

JUNE 2015

## IN THIS NEWSLETTER...

### Campaign Corner

¿Como se dice DUI en español?

Drop the Distraction

Seat Belt Enforcement Cites 6,942  
Motorists

### Collateral Corner

#### Traffic Safety Corner

Grantee Highlight

Staff Profile - Robin Rocke

### Announcements

### Meetings and Events

## CAMPAIGN CORNER



**SI TOMAS, NO MANEJE**

### ¿Como se dice DUI en español?

(How do you say DUI in Spanish?)

Colorado residents represent a wide variety of racial, ethnic, cultural and linguistic backgrounds. CDOT recognizes the need for a broad range of traffic safety programs and partnerships that reflect the rich diversity of the state's communities and ensure that everyone benefits from the Department's lifesaving work.

Motor vehicle crashes are the leading cause of death for Hispanics ages 1-34 and traffic safety problems disproportionately affect Colorado's Hispanic population. Therefore, CDOT is committed to developing, promoting and implementing effective educational and enforcement programs directed toward measurably increasing traffic safety awareness within the state's Hispanic communities.

Currently, CDOT is developing its impaired driving campaign for the Hispanic community. Interested in increasing Spanish impaired driving messaging within your community? Please contact [CDOTcollateral@gmail.com](mailto:CDOTcollateral@gmail.com) for a supply of the above poster which translates as "Alcohol, Vehicle, Consequence. If you drink, don't drive."

## Distracted Driving Games Launch



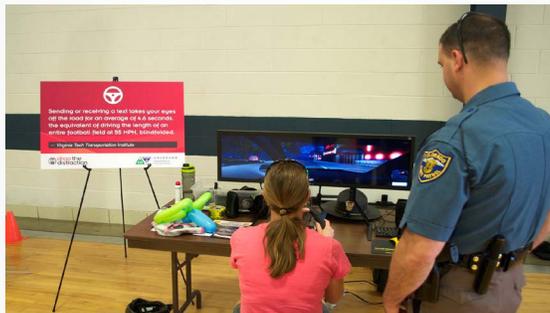
Of the 203,827 motorists involved in a crash on Colorado roadways in 2013, an estimated 24.4 percent of those crashes were attributed to distracted drivers. Aiming to curb the amount of distracted drivers on Colorado roadways, early in June, CDOT launched its summer Drop The Distraction campaign, coinciding with the Colorado State Patrol's (CSP) distracted driving enforcement period that ran from June 2 through June 5.

Working to reach teens and local communities this summer, CDOT brought a unique outreach event — The Distraction Games — to the first ever CSP Safety Fair on Saturday, June 6. The Distraction Games are comprised of four educational and engaging game stations — the Multitasking Myth, Tricycle Texting Test, Distraction Patrol and Safety Simulator — each correlating with eye-opening distracted driving statistics. After completing every station and learning about the dangers of distracted driving, participants are invited to sign a pledge board, vowing to drop the distraction and drive distraction-free.

If you or your organization are interested in hosting CDOT's The Distraction Games at an event this summer, please reach out to Sam Stavish at [sam@cig-pr.com](mailto:sam@cig-pr.com).



Tricycle Texting



Safety Simulator



Distraction Patrol



Multitasking Myth

## May Mobilization Seat Belt Enforcement Cites 6,942 Motorists



Seat belts save lives. They prevent windshield ejection, brain damage and death. With this in mind, the Colorado Department of Transportation (CDOT), Colorado State Patrol (CSP) and local law enforcement agencies launched a statewide Click It or Ticket seat belt enforcement period from May 11 through May 31, citing 6,942 for not buckling up.

In addition, CDOT's public outreach campaign on Click It or Ticket has reached 273,940 people on Facebook and received 15,276 post interactions. The campaign also includes billboards, gas station advertising and radio ads reaching thousands more. The campaign, which featured images of seat belts eliminating "damage" from "brain damage" or "ejection" from "windshield ejection," was produced with funds from National Highway Traffic Safety Administration designated specifically for such efforts. The billboard pictured above was located at Wadsworth and I-70 in Denver. The next seat belt enforcement period will focus on driving at night and occur from July 20 to 26. Observational surveys show that seat belt use at night is consistently lower than during the day.

In 2013, seat belts saved an estimated 12,584 lives nationwide. An additional 2,800 lives could have been saved if all unrestrained passenger vehicle occupants five and older involved in fatal crashes had been properly restrained. For more information about seat belt safety and enforcement citation numbers, visit [SeatBeltsColorado.com](http://SeatBeltsColorado.com).

## 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) for submittal to CDOT. 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 <http://mcs.nhtsa.gov/>. This site is where you or your partners can order NHTSA publications and brochures.

## 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

Campaign	Collateral
Child Passenger Safety	Bilingual Child Seat Guide Brochure
Child Passenger Safety	Booster Seat English Brochure
Child Passenger Safety	Booster Seat Spanish Brochure
<i>Click It or Ticket</i>	2015 Campaign Posters
<i>Click It or Ticket</i>	Rural Truck Safety Myth Table Tent
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
DUI	If you drink, don't drive Spanish Poster
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

### CDOT Honors Traffic Safety Champions

To celebrate and recognize law enforcement officers who provide outstanding support for impaired driving and occupant protection enforcement, CDOT has honored 55 individuals and 28 agencies as Traffic Safety Champions. The awards ceremony was held May 22 at the Wellshire Inn in Denver. Traffic Safety Champions can demonstrate their commitment to safety through the following criteria: the number of citations written or arrests made during enforcement periods; DRE activity; presenting quality education and safety programs; or providing training to law enforcement in SFST, DRE, High Visibility tactics, or other related activities.

One of the most prestigious awards at the event was the 2015 Baldwin Award, named after the Jefferson County Sheriff's Deputy David Baldwin, who was killed while on patrol on Highway 93 in a head-on traffic crash in January of 2013. Sgt. Baldwin was a very dedicated Colorado police officer and a true advocate of traffic safety.

This award is presented to a man or woman who is a certified police officer in the state of Colorado and has demonstrated the qualities that Sgt. Baldwin possessed. This could include community involvement, leadership, ethics, honor, and more. The 2015 Baldwin Award was presented to Jefferson County deputy Kerry DiLorenzo.



Pictured here are deputy DiLorenzo and Aurora PD Officer Al Graham, 2014 recipient of the Baldwin Award

## Colorado's Road Health Summit Inspires And Educates

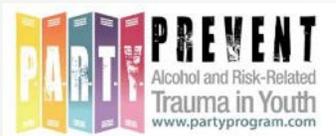
Traffic safety advocates across Colorado gathered in Keystone, CO for the first-ever Improving Colorado's Road Health Summit June 3rd - 5th. This was a joint effort between the Colorado Department of Transportation (CDOT) and the Colorado Department of Public Health and Environment (CDPHE), the three day conference focused on four topics:

- Older drivers
- Distracted driving
- Marijuana impairment
- Evidence-based motor vehicle policies

Participants had the opportunity to hear presentations by experts in the field from AAA, Impact Teen Drivers, Utah DOT, NHTSA, law enforcement, Colorado DOR, and more. Interactive panels gave participants the opportunity to engage with speakers and discuss evidence-based policies to improve Colorado's road health. Over 160 traffic safety partners from across Colorado attended the conference.

## GRANTEE HIGHLIGHT

### Joy Schmitter / University of Colorado Hospital EMS and Injury Prevention Coordinator / P.A.R.T.Y.



As the EMS and Injury Prevention Coordinator for the University of Colorado Hospital, Joy Schmitter leads a variety of programs that aim to prevent injury and educate the community in safety topics such as distracted driving and impaired driving.

One of Schmitter's most successful programs is the Prevent Alcohol and Risk-Related Trauma in Youth (P.A.R.T.Y.) program, an interactive injury awareness and prevention course that educates youth on the risks and possible fatal repercussions that can occur based on the choices they make. The program encourages teenagers to recognize risk and make informed decisions about their activities and behaviors — keeping in mind their choices affect others beyond themselves. Last year, Schmitter signed up the 10,000th member to the P.A.R.T.Y. program, a key goal for her since taking over in 2007.

Kids participating in the day-long course assume the role of a trauma patient. Don't worry, the program avoids the use of scare tactics in these simulations, and instead demonstrates the potential consequences, like a trip to the hospital, that could result from poor decisions. The P.A.R.T.Y. program often partners with other organizations, such as Colorado State Patrol, to help educate teenagers on the dangers of distracted and impaired driving.

## STAFF PROFILE



**Robin Rocke**

Drug Evaluation and  
Classification State  
Coordinator Project  
Manager

Robin Rocke is the State Coordinator for Colorado's Drug Evaluation and Classification (DEC), Standard Field Sobriety Testing (SFST) Programs and Project Manager with the Colorado Department of Transportation (CDOT), Office of Transportation Safety (OTS), Highway Safety Office (HSO).

Robin manages multiple impaired driving enforcement and education related projects including LEAD Impairment Training, Traffic Safety Resource Prosecutor (TSRP) and Support for DUI Courts (Judicial). She also manages distracted driving and young driver education and awareness projects, the Southern Colorado, Plains to Peaks and SE RETACs programs and pedestrian safety projects including Boulder Safe Streets, Safe All Ways and Arapahoe/Douglas Pedestrian Awareness.

Robin also assists with grantees in the planning of projects, monitoring project objectives and evaluating project activities. She attends grantee activities and trainings and manages the Drug Recognition Expert Program. A Drug Recognition Expert (DRE) is a law enforcement officer that has extensive training developed by the International Association of Chiefs of Police (IACP) and National Highway Traffic Safety Administration (NHTSA) in the detection of physical and psychophysical impairment manifested by drugs other than alcohol.

# ANNOUNCEMENTS

## Teen Driving Safety Leadership Award

Do you know a leader in teen driver safety? Are you one yourself? If so, consider submitting a nomination for the 2015 Teen Driving Safety Leadership Awards, presented by the National Safety Council and the GM Foundation. The annual awards honor individuals or organizations making a measurable difference in teen driver safety.

### Winners will have:

- Led efforts that reduced teen driving crashes
- Mobilized others to get involved in teen driving issues
- Advocated for policy that would strengthen or change current GDL programs, or implement GDL at the community, state or federal levels

Nominate an individual or organization by filling out the nomination form. Winners will be announced and recognized at the annual NSC Congress & Expo in Atlanta, Sept. 26-Oct. 2. Visit [nsc.org/teenaward](http://nsc.org/teenaward) for more information.

## Upcoming Meetings & Events

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

**Dates:** July 17th, 2015

**Time:** 9:00am – 12:00p

**Location:** CDOT Headquarters, Auditorium Conference Room  
4201 E. Arkansas Ave.  
Denver, CO 80222

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