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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: 2015 RECAP


### The Heat Is On

Most safety advocates know the legal blood alcohol content (BAC) limit to drive in Colorado is .08%. But, according to a recent survey conducted by


[Responsibility.org](http://Responsibility.org), 63% of Americans are unaware of the BAC limit for a DUI, with 57% of Denver adults unfamiliar with the law. There are signs of encouragement—the study also shows 64% of Denver respondents have stopped someone from driving drunk before, while 87% feel confident intervening before someone drives drunk—both results are the highest marks in the nation.

To counter impaired drivers over the 2015 holiday season, CDOT, Colorado State Patrol (CSP) and local law enforcement agencies teamed up for two "The Heat Is On" DUI enforcement periods in December. From Dec. 4 to Dec. 14, 91 statewide law enforcement agencies participated in the Holiday Party enforcement and arrested 596 impaired drivers. The New Year's DUI enforcement began two weeks later—from Dec. 30


**HEY DENVER**  
RESPONSIBILITY IS COMING TO TOWN!  
Who are you sharing the roads with this holiday season?  
Get the facts here.




**43%** of Denver residents in a national survey could correctly identify the legal limit as .08.  
National average: 37%.



**45%** of residents in Denver use the number of drinks consumed to determine if it's too much to drive.  
National average: 31%.



**64%** of Denver residents have reported they have stopped someone from driving after drinking.  
National average: 54%.



**63%** of Denver residents believe it is everyone's own personal responsibility to address impaired driving.  
National average: 66%.

We're all sharing the same roads this holiday season. Learn how drinking impacts your BAC & how to confidently intervene before someone drives home.

**#HolidayResponsibly**

through Jan. 4, 104 law enforcement agencies arrested 396 drivers. A combined 992 Colorado drivers were arrested for impaired driving during the two enforcement phases.

The New Year's DUI enforcement marked the final installment of "The Heat Is On" campaign in 2015. CDOT, CSP and the local agencies led 12 enforcement periods in 2015 and arrested 7,376 impaired drivers, a decrease from the 7,825 arrests in 2014.

## DUI: A Few Can Still Be Dangerous



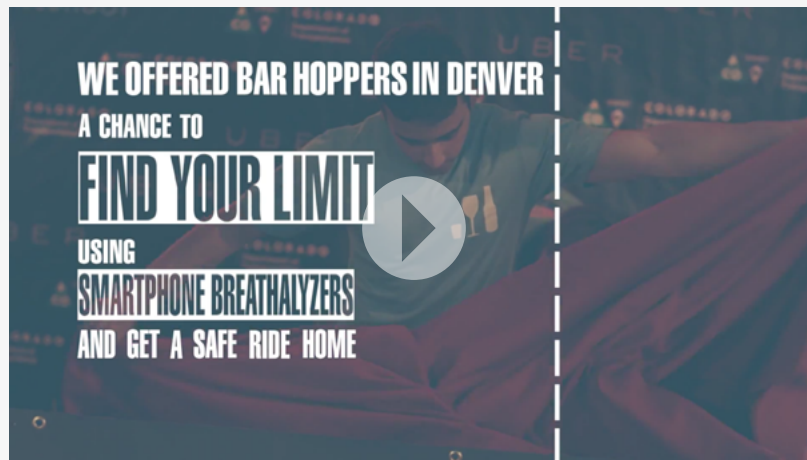
In addition to "The Heat is On" DUI enforcement periods, CDOT introduced "A Few Can Still Be Dangerous" in order to shift the common misperception that driving after just a few drinks is not dangerous. The campaign served as an important reminder that even consuming a few drinks does not mean it is safe to drive.



The campaign featured two 30-second commercials which used humor to engage the viewers. Dangerous scenarios, such as children playing with chainsaws and tarantulas escaping out of their cage were highlighted as still being a threat—even if they were only in small numbers. This juxtaposition served to drive home our message that even a few drinks can be dangerous when driving. The TV spots were supported by, online pre-roll, 30-second radio spots, bar posters and out-of-home creative in Colorado Springs, Fort Collins and the Denver Metro Area.

This campaign resulted in 1.5 million TV impressions, 320,000 movie theater impressions, 11 million radio impressions, and 24 million print impressions. Pre-roll videos had over 3 million completed views with an 82% completion rate.

In addition to “A Few Can Still be Dangerous,” CDOT partnered with Uber and breathalyzer app Alcohoot to bring Breathalyzer events to Lodo, Denver over the Labor Day weekend. Event participants were invited to the CDOT booth to test Alcohoot smartphone breathalyzers and learn their actual Blood Alcohol Content.



## Drugged Driving: Cannabis Cup, Smoking Car & ‘End Game’

The 2015 “Drive High, Get a DUI” campaign kicked off in April with the goal of engaging our target audience—21–34 year old recreational marijuana male users—and providing them with critical information to make informed decisions.

Over the 4/20 weekend, CDOT attended the Cannabis Cup with a booth and passed out snacks labeled with key messages on DUI laws to over 11,000 attendees. Another fun tactic that was used during event was the Cannabis Quiz Cab. A partnership between Yellow Cab and CDOT, the special cabs picked up 45 people and gave away \$1,000 in ride credits for Yellow Cab’s new Z-Trip app that lets users request and pay for cab rides.

Along with the Cannabis Cup, Coloradans were introduced to a “smoking” car at large events in Denver, Boulder and Fort Collins throughout the summer. These “smoking” cars safely filled with a water vapor, suggestive of marijuana smoke, that billows out of the windows. The smoke quickly dissipates showing the message “Drive High, Get a DUI” in neon lights. The “smoking” car served as a visual reminder that marijuana and vehicles don’t mix under any circumstances.

CDOT also developed ‘End Game’, an 8-bit arcade console designed to look like a driving game. Ten console units were produced that were distributed to dispensaries across the state. When dispensary patrons begin to play the game, a message from CDOT appeared reminding them that while using marijuana is now legal, it is illegal to drive while under the influence.



## Click-It-Or-Ticket: Seat Belts Save Lives

To support statewide enforcement periods, CDOT launched the “Seat Belts Save Lives” campaign, highlighting numerous crash outcomes seat belts can help prevent such as windshield ejection, brain damage and even death. The campaign included billboards, gas station advertising and 30-second radio spots.



In addition to the general awareness mass media campaign, “Ejection Exhibits” were developed, aimed at increasing seat belt usage in Pueblo County. The eye-catching exhibits were displayed for 2 weeks throughout Pueblo in August. Look for more locations throughout the state to be announced this year!

The Click-It-Or-Ticket campaign generated over 35 million earned media impressions, reached 273,940 people on Facebook and sparked a conversation, prompting over 15,000 Facebook post interactions.

## Distracted Driving: A Night of Terror

Partnering with South Metro Safety Foundation, Impact Teen Drivers and other community organizations, we introduced “A Night of Terror,” a distracted driving educational event targeted at Colorado teens and their parents. The event featured a presentation by a trauma surgeon, a crash victim survivor and informational videos about Colorado’s Graduated Driver’s License (GDL) laws. Attendees received a tour of a distracted driving crash scenario and played CDOT’s Distraction Games—activities including a driving simulator, which uniquely showcased 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](mailto:sam@cig-pr.com).

## Pedestrian Safety: Meet Hank

To educate pedestrians about the importance of safety and observing laws when sharing the road with motorists, CDOT produced the sarcastic “Hank’s How to Get Hit by a Car” 90-second safety video. The video was featured throughout CDOT’s social media channels and focused on pedestrian safety tips from Hank, a 1970s infomercial star. The video tapped into the power of humor to resonate with the campaign’s target demographic, young males.

Pedestrian safety messaging was reinforced via sidewalk chalk installations across the Denver Metro Area. Intersections with the highest pedestrian-related crashes and injuries were selected to remind pedestrians of safety laws before crossing the street.

In addition, internet memes with additional Pedestrian Safety tips were developed and shared on CDOT’s social media channels leading up to October’s Pedestrian Safety Month.

The Pedestrian Safety campaign gained significant earned media coverage, resulting in 10 news stories and just under 4 million impressions. In addition, we reached 295,000 people via social media and received over 2,000 likes, comments and shares. Most importantly, the campaign started a conversation within our target about a topic that is not often top of mind.



## Teen Safety: Buckle Booth

In September, CDOT partnered with twelve high schools across Colorado to host seat belt safety events at football games and get teens thinking about the importance of wearing a seat belt. The goal of these events was to raise

awareness about the dangers of unbuckled driving among teens, and ultimately change teens’ buckling behavior to move towards zero teen vehicle crash deaths in Colorado.

To engage teens on the issue of seat belt safety, CDOT created the “Buckle Booth,” an open-air photo booth stocked with seat belt safety messaging and props. Instead of using scare tactics, the Buckle Booth served as a fun way to engage teens and encourage conversation around seat belt safety.

The booth traveled to six football games around Colorado to remind teens to buckle up every ride, every time. Before entering the Buckle Booth, teens



spoke with the CDOT street team about the dangers of not buckling up. After promising to always wear a seat belt through signing the seat belt safety pledge, they could enter the Buckle Booth

The safety message was very well received with ten media stories resulting in over 3 million impressions, and over 500 pledges signed with 26% of those pledges being shared on teen's social media accounts.



## CAMPAIGN CORNER: 2016 PREVIEW

### Year of the Seat Belt

2016 marks the 50th anniversary of the National Highway Traffic Safety Act mandating seat belts in all manufactured vehicles. Colorado's seat belt use rate (85%) is still below the national average of 87%. CDOT recognizes that with this special anniversary comes an opportunity to raise awareness about seat belt use in Colorado and the importance seat belts play in ensuring our safety while traveling in vehicles.

The "Year of the Seat Belt" campaign will target Coloradans through multiple touch points, including a statewide mass media and public relations campaign as well as niche community outreach in selected counties. Collateral will also be made available for grantees and community partners.

The campaign will commence in mid-February with a press conference in Denver—expect to see more communications in the coming weeks!

## 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

### Decoy Pedestrian Program:

In the first 8 months of 2015, Denver saw 277 auto vs. pedestrian crashes. To tackle this issue, the Denver Police Department began to utilize plainclothes officers to act as “Decoy Pedestrians” at intersections identified as high auto/pedestrian or auto/bicycle crash intersections.



The “Decoy Pedestrian” program is similar to the program from NHTSA. However, after looking at the causation factors of Denver crashes, it was noted that a large percentage of incidents occurred at lighted intersections and involved turning behaviors by drivers, or walking against the signal by pedestrians. Denver needed a way to address this particular problem, which led to the program's current design.

Six operations were conducted in August 2015 and 14 in September 2015 for a total of 20 Operations.

The statistics for those operations are:

<b>Contacts:</b>	<b>553</b>
<b>Warnings:</b>	<b>394</b>
<b>Citations:</b>	<b>105</b>
<b>Giveaways Handed Out:</b>	<b>121</b>
<b>Information Cards:</b>	<b>297</b>
<b>Arrests:</b>	<b>8</b>



This program was well received by the public, as well as the department as a whole and will continue into the 2015–2016 grant cycle. For more information on the program, please contact Sgt. Jeffrey Kolts, Denver Police Department Traffic Operations at 720-337-1056 or [jeffrey.kolts@denvergov.org](mailto:jeffrey.kolts@denvergov.org).

### Teen Driving Alliance Program:

**“When teens Drive 2N2, everybody wins”**

As part of the Teen Driving Alliance program, Colorado high schools submitted a picture or video of how their school raised awareness for #Drive2N2. The “Drive 2N2” campaign is a simple habit, yet crucial reminder to always have **2** eyes on the road and **2** hands on the wheel.





As car crashes are the #1 killer of teens, Drive 2N2 was created in an effort to combat this epidemic and raise awareness around the importance of teen driver safety. The “Drive 2N2” campaign helps reduce distracted driving and helps new drivers build confidence on the road.

Twenty two grants of \$100,000 were awarded to high schools, and one of the grant winners, Carlsbad High School, received a concert by the band Echosmith.

For more information about Drive 2N2, visit: [www.celebratemydrive.com](http://www.celebratemydrive.com).

## GRANTEE HIGHLIGHT:

### Denver Police Department Unveiled ‘BAT Van’ on Halloween Weekend



The Denver Police Department (DPD) partnered with CDOT to build a brand new mobile command post that makes DUI enforcement in Denver safer and more efficient. The 40-foot breath alcohol testing unit, referred to as the BAT Van, greatly increases forensic testing capabilities during targeted, high volume DUI enforcement operations.

The BAT Van is equipped with two intoxilyzers—which measure breath alcohol content—that can be operated simultaneously. This capability speeds up processing time when caseloads get heavy. The design also facilitates full-scale, on-site drug evaluation examinations for people suspected of driving under the influence of drugs, including a specialized workstation where phlebotomists can conduct blood draws.

“With about one-third of vehicle fatalities in Colorado related to impaired driving, the BAT Van addresses an important countermeasure for Denver Police, CDOT and other traffic safety partners,” said Glenn Davis, Highway Safety Manager for CDOT. “This vehicle complements the state’s continued aggressive crackdown on impaired driving and supplements Colorado’s recent passing of a felony DUI law.”

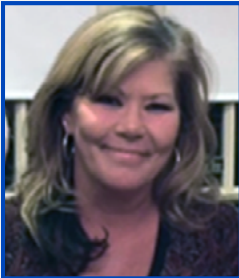


In the first 9 months of 2015, DPD investigated 605 DUI crashes and made 1,974 DUI arrests. The Denver Police Department’s new tool to help take drunk and drugged drivers off the streets, the BAT Van, greatly increases forensic testing capabilities and efficiency during targeted, high volume DUI enforcement operations, and

improves officer and public safety at DUI checkpoints. The Denver Police Department's partnership with the Colorado Department of Transportation is a great example of how city and state agencies can work together toward a common goal—making Colorado roads safe.

## STAFF SPOTLIGHT:

### Leslie Chase – Office of Transportation Safety



**Highway Safety Project Manager**

**High Visibility Law Enforcement (HVE) Coordinator**

**Law Enforcement Assistance (LEAF) Coordinator**

**Click it or Ticket and Speed Enforcement Project Manager**

Meet Leslie Chase, CDOT Project Manager, who oversees high visibility enforcement activity which includes; impaired driving, occupant protection, and speed enforcement.

High Visibility Enforcement (HVE) is a universal traffic safety approach designed to create deterrence and change unlawful traffic behaviors. Law enforcement efforts are combined with visibility elements and a publicity strategy, serve to educate the public and promote voluntary compliance with the law.

The Law Enforcement Assistance Fund (LEAF) provides supplemental funding for local, county or city and county agencies to enforce Colorado's impaired driving laws. The program funds overtime pay for officers to conduct saturation patrols and sobriety checkpoints, as well as the purchase of equipment such as Portable Breath Testers (PBTs), cones, and checkpoint signage.

Leslie oversees the coordination of two "Traffic Safety Champions" recognition events per year. These events are held to honor deputies, officers and troopers for their dedication and commitment to keeping Colorado roadways safe with regards to impaired driving and occupant protection enforcement. Ceremonies are held in Grand Junction and Denver and the Office of Transportation Safety (OTS) recognizes approximately 70 individuals and 30 agencies statewide.

The OTS is routinely soliciting new agencies to participate in their Federal and State funded programs. They also offer mini grants to law enforcement and other traffic safety groups. For more information on how to apply for these grants, visit: [www.codot.gov/safety](http://www.codot.gov/safety).

## ANNOUNCEMENTS:

### Upcoming Meetings & Events

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

**Dates:** Friday, February 19th  
**Time:** 8:30am – 11:30am  
**Location:** Colorado Dept of Human Services,  
CSTAT Room, 8th Floor  
1575 Sherman Street, Denver, Colorado

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