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IN THIS NEWSLETTER...

Campaign Corner

Pedestrian Safety: Fred Estrian
Campaign Results

Teen: Seat Belt Safety
Campaign Results

Beware of the Beltless:
Campaign Results

The Heat is On: R-U-Buzzed at
Great American Beer Festival

CDOT's Campaigns –
Behind the Scenes

Traffic Safety Corner:

U.S. Traffic Deaths Jumps To
'Crisis' Level

Izcalli PSA

Servicios de la Raza Partnership

Grantee Highlight: DRIVE SMART

Events: DUI Task Force Meeting

Collateral Corner

The campaign also included an earned media push, along with ambient sidewalk chalk installations at key high crash and pedestrian traffic intersections throughout Denver. To further promote our pedestrian safety messaging throughout the state, CDOT also launched a paid Facebook campaign, promoting engaging footage and key safety tips from Fred's various community appearances.

CAMPAIGN CORNER

Pedestrian Safety: Fred Estrian Attracts Lots of Attention

Throughout the month of September – leading up to Pedestrian Safety Awareness Month – CDOT introduced pedestrian safety advocate, Fred Estrian (a play on the word pedestrian). Fred made 10 live appearances throughout metro Denver where he was able to interact one-on-one with Coloradans, reminding both drivers and pedestrians to always use crosswalks and remain alert at intersections. Fred provided the public with important crosswalk safety messaging and educational tips.



The Facebook campaign garnered over 1 million impressions, nearly 350,000 video views, and over 2,000 likes and shares on the social platform. CDOT will continue to promote additional videos throughout the month of October.

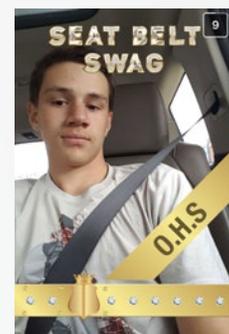
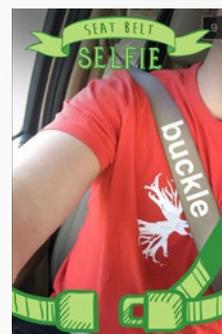


Teen: Seat Belt Safety - 2016 Campaign Results

In 2015, 16 Colorado teens lost their lives in unrestrained motor vehicle crashes. Because of this, CDOT wanted to encourage teens to buckle up through an innovative, engaging and relatable way to communicate. Therefore, the campaign reached teens where they spend a lot of their time: on Snapchat - a social media app commonly used among teens. Over 300 Colorado high schools received posters with a Snapcode and a prompt to add CDOT's account.



From there, CDOT launched targeted, one-on-one seat belt safety messages using emojis, Snapart, and other content native to Snapchat. CDOT also asked teens to engage directly with the account, prompting questions and positive conversations on seat belt use. Themed geofilters were distributed on the last day of the campaign, targeting high schools with high populations and those in high teen crash fatality counties.

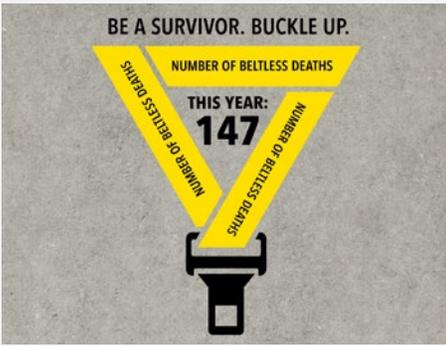


The campaign generated over 1,500 highly engaged followers to CDOT's Snapchat account. The seat belt safety-oriented content received a 70% open rate, above Snapchat's average open rate of 66%. Over 1,600 teens used CDOT's seat belt-themed geofilters, resulting in over 16,000 total views.

Beware of the Beltless: Campaign Recap and Final Results

The Beware of the Beltless campaign represents CDOT's relentless drive to tackle Colorado's seat belt crisis and ensure Coloradans buckle up each time they enter a vehicle. While the unparalleled campaign pushed for increased seat belt use in the state, it also raised awareness to the dangers unbuckled passengers pose to themselves, as well as other people in the vehicle and even those outside the vehicle.





After months of thorough public education and community outreach, CDOT recently implemented the campaign's final educational tactic: stencils painted along sidewalks surrounding Civic Center Park in Denver to commemorate the total of unbuckled fatalities this year. The drawings included the message, "Be a Survivor. Buckle Up", with the number "147" etched in the center to commemorate the number of Coloradans lost in unbelted crashes thus far.

Spanning four months, campaign messaging has been viewed more than 100 million times across TV and radio ads, news stories, social media posts, event participation and collateral distribution. The campaign amassed 53 community partners to help implement myriad creative tactics, including: in-taxi videos urging passengers to buckle up, parking lot gate-arm wraps at Swedish Medical, public school district mobile app integration, stencils surrounding Civic Center Park and a crashed car ejection exhibit displayed at fairs and other community events.



Although the campaign managed to reach a large audience, more education is needed. Beltless traffic deaths continue to rise in Colorado and seat belt use dropped from 85 to 84 percent in 2016 - well below the national average of 88.5 percent. Therefore, CDOT will continue to educate Coloradans on the dangers of not wearing seat belts and encourage them to buckle up.

The Heat is On: R-U-Buzzed App Promotion at Great American Beer Festival

While Great American Beer Fest (GABF) attendees enjoyed beers from the world's premier breweries, CDOT reminded them to get a ride home with the R-U Buzzed app promotion at the event. The annual event, held at the Colorado Convention Center in Downtown Denver from Oct. 13-15, saw over 60,000 attendees this year.



CDOT officially sponsored the event to promote the newly updated and improved R-U Buzzed mobile app. A tool created as part of The Heat Is On DUI awareness and prevention campaign, the app allows users to estimate their blood alcohol content (BAC) based on how long they've been drinking, number of drinks, type of alcohol consumed, user gender and weight. The free app also contains information on Colorado DUI and DWAI limits and laws, and can directly link users to a variety of taxi and ride-hailing services.

On iPhone and Android smartphones, download the “R-U-Buzzed” app [here](#).

To draw GABF attendees’ attention, CDOT advertised the app with print and digital banners throughout the main hall and inserted informational handouts in the welcome package. Digitally, CDOT released promotions through GABF social media platforms, advertised on the festival’s website and collaborated with Uber, the official ride-hailing service for the event, to promote on its app.

CDOT hopes the upgraded mobile app will help Colorado residents and visitors understand that only a few drinks can be dangerous, and prevent people from driving under the influence.

CDOT’s Creative Campaigns — Behind the Scenes

You may have seen billboards around town depicting a giant mangled car representing a marijuana joint — or maybe the two “Slow-Speed Chase” vehicles depicting a mock police chase around Civic Center Park to address misconceptions about marijuana-impaired driving. Perhaps you caught the mock brewery tour video on YouTube, or local news broadcasts smartphone breathalyzers used at local bars to foster personal responsibility around alcohol-impaired driving. These are just a few of the creative tactics CDOT has used this year to grab the attention of Coloradans.



By now, you may be curious — where does CDOT come up with their unique campaign tactics?



Kevin Torres, KDVR Fox31 Denver, had the same question. He took a peek behind the scenes to see how CDOT develops their creative concepts. Advertising agency Amélie Company and public relations firm CIG are two of the groups working in partnership to produce the public-facing creative tactics. The creativity and edginess seen in the traffic campaigns is a direct representation of CDOT’s willingness to push the boundaries, develop ideas meant to grab the attention of Coloradans and present them with important traffic safety information.

TRAFFIC SAFETY CORNER

U.S. Traffic Deaths Jump To ‘Crisis’ Level

The Nation lost 35,092 people in crashes on U.S. roadways during 2015, an increase from 32,744 in 2014. The 7.2 percent increase is the largest percentage increase in nearly 50 years. Fatalities increased from 2014 to 2015 in almost all segments of the population—passenger vehicle occupants, passengers of large trucks, pedestrians, pedalcyclists, motorcyclists, alcohol-impaired driving fatalities, male/female, daytime/nighttime.

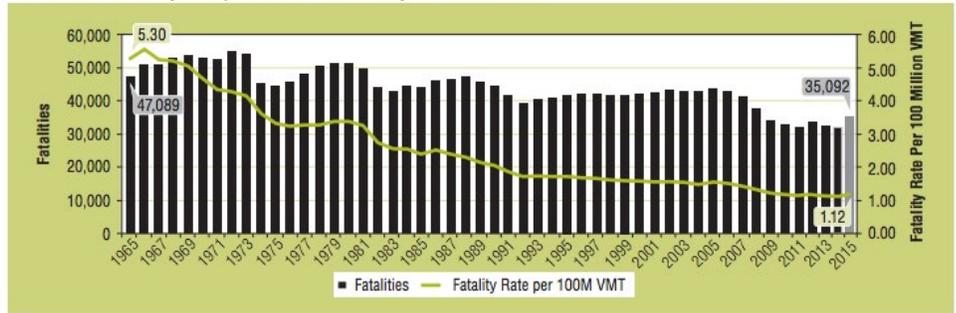
Over the past decade, there has been a general downward trend in traffic fatalities, with a slight increase in 2012. Safety programs such as those that have resulted in increased seat belt use and reduced impaired driving have worked to substantially lower the

number of traffic fatalities over the years. Vehicle improvements including technologies such as airbags and electronic stability control have also contributed greatly to reduce traffic deaths.

NHTSA also recently reported that U.S. traffic deaths jumped 10.4 percent in the first six months of 2016. NHTSA Administrator Mark Rosekind called the rising deaths a “crisis”, and urged swift actions to reverse the rising trend after years of declines. NHTSA plans to bring other federal agencies and safety groups together to work on more concrete plans for rolling out a vision of zero road deaths, including addressing road design and speed limits. With human error accounting for 94% of crashes, officials acknowledge self-driving vehicles and other automated vehicle systems will be necessary to meet the goal.

Last year traffic deaths in Colorado spiked by almost 12 percent and reached 546 fatalities. So far this year, traffic fatalities are trending even higher. There have been 467 fatalities to date. Last year at this time there had been 455 deaths.

Figure 2
Fatalities and Fatality Rate per 100 Million VMT, by Year, 1965–2015



Sources: 1965–1974: National Center for Health Statistics, HEW, and State Accident Summaries (Adjusted to 30-Day Traffic Deaths by NHTSA); FARS 1975–2014 Final File, 2015 Annual Report File (ARF); Vehicle Miles Traveled (VMT): FHWA.



Bilingual Impaired Driving PSA

Featuring Local Band, iZCALLi

As part of Hispanic Heritage Month, the Colorado Department of Transportation released a new public service announcement — in English and in Spanish — featuring local rock en tu idioma band, iZCALLi. The band joined CDOT and the Colorado State Patrol in raising awareness among the state’s younger Hispanic drivers about the dangers of drinking and driving.

Alcohol-related crashes are a serious problem in Colorado. Each year, more than 26,000 people are arrested for DUI, and more than 150 people are killed in alcohol-related traffic crashes. According to a 2015 CDOT survey, 70 percent of males age 21-35 believe they are safe to drive after one to two drinks, yet one-third of traffic fatalities in Colorado are alcohol-related.

iZCALLi lead singer and guitarist, Miguel Aviña, concurs, “We all like to live life fast and loud but you gotta stay in control... many people have destroyed their lives driving under the influence of drugs or alcohol, and if you don’t think it can happen to you, you’re wrong! Behind every drunk driving statistic is a person who was someone’s

mother, father, son, daughter, brother, sister, aunt or uncle.” Aviña and the other members of the band feel strongly about this life-saving message, and are known for regularly engaging their audiences in don’t-drink-and-drive reminders at the conclusion of their shows.

In Colorado, Hispanics comprise over 21 percent of the state’s population, with a median age of 27 compared to a median age of 40 for Non-Hispanic Whites. Fifty-three percent of the state’s Hispanic households speak some level of Spanish, with 47 percent speaking only English.

To download the English version of the PSA, visit: <https://vimeo.com/185347117>

Partnership with Servicios de la Raza to Encourage Seat Belt Use Among Latinos

In 2015, 29 percent of Colorado’s traffic fatalities involved a Hispanic driver and/or occupant. Seat belts were worn in only 33 of the 105 fatalities. In response, CDOT partnered with local non-profit, Servicios de la Raza, to actively address the seat belt crisis with Hispanic families in the Denver metro area.

According to the Centers for Disease Control and Prevention, traffic crashes are the leading cause of death in the United States among Hispanics under age 34. With this partnership, CDOT aims to educate members of the community about Colorado’s seat belt laws and the importance of wearing seat belts every trip, every time.

In the coming months, staff at Servicios de la Raza will actively engage constituents in conversations about exactly how an unbuckled person poses a risk to themselves, other people in the vehicle, and even those outside the vehicle, via messaging in Spanish and English, as well as banners and other prominently positioned signage.

Learn more about Beware of the Beltless at beltless.codot.gov



Grantee Spotlight: DRIVE SMART

For more than 17 years, the DRIVE SMART Weld County coalition has been working to keep Weld County teen drivers and passengers safe. DRIVE SMART started the teen program in February 2001.

The half day in-school program engages students with law enforcement officers, survivors, scenarios, videos, games, and a school Twitter seat belt pledge challenge. All are designed to help teens make wise choices when behind the wheel. Pre and post surveys are a part of the program and allow the coalition to keep the program

viable and relevant as well as share valuable information with the schools. During the 2015/2016 school year, programs were presented to over 2,200 students at Weld County high schools.

For more information about the program, please contact Kelly Campbell, Health Communications Supervisor: kcampbell@weldgov.com or (970) 400-2325.



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. 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.

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	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 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
Motorcycle Safety	Rack Card
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
Year of the Seat Belt	Beltlessness Card

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

MEETINGS & EVENTS

DUI Task Force Meeting
 October 21, 2016
 9AM-NOON
 4670 North Holly
 Denver, CO 80216