

JULY 2015

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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 safety initiatives. 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. Each newsletter also recognizes a CDOT staff member and a grantee aligned with CDOT's *Moving Towards Zero Deaths* initiative. We'd enjoy hearing from you — so drop us a line at [CDOTcollateral@gmail.com](mailto:CDOTcollateral@gmail.com).

## CAMPAIGN CORNER

### *The Heat Is On* Lights up the Fourth of July



While most Coloradans enjoyed a beautiful Fourth of July weekend safely, 271 irresponsible drivers were arrested for DUI, spending their Independence Day behind bars. Coordinating through CDOT's *The Heat Is On* campaign, the Colorado State Patrol and 93 local law enforcement agencies increased DUI patrols over the holiday weekend from Friday, July 3 through Monday, July 6. Close to one-third of fatal crashes in Colorado involve an impaired driver, and the ongoing *The Heat Is On* campaign aims to make Colorado roadways safer by increasing DUI patrols over holiday weekends and conducting widespread public outreach about the dangers of impaired driving.

In 2013, CDOT introduced the “Drink & Don’t Drive” campaign. The campaign was well received by our target audience (males; aged 21 - 34) and current awareness of the new tagline is at 46 percent statewide. In August, CDOT will release a new DUI campaign that is sure to surprise and capture the attention of our target audience.

To prepare for this campaign, in conjunction with partner agencies, CDOT conducted a statewide survey which polled more than 350 males aged 21 - 34. This research led us to a key insight upon which our public awareness campaign will focus. While the majority of our target audience believes that driving while intoxicated is unsafe, our research showed that nearly 70 percent of males aged 21- to 34-years-old do not believe driving after just a few drinks is dangerous. Our campaign will work to shift attitudes surrounding this misconception and educate our audience that getting behind the wheel after just a few drinks can in fact be dangerous.

The campaign will support the heightened summer enforcement periods from mid-August through September utilizing a number of statewide tactics which include cable television, radio, movie theater ads, targeted online pre-roll, bar posters and bus tails.



Blanca Dominguez, Alma Sanchez and their family honored at the June 24 Rockies game for their work in getting the felony DUI bill passed.

## *Click It or Ticket Targets Pueblo*

 **CLICK IT OR TICKET** Colorado has an estimated seat belt use rate of 82.4 percent, slightly below the national average of 87 percent. In Pueblo, however, the average seat belt use rate is estimated to be 63.4 percent, well below the state and national averages. With this in mind, CDOT launched targeted seat belt safety outreach in Pueblo with a billboard, radio and gas pump topper campaign that began on July 20. In August, CDOT will install several eye-catching displays in Pueblo that are designed to spark a conversation about seat belts in the community. Stay tuned for a recap and images of the outreach in next month’s newsletter.

The Pueblo campaign was launched in conjunction with a statewide nighttime enforcement campaign. Working together with the Colorado State Patrol and local law enforcement agencies, the nighttime enforcement ran from July 20 through July 26. Last year, nearly 1,500 drivers received citations during the same period.

## Pedestrian Safety Campaign Launches in August

Pedestrian fatalities and crashes are a growing occurrence in Colorado, particularly in urban areas. These fatalities make up about 10 percent of overall fatalities on our roadways each year. In 2014, of the 1,453 pedestrian crashes, 293 pedestrians suffered serious injuries and 65 pedestrians were killed; 55 were males.

To educate pedestrians about the importance of safety and observing laws when sharing the road with motorists, CDOT will launch a targeted campaign in August to run during the months with the highest fatalities — August, September and October.

Utilizing a mix of earned, paid, social and owned media strategies and tactics, CDOT will focus heavily on the digital and social components of this campaign to meet the target demographic where they are — online!

## Drive High, Get a DUI Campaign Highlights

Throughout the month of April, marijuana enthusiasts from across the country descended on Colorado, curious to learn about America's first state to legalize marijuana for recreational use. CDOT used this opportunity to increase awareness of the *Drive High, Get a DUI* campaign and connect with the target audience of young males. Utilizing strategic partnerships, mass media and ambient executions, CDOT garnered 200 million total media impressions through 55 online articles, 28 TV stories and five print stories covering unique outreach methods, such as the Smoking Car, End Game dispensary arcade game, the Cannabis Quiz Cab, distributing 11,000 educational munchies and reaching 40,000 people who attended the Cannabis Cup.

Check out this video showcasing CDOT's *Drive High, Get a DUI* campaign outreach in April:

<https://youtu.be/CQrz9FUHb5g>



## Collateral Requests

CDOT has streamlined the process for requesting hard copies of brochures, fact sheets, stickers, flyers and more. Complete the [request form here](#) and send 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? The link for ordering NHTSA materials is [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.

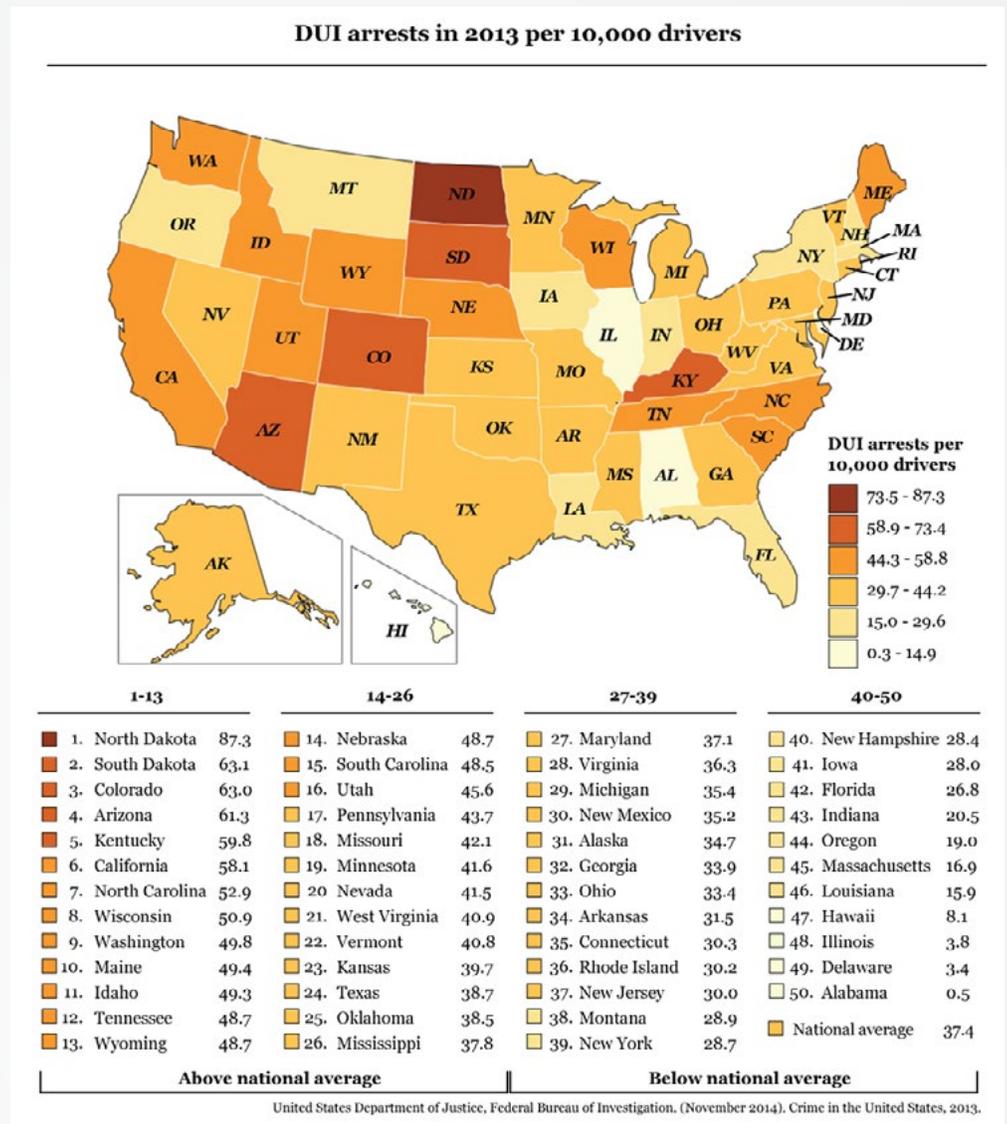
CDOT has recently acquired a set of [Fatal Vision Impairment Goggles](#) that simulate various levels of alcohol impairment. If your organization would like to use them for an event, please reach out to [CDOTcollateral@gmail.com](mailto:CDOTcollateral@gmail.com).

Collateral	Collateral
Child Passenger Safety	Bilingual Child Seat Guide Brochure
Child Passenger Safety	Booster Seat Spanish Brochure
Child Passenger Safety	Booster Seat English Brochure
<i>Click It or Ticket</i>	2015 Campaign Posters
<i>Click It or Ticket</i>	Rural Truck Safety Myth Table Tent
<i>Click It or Ticket</i>	Spanish Occupant Protection Poster
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
<i>Drive High, Get A DUI</i>	Dispensary Posters
<i>Drive High, Get A DUI</i>	Marijuana Law Prescription Pad
Motorcycle Safety	Motorcycle Skill Rating Map
<i>The Heat Is On</i>	Don't Risk It Poster (with BAC limits)
<i>The Heat Is On</i>	If You Drink, Don't Drive Spanish Poster
<i>The Heat Is On</i>	R U Buzzed Card

## Colorado: 3rd most likely state to get a DUI

A recent [study by Project Know](#) found that when compared to other states, Colorado is the third most likely state where you'll be arrested for a DUI per capita, at 63 DUIs per 10,000 drivers. Only North and South Dakota have higher DUI rates, with Arizona and Kentucky rounding out the top five. States with a higher percentage of rural areas tend to have a more DUIs per capita, possibly correlating to the lack of ride-hailing services like Lyft and Uber in these areas.

According to the National Highway Traffic Safety Administration in its most recent report in 2013, 10,076 people were killed in alcohol-impaired driving crashes. That averages out to one alcohol-related vehicle fatality every 52 minutes. CDOT encourages people to celebrate and consume responsibly — never get behind the wheel when you're impaired.



## GRANTEE HIGHLIGHT - MAURA PROSER

Maura Proser works at Tri-County Health Department and is working to ensure CDOT's safety campaigns have widespread reach. In a partnership between the Tri-County Health Department, Swedish Medical Center, Littleton Fire and Rescue, and South Metro Fire Rescue, Maura is working to ensure CDOT's soon-to-be announced pedestrian safety campaign reaches as many people as possible. Hoping to target a high risk demographic — young men — the tongue-in-cheek campaign will be advertised on bus shelters, in movie theaters and on sidewalks. With a strong local presence in Western Arapahoe County and Northern Douglas County, the

recent acquisition of a CDOT grant will allow these organizations, that otherwise operate independently, to join forces and fully saturate these areas to ensure the safety messages reach the target demographic and largest audience possible.

## STAFF SPOTLIGHT - ELIZABETH FULK



**Elizabeth Fulk**  
Program Assistant for the  
Office of Transportation Safety  
& Risk Management

Elizabeth Fulk currently works with all divisions of the Office of Transportation Safety & Risk Management including Safety & Security, Risk Management and the Highway Safety Office. Elizabeth provides program and grant administration, travel purchasing and oversight, and purchasing and accounting services. She also supports the Executive Director and provides human resources administration and general office management and support.

Elizabeth is happy to assist grantees with the annual solicitation and submission of the next fiscal year's applications, travel arrangements and other miscellaneous needs as they arise.

Contact info: [elizabeth.fulk@state.co.us](mailto:elizabeth.fulk@state.co.us)

## ANNOUNCEMENTS

### Upcoming Meetings & Events

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

No meeting in August

Next meeting September 18, 2015

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