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## IN THIS NEWSLETTER...

### Campaign Corner

*Beware of the Beltless:*  
CDOT Launches Major Campaign

Click It or Ticket: Lil' Mac Pledge Inspires  
Coloradans to Buckle Up

### Collateral Corner

### Traffic Safety Corner

Advocates Call for Use of "Crashes"  
Instead of "Accidents"

CDOT Partners with Uber and GHSA for  
*Click It or Ticket* Enforcement

### Grantee Highlight

Colorado DUI Courts

### Announcements

DUI Task Force Meeting

## How to Use This Newsletter

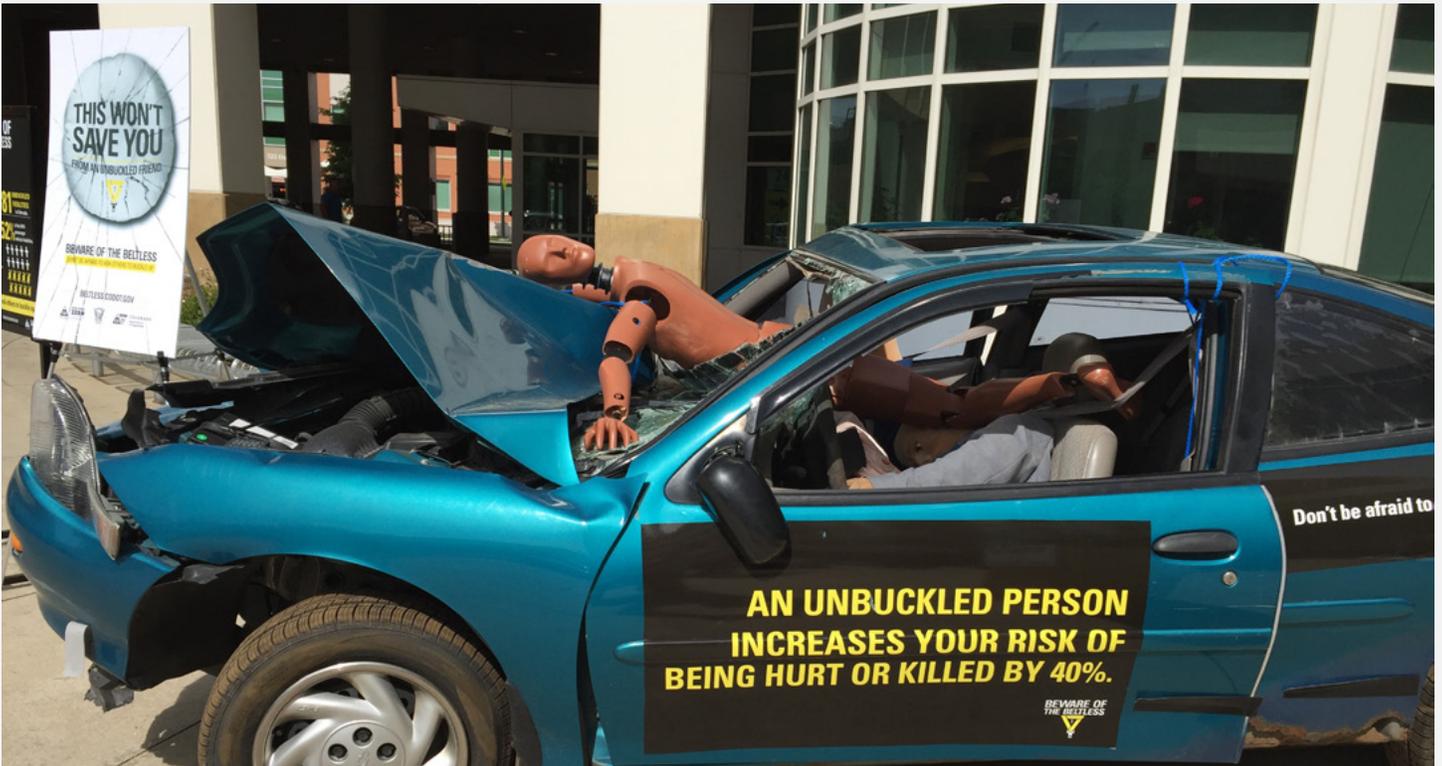
This monthly publication is intended to be a resource that keeps you informed on CDOT's traffic safety campaigns. Check the **Campaign Corner** for marketing and PR campaign updates and **Collateral Corner** for a list of campaign materials readily available for order from CDOT. The **Traffic Safety 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

### *Beware of the Beltless:* CDOT Launches Major Campaign

CDOT's *Beware of the Beltless* campaign launched on June 6 as a major new effort to address the seat belt crisis in Colorado. The campaign kicked off with a press conference at Denver Health Medical and included remarks from CDOT Executive Director Shailen Bhatt, Denver Health surgeon Dr. Fredric Pieracci and John Bowman, a local safety advocate who's granddaughter survived a serious car crash in a car seat while her unbuckled father was killed. The event also included a strong visual – a crashed car exhibit that demonstrated the severe consequences of not wearing a seat belt.





The *Beware of the Beltless* campaign serves as an unprecedented charge for statewide seat belt use and is one of CDOT's largest awareness campaigns to date. The campaign features over 30 partners providing local outreach at businesses, hospitals, summer festivals and more. To coincide with the extensive outreach, the campaign includes a summer-long advertising campaign in conjunction with the Colorado Broadcasters Association featuring TV, radio and billboard ads.



The origins of the campaign stem from the disturbing statistic that 52 percent of all 2015 passenger vehicle fatalities were unbuckled. The campaign takes a fresh approach to seat belt safety with the overarching message of social responsibility: the failure to buckle up doesn't just risk your personal safety, but the safety of all others in the vehicle. In the event of a crash, an unbelted driver or passenger can projectile and cause serious or even fatal damage to others.

[CLICK HERE](#) to view a recap of the *Drive High, Get a DUI* campaign's *Slow-Speed Chase* outreach



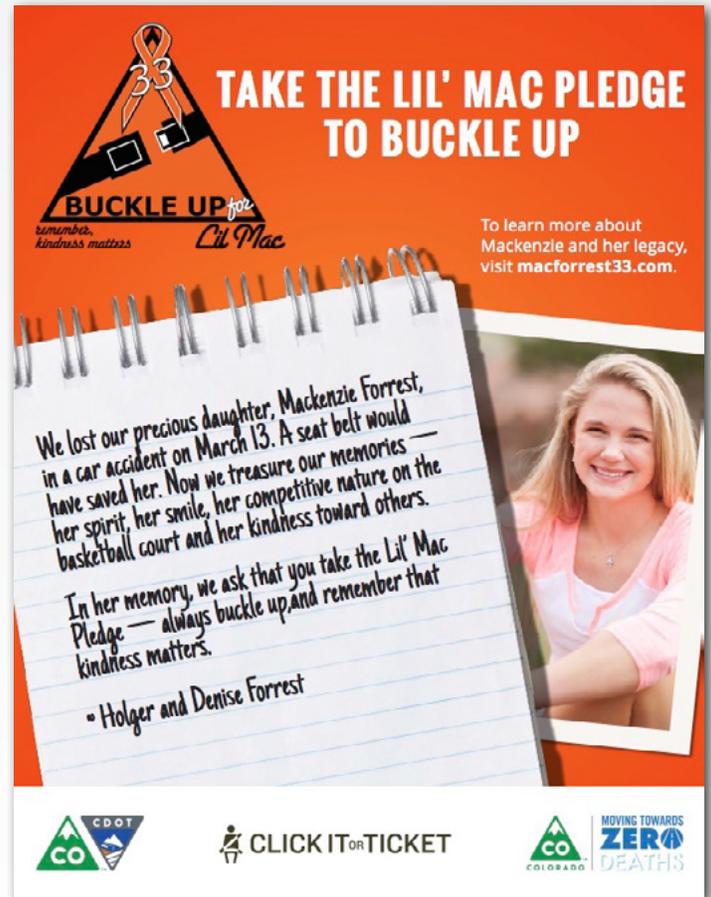
## Lil' Mac Pledge Inspires Coloradans to Buckle Up

On March 13, Mackenzie Forrest, a Lakewood High School senior, was tragically killed in a crash on I-70 when she wasn't wearing her seat belt. To honor Mackenzie's life, CDOT, Colorado State Patrol (CSP) and the Forrest family held an event at the CSP Academy in Golden on May 23 to encourage Coloradans to take the "Lil' Mac Pledge" to always buckle up. [CLICK HERE](#) to view the Lil' Mac Pledge video.

The event featured the unveiling of Lil' Mac Pledge cards — cards with important seat belt statistics and a message from Mackenzie's parents — which were distributed to the public by 41 law enforcement agencies across the state. A group of Mackenzie's friends took the pledge and attended the event, which was in conjunction with the *Click It or Ticket May Mobilization* enforcement.

The enforcement period cited 5,926 unbelted drivers from May 23 to June 5, with 295 citations given for unrestrained children under the age of 15.

Along with the enforcement period, CDOT launched an advertising campaign with videos and radio spots to remind motorists that law enforcement keeps an eye out for seat belt use because they care about driver and passenger safety.



## Collateral Requests:

CDOT has streamlined the process for requesting hard copies of brochures, fact sheets, stickers, fliers 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](https://www.colorado.gov/p3/location/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	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
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

### Colorado's Road Health Summit Addresses Traffic Safety:

From June 8-10, more than 250 traffic safety advocates and stakeholders met for the second annual Improving Colorado's Road Health Summit in Keystone, CO. A joint effort between CDOT and the Colorado Department of Public Health and Environment (CDPHE), the three-day conference was themed "Moving Toward Zero Deaths" and addressed current and emerging traffic safety issues affecting Colorado.



#### Topics Addressed:

- Aging/Older Drivers
- Impaired Driving
- Bicycle and Pedestrian Safety
- Motorcycle Safety
- Occupant Protection
- Younger Drivers
- Traffic Data
- Rural and Urban Infrastructure
- Distracted Driving
- New and Innovative Traffic Safety Initiatives for Law Enforcement

Attendees had the opportunity to hear various presentations, partake in interactive panels and workshops and discuss evidence-based policies to better Colorado's road health.

"Over 90 percent of crashes are due to drivers making bad choices – but these behaviors can be changed through more education, awareness and enforcement of laws," said Carol Gould, Highway Safety Manager at CDOT. "This summit allows us to take a step back and look at the big picture – and dig deep into best practices, tactics, strategies and approaches as outlined in CDOT's Strategic Highway Safety Plan."

## Advocates Call for Use of “Crashes” Instead of “Accidents”

Merriam Webster defines the word “accident” as, “an event that occurs by chance.” A recent *New York Times* article details the increasing support of using “crash” to replace “accident” when describing traffic collisions.

Proponents of the change argue that the word “accident” sends a soft message of inevitability, that nobody is responsible when collisions occur. The article

explains that 94 percent of crashes are caused by driver behavior like drinking, distracted driving and other human induced errors, so car crashes aren’t as coincidental as “accident” implies.

“Rarely is a crash an accident — it almost always starts with an event that a human had control over.” said CDOT Traffic and Safety Engineer Charles Meyer. “Until we can take the human element out of the driving equation with technology, we need to continue messaging that humans are the most important part of the equation.”

New York City and San Francisco are among the cities that have adopted policies to restrict the use of “accident” when referring to car crashes.



## CDOT Partners with Uber and GHSA for *Click It or Ticket* Enforcement

CDOT strengthened its effort to raise seat belt awareness statewide by partnering with Uber Colorado and the Governor’s Highway Safety Association (GHSA) for the *Click It or Ticket* May Mobilization enforcement period. The partnership emphasized the importance of wearing seat belts for back seat passengers.

“We’re extremely pleased to have Uber as a partner during our *Click It or Ticket* enforcement period because now we have the opportunity to reach a unique audience,” said Sam Cole, CDOT’s Safety Communications Manager. “Whenever you ride in a car, you need to buckle up, and that’s still true even if you’re riding in the back seat.”

A recent nationwide study from GHSA shows 87 percent of drivers and front seat passengers were belted in 2013, but that percentage dropped to 78 percent for back seat passengers age eight and older. That same year, 883 unbuckled back seat passengers were killed in crashes, and more than half of them would have survived if they were buckled up.



## GRANTEE HIGHLIGHT

### Colorado DUI Courts

DUI Courts are a type of Problem Solving Court (also sometimes referred to as Specialty or Treatment Courts) which focuses on individuals with multiple DUI offenses. These individuals have not been successful on regular probation, have been diagnosed with a substance use disorder and are at a high risk to re-offend.

DUI Courts focus on timely entry into treatment and a non-adversarial focused approach in the court room utilizing research based behavior adjustment interventions.

To effectively function, DUI Courts require a collaborative approach where all professionals work together. The process entails court hearings at least every other week, close attention to behavior with swift sanctions and incentives, early entry and identification of treatment needs, weekly probation contacts and random observed drug testing at a minimum of eight times per month.

Currently, there are operational DUI courts in 15 Colorado counties, hybrid criminal and DUI courts in two counties, and another DUI court in planning.

A statewide evaluation of Colorado's drug and DUI courts conducted in 2012 found that DUI Courts have a higher graduation rate in Colorado at 61 percent than the national average of 50 percent. DUI Courts have been identified as a highly effective countermeasure that is proven to reduce the risk of relapse in the NHTSA's *Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices*.

CDOT provides grant support to newly developed DUI Courts for up to three years by providing funding for the initial substance abuse assessment, drug testing and some mileage expenses. The CDOT grant also supports statewide training and technical assistance for all of Colorado's DUI Courts.



## ANNOUNCEMENTS

### DUI Task Force Meeting

**Dates:** July 15, 2016  
**Where:** Colorado State Patrol Academy,  
Building 100 - Carrel Hall,  
15055 S. Golden Road,  
Golden, CO 80401