

SEPTEMBER 2016

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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

DUI: A Few Can Be Dangerous Brewery Tour Stunt Reaches 365,000 People

Alcohol-related fatalities represent one third of total traffic fatalities in Colorado, and year-over-year, young males account for the majority of these fatalities. In 2014, CDOT introduced the "A Few Can be Dangerous" campaign that targets these young males to educate them that driving after just a few drinks can in fact, still be dangerous.

To bring awareness to the fact that even small amounts of alcohol impair your driving ability, CDOT continued to promote its "DUI Social Experiment" hidden camera video on social media.

CDOT conducted the experiment under the guise of a brewery tour company. CDOT hired actors to escort unsuspecting tour participants to three breweries in Denver. The tour's driver pretended to consume alcohol at each stop along the tour. As the driver mingled with brewery tour goers,





none of the participants seemed concerned that he was drinking and driving. At the experiment's end, it was revealed that the driver was drinking non-alcoholic beer. The revelation of the experiment evoked emotional responses from the participants and offered powerful lessons — a few drinks can impair motor skills; and when you drink, it's important to take responsibility for your actions — and the actions of your driver.

Since launching the video through Facebook on August 22nd, it has reached over 365,000 people, generated nearly 250,000 video views and more than 850 shares, garnering coverage not only throughout Colorado, but also across the country.

Motorcycle Safety: They're Not Hiding From You

2016 Campaign Reaches 195,000 Road Users

Motorcycle crashes and fatalities across Colorado are increasing. With CDOT's MOST campaign targeting and

encouraging motorcycle riders to participate in safety training courses, the Motorcycle Safety campaign targeted drivers, encouraging them to be aware and conscious of motorcyclists on Colorado roadways.

To spark behavior change within our target audience (Colorado drivers 18–54 years old) and ultimately decrease motorcycle crashes and fatalities in Colorado, CDOT promoted humorous Facebook posts to reach and engage the target audience.



The Facebook campaign garnered 29 stories landing in local media outlets, over 13,000 likes/reactions and almost 2,000 shares on Facebook, reaching 195,000 people and totaling over 7.1 million impressions generated by media coverage. The Facebook posts started and continued a conversation among drivers and motorcyclists by addressing a sensitive subject, and ultimately encouraged drivers to look twice for motorcyclists, as they're not trying to hide from you.



Pedestrian Safety: Fred Estrian Introduction

In 2015, there were 1,330 pedestrian crashes and 59 pedestrian fatalities in Colorado, and 72% of the crashes occurred at non-intersections. To educate pedestrians and drivers on the importance of observing pedestrian laws, the Colorado Department of Transportation's latest campaign features Fred Estrian, the classic walk signal man brought to life. Hosted on social media, Fred Estrian, a play on the word "pedestrian," comes alive in animated shorts that remind Coloradans of the importance of pedestrian safety.

As the face of CDOT's newest safety campaign, Fred Estrian has lived trapped inside a small box. His dream is to break free from his confines and do something more to protect the lives of Colorado's pedestrians. Eventually he busts out of his caged existence and interacts with the humans he loves so much. CDOT's 15 and 30-second animated shorts highlight Fred's escape and some of the major factors that play a role in pedestrian fatalities.

These quick, digestible and sharable videos introduced Colorado to Fred and his mission, and served as teasers to Fred's real-life debut, which happened shortly thereafter at the September 18 Broncos game. The campaign's

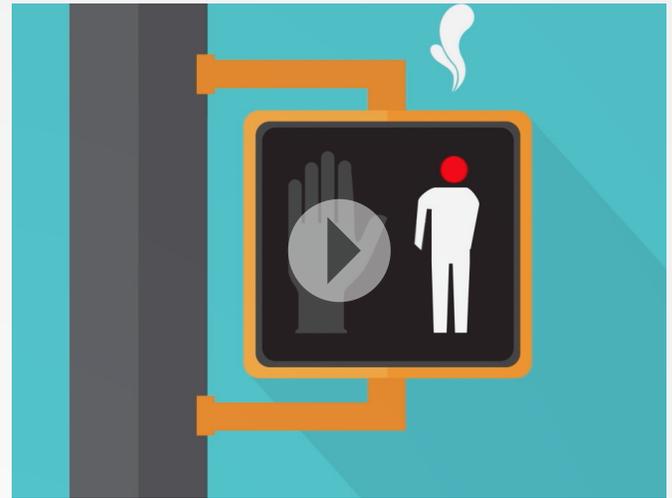
execution allowed CDOT to engage one-on-one with pedestrians, forging connections by delivering a serious message with a light hearted and humorous tone.

Utilizing a mix of earned, paid, social and ambient media strategies and tactics, CDOT's campaign focused heavily on the digital space to meet pedestrians and drivers where they spend most of their time — online.



The campaign also includes stencil art at crosswalks, intersections and transitional areas like parking garages. The water-soluble stencil art relates key statistics and safety tips to pedestrians and drivers across metro Denver.

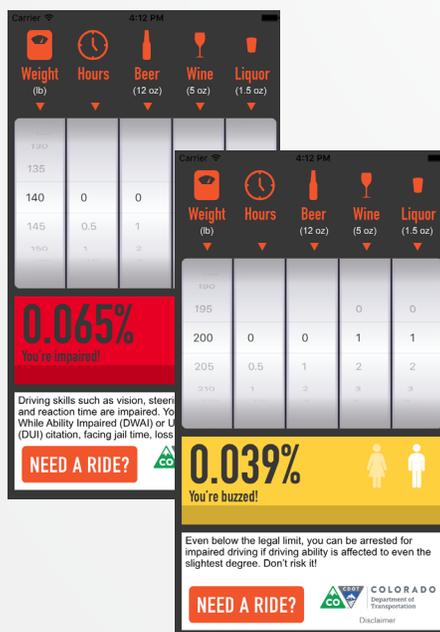
Pedestrian fatalities and crashes are a growing concern in Colorado, particularly at non-intersections. The campaign aims to promote the importance of crosswalks, urging drivers to be alert when approaching a crosswalk and encouraging pedestrians to only use crosswalks when crossing the street.



The Heat is On: Summer Breathalyzer Program

CDOT's summer program to assess how breathalyzers may change Coloradan's drinking habits — particularly in combating impaired driving — is nearing a close after compiling BAC readings from participants. The 225 participants used BACtrack smartphone breathalyzers to track their drinking habits during the program. In addition to the BAC data, CDOT also surveyed participants about drinking habits, driving and breathalyzer use. CDOT will use the data and feedback to analyze if the breathalyzers played a role in deterring impaired driving for the participants.

Twenty participants had the opportunity to win tickets to the Great American Beer Festival at the Rio Grande restaurant in downtown Denver. While attendees socialized and enjoyed happy hour drinks, CDOT documented the gathering and conducted interviews with participants about their personal experiences using the breathalyzers.



The Heat is On: R-U-Buzzed App Update

R-U-Buzzed, CDOT's new DUI-fighting tool that combines a blood-alcohol content (BAC) calculator with access to ride-hailing services in one mobile application, is now available free of charge for iPhone and Android devices.

The new tool works by estimating individual BAC levels based on data entered by the user — weight, gender, time drinking and alcohol consumed. The app features an easy-to-use, one-screen interface that allows users to quickly update or begin a new reading in an instant. The app then calculates the BAC level and shares safety information about impairment and Colorado's laws. On iPhone and Android smartphones, download the R-U-Buzzed app here: onelink.to/r-u-buzzed

The Heat Is On: Labor Day Enforcement Halts 783 Impaired Drivers

As summer came to a close over Labor Day weekend, CDOT, Colorado State Patrol (CSP) and law agencies across Colorado were on high alert for impaired drivers for The Heat Is On campaign's Labor Day DUI crackdown. The heightened patrol resulted in 783 arrests during the enforcement period that ran from Aug. 19 to Sept. 6.



Seventy-five agencies participated in the crackdown, with the Aurora Police Department (126 citations), Colorado State Patrol (107 citations) and Denver Police Department (105 citations), recording the most arrests.

The Fall Festivals enforcement began on Sept. 15 and will run through Oct. 24. Last year, 1,486 impaired drivers were arrested over the five-week enforcement period.

To access CDOT's The Heat Is On arrest database for the Labor Day enforcement period visit: bit.ly/HIOarrests. Arrest data can be sorted by law enforcement agency, county and enforcement period.

Child Passenger Safety: New Child Passenger Safety Campaign Resources Released

As car crashes continue to be the number one cause of death for children in the United States, CDOT and CSP recently released several new educational materials to assist parents and caregivers with child passenger safety.

In conjunction with national Child Passenger Safety week, CDOT and CSP developed a new website at CarSeatsColorado.com with downloadable materials, an educational video about proper car seats use and new

educational brochures and flyers in English and Spanish. The website provides access to nearby inspection stations, information on equipment recalls, Colorado's car seat laws and more.

The new resources will provide caregivers, law enforcement and child passenger safety technicians with essential tools to protect children in vehicles.

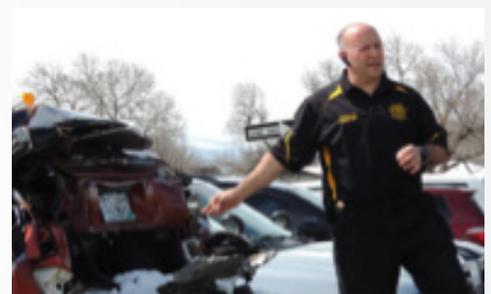
In addition to the new materials, CDOT and CSP hosted free car seat check events throughout Child Passenger Safety week. At the events, trained car seat safety technicians offered free car and booster seat inspections, fit checks and updated safety and law compliance educational materials. Event information can be found on the Car Seats Colorado Facebook events page.

The new Car Seats Colorado resources can be viewed and downloaded at bit.ly/CarSeatsCO2016 or CarSeatsColorado.com. The new video can also viewed on YouTube at bit.ly/carseatvideo.

Grantee Spotlight: P.A.R.T.Y. Program

Motor vehicle injuries remain a leading cause of death among teenagers in Colorado. Though teen drivers represent only 6% of licensed Colorado drivers, they account for more than 11% of all traffic deaths in the state. The Prevent Alcohol and Risk-Related Trauma in Youth or P.A.R.T.Y. Program is a 5 hour, in-hospital, injury awareness and prevention program for high school students that strives to prevent these statistics.

The goal of P.A.R.T.Y. is to provide young people with information about traumatic injury, and is a vital component in a community's effort to reduce death and injury in alcohol, drug, and risk-related crashes and other incidents.



High school students follow the path of an injury survivor, meeting the professionals that would care for them in a trauma situation. Paramedics, Emergency Physicians, Nurses, and Colorado State Patrol Officers describe the real journey of a trauma patient. Students have the opportunity to see a crash car and ambulance, an emergency department trauma bay, the burn center, and the morgue. Facts are presented about head and spinal cord injury, and the students have hands-on experience with the equipment used in trauma care and rehabilitation.

MEETINGS & EVENTS

CTFDID: DUI Task Force Meeting

Date: October 21, 2016

Time: 9:00am – 12:00pm

Location:

Colorado State Patrol Academy
Carrell Hall, Building 100
15055 S Golden Rd
Golden, CO

The P.A.R.T.Y. team also includes victims who have survived a traumatic incident and provide a personal perspective on the challenges of dealing with injuries, emotional trauma, and life after an incident. Students have the opportunity to ask questions of these speakers and learn what life is really like after an injury.

The P.A.R.T.Y. program is offered at University of Colorado Hospital and Memorial Hospital in Colorado Springs. If you would like more information about P.A.R.T.Y. please contact Laurie Lovedale at 720-848-5165 or laurie.lovedale@uchealth.org.

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. 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
Motorcycle Safety	Rack Card
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
Year of the Seat Belt	Beltlessness Card

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