative way to incorporate peer-to-peer interaction into the 2016 teen safety campaign.

To increase awareness of the importance of seat belts among Colorado teens, CDOT reached teens where they already are - on social

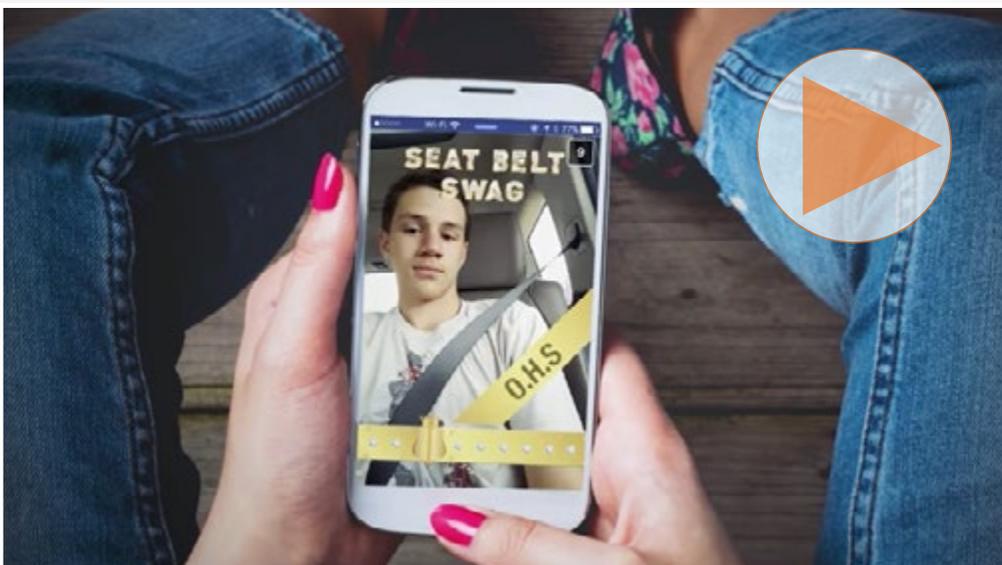


media. CDOT used Snapchat, a social media app commonly used by teens, to send seat belt safety themed messages directly to their phones encouraging them to buckle up every ride, every time. To encourage teens to add CDOT's Snapchat account, over 300 high schools statewide received purposefully mysterious posters with a Snapcode (QR code) and a prompt to add the account by the end of the week. As hundreds of teens added the account, CDOT began sending one-on-one direct messages to teens, using emojis and Snapchat art. CDOT continued to send seat belt themed content to teens, including staggering seat belt safety statistics to drive the message home.



To culminate the campaign, CDOT designed custom seat belt safety themed geofilters, or photo overlays. Through geotargeting, 20 high schools across the state received access to the custom geofilters, and were able to send seat belt themed content to their friends. Twelve of the 20 high schools had the largest student population, and eight high schools were located in high teen crash fatality counties.

Using Snapchat to communicate with teens enabled CDOT to uniquely target and engage with teens in an innovative way, that ultimate fit naturally into their everyday lives. By using this social media platform, teens were able to be a part of the campaign story, instead of just the audience, and Snapchat allowed them to send seat belt safety messages to their peers. The Snap and Click campaign reached over 16,000 Colorado teens and earned over 2 million earned media impressions via news coverage.





The Heat Is On: Law Enforcement Arrests 2,345 Impaired Drivers

This year, 180 people have died in impaired-related traffic crashes. That number is likely to surpass last year's total of 182.

CDOT continues to explore effective ways to achieve its goal to eliminate impaired driving, but one solution is already evident — the more impaired drivers removed from Colorado roads, the more lives are potentially being saved. To help improve safety on state roads, CDOT has implemented several *The Heat Is On* DUI enforcement periods.

Working in coordination with CDOT and Colorado State Patrol, statewide law officials arrested 2,345 drivers during the previous three enforcement periods — 325 drivers during the Halloween patrol, 522 during the 10-day Thanksgiving crackdown and 1,498 over the four-week Fall Festivals enforcement.

CDOT also recently concluded the Holiday Parties enforcement that ran from Dec. 2 to Dec. 12. The ten-day enforcement coincided with early holiday celebrations and cited 552 impaired motorists — a decrease from 596 arrests during the same enforcement last year.

Along with the severe safety implications of driving impaired, a DUI arrest can result in hefty legal and financial consequences. First-time DUI offenders can be punished with up to one year in jail, license suspension and expensive fines. On average, a DUI can cost more than \$13,500 after considering fines, legal fees and increased insurance costs. Penalties increase for repeat offenders.

The Heat Is On will conclude its 2016 campaign with the New Year's Eve enforcement from Dec. 30 to Jan. 3.



Spanish R-U-Buzzed App

¿Estás Tomado? If you understood the meaning of the last sentence, you will likely be able to use the new Spanish version of CDOT's R-U-Buzzed app.

R-U-Buzzed, CDOT's mobile blood-alcohol content (BAC) calculator, is now available in Spanish for both Android and iPhone devices.

R-U-Buzzed helps drinkers estimate their BAC on their smartphone device before making the decision to drive. The app calculates users' BAC based on information they enter — weight, gender and number of drinks consumed in a given time. The app then compares the estimated BAC with Colorado's DUI (.08 percent) and DWAI (.05 percent) laws, giving an estimation of whether the user is fit to drive.

Download the FREE English and Spanish versions of the R-U- Buzzed app for iPhone and Android.



R-U-Buzzed is free and can be downloaded [here for iPhone](#) and [here for Android](#).

TRAFFIC SAFETY CORNER

Fatal Crashes Decline Among Younger Teens

A report by the Governors Highway Safety association (GHSA) recently revealed that while teenager-involved fatal car crashes have declined over the past decade, the results were less encouraging for older teens than younger teens.

The report, based on data conducted by the National Highway Traffic Safety Administration's Fatality Analysis Reporting System (FARS) from 2005–2014, found that fatal crashes involving teens ages 15-20 dropped 48 percent during that period. GHSA found the decline in fatal crashes was greater for younger teens ages 15-17 (56 percent) than older teens ages 18-20 (44 percent).

The study adds that while the reduction in teenager-involved fatal car crashes is encouraging, teenagers are still 1.6 times more likely to be involved in a fatal crash than adults. Furthermore, recent data shows that teen-involved crash deaths spiked 10 percent in 2015.

Other notable study findings include:

- Female teen drivers on average had a seat belt use rate of 15 percent higher than males
- 19-year-olds were killed more than any other age
- 10 percent of the young teens and 20 percent of the older teens involved in fatal crashes had blood alcohol concentration (BAC) levels of .01 percent or higher
- Older teens were twice as likely as younger teens to be involved in a fatal crash between midnight and 6 a.m.

While teenager-involved traffic fatalities decreased nationwide in the past decade, Colorado teens have been at higher risk. Between 2009 and 2014, Colorado teen driver fatalities increased by 28 percent. Though teen drivers represent only 6 percent of licensed Colorado drivers, they account for about 10 percent of all traffic deaths in the state.

CDOT Partners with Sawaya Law Firm

According to the Centers for Disease Control and Prevention, 2,270 U.S. teens, ages 16–19, were killed in motor vehicle crashes in 2014. An additional 221,313 teens were treated in emergency departments for crash-related injuries.

In partnership with Sawaya Law Firm, CDOT has crafted an educational handbook to help teenage drivers develop safe driving habits. The handbook is intended for both parents and teenagers and includes detailed driving instructions, tips on avoiding distracted driving and a pledge for both teens and parents to drive safe and free of distractions.

Download a FREE copy of the handbook [HERE](#).

CDOT has also recently updated both of its teen driving brochures:

1. [Getting in the Driver's Seat – A Guide for Teens](#)
2. [When Your Teen is in the Driver's Seat – A Guide for Parents](#)

To order copies email sam.cole@state.co.us with your address and quantity desired.

Spotlight: Motorcycle Safety Foundation's Mike Davis Addresses Motorcycle Safety

Michael Davis is the Motorcycle Safety Foundation's (MSF) new Motorcycle Operator Safety Training program administrator and works closely with the program coordinator, Lynn Holly. Michael's new position includes supporting MOST providers and instructors in the field while maintaining a focus on the prospective of Colorado motorcyclists. As a certified MSF RiderCoach Trainer, Michael is also responsible for coordinating quality assurance efforts, contract compliance, and new instructor training. To introduce Michael, CDOT asked him a few questions about his responsibilities and motorcycle background:

What's your background?

Motorcycles have been a part of my life since the age of five. After more than two decades of figuring things out on my own, I decided to take an MSF beginner rider course to see what I'd been missing. I was impressed by the course and spoke to my instructors about getting certified. They connected me with a local site manager, and within a year I was helping others fulfill their dream of learning to ride.

What do you bring to CDOT?

After 17 years I've served in nearly every role that exists in the rider education industry, in three different state programs. Between running a large private site, training military personnel for the Army and Air Force, and managing a state program, I've been fortunate to work with very strong teammates and mentors. My unique background combined with CDOT's culture of service and commitment to traffic safety gives me a unique opportunity to help the agency achieve its goals.

Tell us something about your work that would surprise people?

The job never gets old. Once it gets into your blood it's tough to imagine doing anything else. Working with MSF to serve the needs of students and the training community is satisfying even on days when things become extremely challenging.

Why do you enjoy working with the MSF?

It has a lot to do with the MSF's staff in place around the world; as a small team with a global reach, we depend heavily on each other to go the extra mile whenever and wherever it's needed. In all my years of interacting with MSF personnel, I've never heard anyone say "that's not my job" when I needed help or guidance, and now I get to bring that level of service to Colorado.

Deb Eyre Receives MOSAB Award

Deb Eyre, a member of the Motorcycle Operator Safety Advisory Board (MOSAB), recently received the committee's award for dedicated service. Eyre has been a trusted member of MOSAB since 2014 where she represents motorcycle training providers not affiliated with the program. Her experience working as an Academy Rider Coach at Rocky Mountain Harley Davidson along with her devotion to motorcycle safety and proper riding techniques adds valued perspective to the advisory board.

Deb began her career as a Motorcycle Safety Foundation Instructor in 1998 and became a Riding Academy Instructor in 2002. She eventually served as Riding Academy Quality Assurance Inspector starting in 2006, which allows her to visit Riding Academy programs across the western U.S.



Major Keeton of the Colorado State Patrol presents MOSAB award to Deb Eyre.

GRANTEE HIGHLIGHT

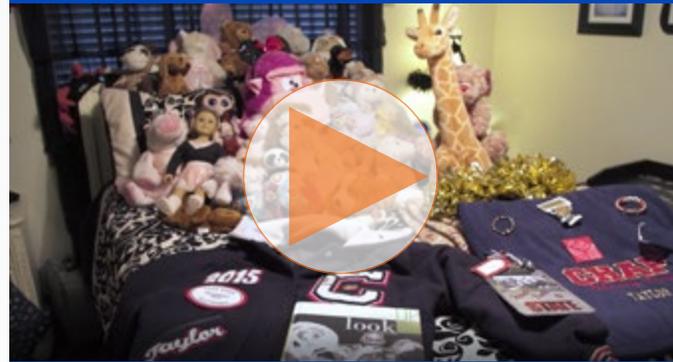
Chaparral High School Remembers Taylor Llewellyn

In memory of Taylor Llewellyn — a 17-year-old girl killed in a fatal car crash in 2014 — CDOT, Safe Kids Denver Metro, Denver Metro Teen Drivers, Colorado Children's Hospital and students from Chaparral High School teamed up to create an educational video to remember Llewellyn and remind viewers to practice safe driving habits.

The video is an extension of Chaparral's safe teen driving campaign led by the school's DECA marketing class. The campaign aims to educate Chaparral students and the greater community about the importance of avoiding distractions, speeding and other potentially dangerous actions while driving. The student volunteers have been active in their mission — they headed the *Teens Take the Wheel* safety event last April, hosted a week of Drive Safe events at Chaparral High School, spoke at CDOT's *Beware of Beltless* "Back to School" press conference and have worked with faculty, students and the poms dance team at Chaparral.

CDOT contributed to the campaign through grant funding and assisted in developing the video.

Watch the video here:



ANNOUNCEMENTS

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

Date: Friday, Jan. 20, 2017
Time: 9 a.m.-12:00 p.m.
Location: Colorado State Patrol Academy
15055 S. Golden Road
Golden, CO 80401
Carrell Hall, Building 100

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](https://www.colorado.gov/p3/location/4201-E-Arkansas-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 |