

MAY 2016

## IN THIS NEWSLETTER...

### Campaign Corner

CIOT – Enforcement Is On

Drugged Driving – Don't Drive High

MOST – Ride Wise

### Collateral Corner

### Traffic Safety Corner

Drive High, Get a DUI – Spring Events

Motorcyclist Deaths Surge 10% in 2015

### Grantee Highlight: Swedish Medical Center

### Events

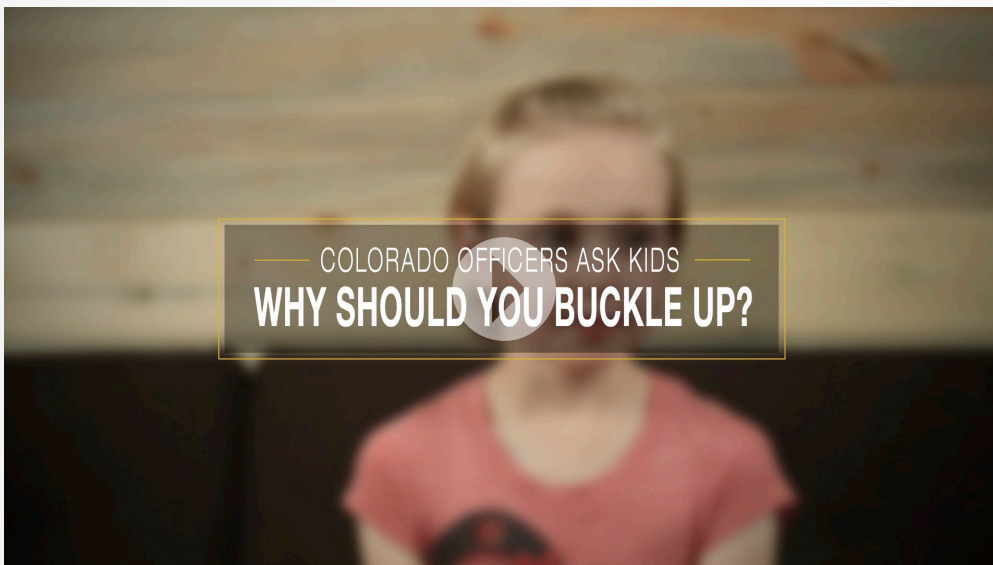
## How to Use This Newsletter

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

### Click It or Ticket — Enforcement Is On

In 2015, there were 181 unbuckled fatalities in Colorado, accounting for 52% of all passenger vehicle traffic deaths. Increased seat belt use is a top priority for CDOT in 2016, and in coordination with Colorado State Patrol (CSP) and local agencies, the Click It or Ticket seat belt enforcement began on May 23 and will run through June 5 for statewide May Mobilization enforcement. In 2015, 5,075 citations were issued during May Mobilization, reminding drivers and passengers to use seat belts every ride, every time.



To support the May statewide seat belt period, CDOT released pre-roll videos and radio to encourage Colorado drivers to buckle up every ride, every time. This new 2016 campaign reminds Coloradans that those that care about you remind you to buckle your seat belt and Colorado officers enforce seat belt laws for the same reason, they care.

## Drugged Driving Campaign Launches — Don't Drive High

The 2016 Drive High, Get a DUI campaign launched in April with both paid advertising and ambient tactics aimed at gaining earned media. With the legalization of marijuana use for Colorado residents over 21 years old in 2014, CDOT created educational and engaging communications to ensure Coloradans understand the laws and consequences of driving under the influence of marijuana — a DUI offense.



The campaign's ambient efforts included a mock-police chase aimed to educate attendees at marijuana-themed events of the effects, laws and penalties of driving while high. The two vehicles involved in the chase — one that looks like a patrol car and the other wrapped in bright marijuana leaf designs — displayed messages about the dangers and consequences of driving while high. Thousands of marijuana advocates packed Civic Center

Park and other local events in Denver on April 20th to show support for marijuana legalization, and CDOT representatives were on hand to spread anti-marijuana impaired driving messaging. CDOT's "Slow-Speed Chase" reached a vast audience, generating 55 unique TV stories with a potential audience of 1,428,403, as well as 14,262,324 internet impressions and 91,105 social media hits.

The PR effort worked in tandem with the "Don't Drive High" campaign, with the goal of increasing awareness amongst the target audience — 21–34 year old recreational male users



— of the laws and dangers of driving while high. The new advertising campaign launched in May and featuring the messaging "Hits Lead To Hits" and "Grinding One Can Crash The Other." This Drive High, Get A DUI messaging is supported in online videos, billboards, digital banners and even point-of-sale rolling papers with reminders of the dangers of driving high. Keep an eye out for the campaign elements during May and June.

## MOST: Motorcycle Campaign Encourages Riders To Get Trained

The Colorado Motorcycle Operator Safety Training (MOST) program is comprised of 12 independent vendors across the state that provide motorcycle training courses for various rider abilities. The curriculum incorporates classroom education with real-life application on controlled courses, so riders develop safe riding habits over time. In doing so, riders are better prepared to react quickly in dangerous situations.



Motorcyclist fatalities surpassed the triple digit mark for the first time ever in Colorado, tallying 106 deaths last year, according to preliminary data. This figure represents an 11.7% increase from 2014 and 20% increase from 2013. With fatalities on the rise, CDOT launched a new motorcycle safety campaign that encourages new and experienced riders to participate in motorcycle safety training courses.



This year's MOST campaign is an evolution of the 2015 Ride Wise campaign, and features an unexpected storyline sure to get the attention of motorcycle riders. To resonate with our target audience of young males, 18–34 years old, the 2016 MOST campaign is a concentrated effort at the start of the riding season. Campaign tactics

include online videos, digital advertising, billboards and partnering with dealerships to reach riders as they begin to hop on their bikes for the season. All tactics drive riders and interested parties to the [MOST website](http://MOSTwebsite.com) where it's easy to find certified training courses throughout the state.

## 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

### Spring Events Enforcement

CDOT, along with Colorado State Patrol (CSP) and local law enforcement agencies ensured traffic safety with a six-week Spring Events DUI enforcement period. The heightened patrols arrested 1,446 suspected impaired drivers.

Seventy agencies participated in the Spring Events enforcement with Aurora Police Department (239), Denver Police Department (216) and Colorado Springs Police Department (135) recording the most arrests. The 1,446 arrests is a decrease from the 1,870 drivers in 2015.

The Heat Is On campaign continues May 27 with the Memorial Day and Checkpoint Colorado DUI enforcement. The Memorial Day enforcement ends on May 31, while Checkpoint Colorado lasts throughout the summer, until Sept. 12.

### Motorcyclist Deaths Surge 10% in 2015



Preliminary data provided by state highway safety offices indicates that more than 5,000 people were killed on motorcycles 2015. This represents an estimated 10 percent increase compared with 2014 — more than 450 additional deaths. This grim news, presented in the Governors Highway

Safety Association's (GHSA) annual forecast of motorcyclist fatalities, comes as warm weather prompts thousands of bikers to hit the road either for the first time, or after taking their motorcycles out of storage following winter.

The change likely to produce the largest reduction in motorcyclist fatalities would be restoration of helmet use laws covering all motorcyclists in the 32 states that lack such measures. Even in states with helmet use laws, not all specify that helmets must comply with U.S. Department of Transportation standards. This additional requirement could also improve enforceability of helmet laws and the level of protection offered by helmets.

GHSA Executive Director Jonathan Adkins notes that “State and national data illustrate that motorcyclists are far more likely to be injured or killed in a crash than motor vehicle occupants. GHSA and its members will continue to support the development, implementation, and evaluation of evidence-based motorcycle safety countermeasures to improve rider safety and, ultimately, save lives.”

### Swedish Medical Center — Just Drive: Take Action Against Distraction

Just Drive: Take Action Against Distraction was developed by the Training, Research and Education for Driving Safety (TREDS) program at the University of California, San Diego. It is an evidence based distracted driving program targeting employers specifically.



The Swedish Medical Center is raising awareness about distracted driving in a few ways. Short PSA's ran on the following radio stations: Mix 100, KOOL FM, 92.5 the Wolf, and Altitude Sports. Audiences were reached via social media and entered into the “Just Drive Contest” by taking a picture with the ‘Just Drive: Take Action Against Distraction’ sign that they printed off the social

media websites of the radio stations, posted it, and had a chance to win a Family Summer Prize package.

They also raised awareness of distracted driving to employers by offering a free, one hour presentation to businesses and organizations as part of the employee safety and wellness programs where employers learned the risks associated with distracted driving, consequences distracted driving can have on one's life emotionally, physically, and financially, practical strategies for reducing distracted driving habits and influencing others, and the distracted driving laws in Colorado.



If interested in delivering the Just Drive: Take Action Against Distraction presentation, please contact Tracey Holmberg:

[tracey.holmberg@healthonecares.com](mailto:tracey.holmberg@healthonecares.com).

## ANNOUNCEMENTS:

### 2nd Annual Improving Colorado's Road Health Summit

This year the Summit theme will transition to "Moving Towards Zero Deaths" and will reconvene the Emphasis Area Teams created through Strategic Highway Safety Plan (SHSP).

**Dates:** June 8–10, 2016 — Keystone, CO

**Where:** Keystone Resort and Conference Center

**Session topics include:**

- Aging (Older) Road User
- Motorcycle
- Bicycle/Pedestrian Safety
- Occupant Protection
- Data
- Young Drivers
- Impaired Driving
- Distracted Driving

Register here: [RegOnline.com/ImprovingCORoadHealth](http://RegOnline.com/ImprovingCORoadHealth)

### Colorado Task Force on Drunk and Impaired Driving Meeting

The mission of the Colorado Task Force on Drunk and Impaired Driving (CTFDID) is to support the prevention, awareness, enforcement, and treatment of drunk and impaired driving in Colorado through strong partnerships with public, private and non-profit organizations.

**Date:** July 15, 2016

**Time:** 9:00am–12:00pm

**Location:** TBD

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