



# 2013 Annual Report

Interagency

# TASK FORCE

ON Drunk Driving



*The long-term goal of the ITFDD is a Colorado in which there are no new victims from instances of drunk or impaired driving*



## Executive Summary

Prevention of impaired driving is considered the most important priority for the ITFDD. The ITFDD continues its implementation of its strategic plan and work groups to include members with expertise in various areas in order to identify the best practices and strategize solutions for Colorado.

The ITFDD is committed to finding multi-disciplined solutions which ensure a reduction in the number of fatalities and injuries in impaired driving related crashes. ITFDD members have made a significant investment of time and effort in forming a cohesive group which can leverage resources and promote change. Partnerships are established and functioning in a way that enables the members to broaden perspectives and develop a common view of the problem. The Task Force also includes and encourages participation from a variety of diverse partners and stakeholders and individuals from different functions or disciplines that bring different perspectives and experiences to the group.

In 2013, the ITFDD developed a work plan with teams of subject matter experts and team leads in the following components:

- Program Management / Strategic Planning
- Prevention
- Criminal Justice System
- Criminal Justice Subgroup – Roadside Advisement
- Alcohol and Other Drug Misuse
- Communication Program
- Program Evaluation and Data

These exceptional teams, comprised of professionals dedicated to reducing incidents of impaired driving, worked to develop these plans and then presented to the entire ITFDD for input and adoption.



# Interagency Task Force on Drunk Driving Recommendations

- 1) The ITFDD supports and strongly endorses the passage of a primary safety restraint law. Over 70% of occupants killed in DUI related traffic crashes investigated by Colorado law enforcement in 2009 were not wearing safety restraints and crashes involving unrestrained occupants who are injured or killed are a significant economic impact to Colorado's economy. Increasing the use of safety restraints on Colorado's roadways as a means of reducing the severity of DUI related fatal and injury crashes.
- 2) The ITFDD supports statutory changes that would allow for Colorado law enforcement officers to utilize additional preliminary testing of drug involvement by suspected DUID drivers. This technology would be a great asset to the detection and reduction of DUID drivers in Colorado.
- 3) The ITFDD recommends a statutory adjustment to change the name of the ITFDD to the Colorado Task Force on Drunk and Impaired Driving (CTFDID) and increasing membership with representatives from the marijuana industry and Colorado Peace Officers Standards and Training Board.
- 4) The ITFDD supports the creation of new statistical tracking to properly document the number of DUI and DUID arrests. This would include the ability to distinguish different types of drug categories in DUID arrests.
- 5) The ITFDD supports increasing the number of statewide safety and prevention programs.



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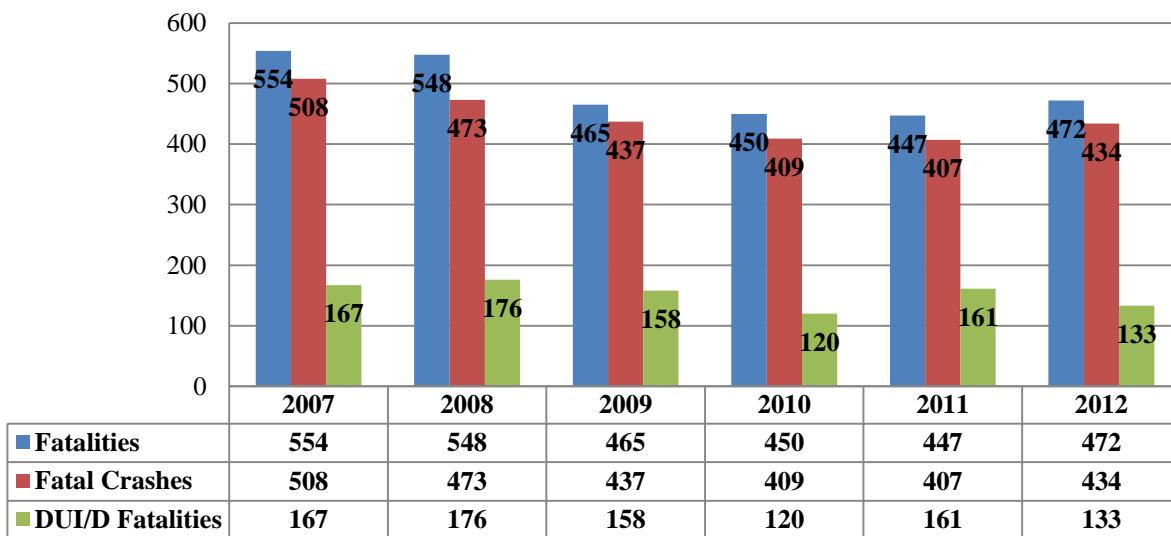


## Impaired Driving in Colorado

The Interagency Task Force on Drunk Driving (ITFDD) members has made a significant investment of time and effort in forming a cohesive group which can leverage resources and promote change. Partnerships are established and functioning in a way that enables the members to broaden perspectives and develop a common view of the problem. The ITFDD acts as a multi-disciplinary resource group for the legislature, enabling it to consider more cohesive, well-thought-out proposals.

Although the situation has improved over the past five years, there is still much work to be done as drunk and impaired driving remains a significant public safety issue in Colorado. The ITFDD brings people together, creating a forum for victims and advocates to access many experts and resources in one place. It provides a formal mechanism to leverage resources in order to create a multi-faceted approach to solving a problem which is often minimized and understated in our community.

### *Five-Year DUI/DUID Situation in Colorado*



# MISSION

The mission of the Interagency Task Force on Drunk Driving is to support the prevention, awareness, enforcement and treatment of drunk and impaired driving in Colorado through strong partnerships with public, private and non-profit organizations.

# VISION

The vision of the Interagency Task Force on Drunk Driving is a Colorado in which key stakeholders work in partnership to achieve a fully integrated solution to the problem of impaired driving.



## Membership and Representatives

- Statewide Association of Chiefs of Police – Chief Robert Ticer, Avon Police Department (Chair)
- Colorado Department of Transportation – Glenn Davis (Vice-Chair)
- Colorado State Patrol – Captain Ray Fisher
- Colorado Department of Revenue, Driver's License Sanctioning – Stephen Hooper
- Colorado Department of Revenue, Liquor Enforcement – Patrick Maroney
- State Court Administrator's Office – Judge Edward Casias
- State Public Defender's Office – Daniel Gagarin
- Colorado Department of Human Services, Office of Behavioral Health – Christine Flavia
- Division of Probation Services – Susan Colling
- Colorado Department of Public Health and Environment – Laura Gillim-Ross
- Statewide Organization of County Sheriffs – Commander Bud Bright, Teller County Sheriff's Office (designee for Sheriff Mike Ensminger)
- Family Member of a Victim of Drunk or Impaired Driving – Jennifer Gray
- Mothers Against Drunk Driving – Fran Lanzer
- Statewide Organization of District Attorneys – Anthony Perea
- Colorado Criminal Defense Bar – Abe Hutt
- On-Premise Alcohol Beverage Retailers – Paul Aylmer, Colorado Restaurant Association
- Off-Premise Alcohol Beverage Retailers – Jeanne McEvoy, Colorado Licensed Beverage Association
- Alcoholic Beverage Distributors – Kris Johnson (designee for Steve Findley), Colorado Beer Distributors Association
- Alcoholic Beverage Manufacturers – Andrew Lemley, New Belgium Brewing Company
- A Person Under 24 who is Enrolled in a Secondary or Postsecondary School – Nikayla Mattison
- Colorado Association of Addiction Professionals – Sue Parker and Dr. Karen Moreau



## The ITFDD has accomplished the following in 2013:

The Task Force has been instrumental in the initiation, development, and support of recent legislation in 2013. To that end, at its regular monthly meeting on January 18, 2013, the ITFDD voted to endorse a legislative effort for 2013 that:

1. Lowers the blood or breath alcohol level triggering classification as a “persistent drunk driver” from .17 to .15, thereby increasing the number of first offenders who are required to partake in enhanced intervention measures such as longer counseling and ignition interlock use.
2. Includes in the classification of “persistent drunk driver” drivers whose licenses are revoked for refusing a blood or breath test, thereby requiring them to participate in similar enhanced intervention measures.
3. Allows offenders serving license revocations for refusing to be tested to have their licenses reinstated early if they agree to have an ignition interlock restricted license after serving two months of no driving.
4. Allows offenders serving alcohol related revocations of more than one year to begin a mandatory minimum period of two years on an ignition interlock restricted license after serving one month of no driving at all.
5. Encourages greater interlock participation by expanding use of existing interlock financial assistance funds beyond first offenders.
6. Eliminates the requirement that any license revocation for refusing a test run consecutive to any other driver’s license restraint.

The ITFDD discussed many reasons for endorsing this legislation. Based on that discussion, all of the ITFDD members who cast votes at the January 18, 2013 meeting voted in favor of this endorsement. There were no votes cast against it. Our members’ reasons for supporting these measures include all of the following:

1. The public safety risks associated with high BAC offenders,
2. The Colorado-specific data and the national data that demonstrate a higher risk of recidivism and crash severity for offenders at or above 0.15 BAC,
3. The demonstrated reduced recidivism rates for offenders who successfully complete Level II Alcohol Education and Treatment,
4. The dramatically reduced recidivism rates for offenders who are restricted to operating vehicles equipped with ignition interlock devices.



5. The behavioral data which suggest that those who refuse chemical testing at the time of arrest may have recidivism rates and behavioral assessments similar to repeat and high BAC offenders,
6. The testing incentive created by both the threat of license revocation and the subsequent requirement for ignition interlock,
7. The data showing that a high percentage of revoked drivers continue to drive during revocation without the public safety protections of insurance, enhanced counseling and ignition interlock devices,
8. The social benefits of providing a legal method for repeat and High BAC offenders to regain driving privileges sooner with the appropriate public safety measures in place,
9. The benefits associated with quickly providing existing Enhanced Interlock Counseling to interlock restricted drivers as a part of the Level II Alcohol Education and Treatment program,
10. The federal government's recent acknowledgment of these benefits by its elimination of long mandatory waiting periods for interlock restricted driving privileges for repeat and High BAC offenders,
11. The increased ignition interlock participation and public safety that will result from increased financial assistance availability for the highest risk drivers,
12. The public safety benefits that will result from shifting administrative sanctions from purely punitive measures to quantifiable remedial measures,
13. The efficacy of Colorado's ignition interlock program that rewards demonstrated compliance with early reinstatement and sanctions demonstrated noncompliance with extension of driving restriction,
14. The benefits to the driving public, the legal community, law enforcement agencies and the motor vehicle division, of reducing the complexity of the license restraints and driving records associated with repeat and High BAC offenders.
15. The measures will not change the driver's license consequences for minor drivers (those under 21 years old) which are considered more serious than for adults, based on Colorado law prohibiting any possession or consumption of alcohol by anyone less than 21 years of age.

Since then, upon evidence-based recommendations from this Task Force, the Colorado Legislature has:

- Added and lengthened the interlock requirements for Persistent Drunk Drivers;
- Recodified the Administrative License Revocation Law to be more clear and understandable;
- Created strong incentives for first offender interlock involvement;
- Established financial assistance for interlock participation;
- Encouraged interlock as a condition for bond or probation;
- Recodified the ignition interlock law;
- Reduced the mandatory waiting periods for interlock participation;
- Broadened the potential ignition interlock population to include virtually all high risk offenders.

The ITFDD successfully recommended that Colorado take advantage of recent changes in Federal law by reducing the mandatory interlock waiting period for repeat DUI offenders from a one-year wait to one-month.

House Bill 13-1240 changed the definition of persistent drunk driving in Colorado (PDD), to include those individuals who refuse to participate in the evidentiary testing process as part of a DUI arrest. The ITFDD supported the reduction in the statutorily defined BAC level for PDD offenders from .17 to .15% to reduce recidivism.

With the most recent changes in the law taking effect January 1, 2014, more repeat and high BAC offenders will have ignition interlock requirements, more will be participating in intensive treatment programs, more will be driving legally and insured with technological protections for public safety, and, ultimately, fewer will be drinking and driving.



*ITFDD members celebrating the signing of House Bill 13-1240 on May 28, 2013*

## Strategic Planning

### **Strategic Goal: Ensure the long-term effectiveness of the ITFDD in addressing impaired driving in Colorado.**

The ITFDD has conducted an analysis to ensure complete representation on the problem of impaired driving on the task force. As a result of this analysis, a need for representation from the following stakeholders has been identified:

- Representation from Colorado Police Officer Standards Training (POST) Board

The addition of this position to the task force would allow work towards collaboration to improve impaired driving enforcement training after basic training and investigate best practices for POST to monitor and record Standard Field Sobriety Testing (SFTS) update training.

- Representation from the marijuana industry

Colorado is on the forefront of a rapidly growing marijuana industry. It is vital to the task force to continue collaboration with the marijuana industry to support responsible marijuana usage as it relates to public safety and driving.



## Prevention

**Strategic Goal: Support the enhancement of responsible alcohol service and sales; promote transportation alternatives; and promote community-based programs.**

***Objective: Increase the utilization of responsible alcohol server and sales training programs, while continuing a strong enforcement of underage compliance checks and over-service investigations by state liquor enforcement and local law enforcement agencies.***

### Training

The Prevention Work Group recognizes that training in responsible alcohol service and sales is a key element to reducing the incidence of drunk and impaired driving. In Colorado, we are fortunate that there are already in place a number of public and private sources of responsible server and sales training.

In 2005, the Department of Revenue, Liquor Enforcement Division instituted a “Responsible Vendor Program” which provides guidelines for private sector companies and municipalities to conduct classes in responsible alcohol sales and service. Although there is currently no tracking system to provide a concrete number, it is estimated that the number of individuals who have completed responsible server or seller training through the “Responsible Vendor Program” is in the range of tens of thousands.

In addition to the availability of numerous private alcohol server education and training companies, some municipalities have instituted their own local responsible alcohol server training programs. For example, the City of Aspen, through several ordinances and resolutions, requires that 100% of all bar owners and managers and at least 75% of all alcohol servers pass an Aspen-approved, three-hour “responsible service of alcohol” course as a condition of issuance of a liquor license.

Whether training programs are offered in the public or private sectors, it is recognized that these programs save lives. For example, several general liability insurance companies know that

### Jenna's Story

***By Gail Parish  
(Jenna's Mother)***

*In an instant, Jenna was gone and our world changed.*

*Jenna Marie Breen was a beautiful, talented, intelligent and energetic young woman who had her whole life ahead of her. She lived more in her short 21 years than many do in a lifetime. Her motto was "Carpe Diem" (Seize The Day). Jenna was a person who thrived on helping others. She loved to read, cook, draw, make jewelry, play outdoor sports and she had a passion for music. She loved life, lived it to the fullest without being risky to others and was truly a bright light in this world with so much potential.*

*Jenna was killed on January 14, 2012 when a drunk driver ran a red light and t-boned Jenna's vehicle on the driver's side. The drunk driver's estimated speed was 88mph; Jenna's estimated speed was 22mph. Jenna was ejected out the rear window, landing 15 feet from away from her car. She was killed instantly. The drunk driver fled the scene but was found 4 blocks away from the crash. The drunk driver was a 25 year old repeat drunk driver on a revoked license. His BAC was almost three times over the legal limit.*

*On Dec. 14, 2012, the drunk driver pled guilty to all 6 charges and was sentenced to 22 years in prison with 5 years of mandatory parole.*

*(Continued on next page)*



*"We have a life sentence without Jenna. The driver could possibly be out on parole in a little over 8 years and still have his life. Jenna's life was stolen from her. The driver also killed my future grandchildren as Jenna wanted to be a mother. Our family, her friends, co-workers and communities will forever be heartbroken from a loss that could have been prevented. Many lives are forever changed from this horrific event and the pain will never be gone. For so many, a piece of each of us also died. All we can do now is to emotionally survive the devastation, figure out how to live without her and to help her continue by changing legislation, educating others about drunk driving and to hopefully save lives. She is forever loved and in our hearts."*



*Photo of Jenna Breen  
Courtesy of Gail Parish*

training reduces the number of negative alcohol related incidences and therefore discount liquor liability premiums to incentivize retail licensees to complete responsible vendor training. Courts recognize that responsible vendor training programs result in fewer cases of impaired driving. State and local liquor licensing authorities may mitigate fines and penalties for compliance failures if the licensee has provided responsible vendor for their employees.

In recognition of the importance of training in the prevention of drunk and impaired driving, the Prevention Work Group recommends:

Continue responsible alcohol server education and training efforts;

- Examine the development of a tracking system to ascertain the true number of individuals who complete responsible alcohol server and sales training;
- Discuss incentives which might foster licensees and their employees to implement and conduct regular and ongoing responsible alcohol service in their establishments; and
- Continue to explore and implement the best methods and practices for the education of responsible alcohol service.

### **Enforcement of Liquor Laws**

Another key component in the area of prevention is to continue the enforcement of liquor laws involving service and sales to minors and visibly intoxicated persons through compliance checks and over-service investigations.

In FY 2006, the Colorado Liquor Enforcement Division was awarded a grant from the United States Department of Justice to fund additional enforcement of underage drinking laws. The grant funded additional overtime for Liquor Enforcement staff to conduct compliance checks, minor in possession investigations and local/community involvement in the prevention of underage possession/consumption of alcohol. The first year, FY 2006, the Division conducted 391 compliance checks with a 74.5% compliance rate. During the ensuing years, the Division increased the number of compliance checks and has seen an overall increase in the

compliance rates of liquor establishments. In FY 2013, the Division conducted 2969 compliance checks with an 86% compliance rate. An 11.5 % increase in compliance qualifies the effectiveness of a combined effort of server and seller training and minor compliance checks.

Over service investigations also play a part in the enforcement's role of preventing impaired driving. Unfortunately, law enforcement mostly becomes aware of over service incidents when the suspected drunk driver is involved in a crash including serious bodily injury or death.

Local and state law enforcement agencies do conduct undercover operations at liquor establishments in order to observe if visibly intoxicated people are being served alcohol. Most of these investigations are manpower intensive and driven by complaints.

The Prevention Work Group encourages local and state law enforcement to work together to identify potential problem establishments and conduct joint undercover operations in order to assist in preventing drunk and impaired driving.

***Objective: Promote awareness, utilization, and financial support for already-existing alternative ride programs and the development of additional programs.***



Drunk driving is 100% preventable. If the drinker does not get behind the wheel, by definition drunk driving cannot occur.

Colorado is fortunate to have many already-existing alternative ride programs in place, including (but not limited to):

- Designated Driver of Colorado Springs (No DUI)
- Aspen's Tipsy Taxi

Although the hours/days of operation and methods of funding vary, all the alternative ride programs share the same goal: offer the drinker (and potential drunk driver) another way to get home. This not only may save the drunk driver's life but also the lives of other innocent drivers who share the same roadways.



One of these alternative ride programs is Aspen's Tipsy Taxi, which has been in place since December 1983. Funded through donations from the community, this program is available 365 days a year, 24 hours per day. As crime prevention program, this service is distinctive in that it has been operating for 30 years with uninterrupted service.

Since the implementation of Tipsy Taxi, the number of fatal vehicle crashes per year in which the at-fault driver was legally impaired has gone down dramatically and stayed down. According to NHTSA (National Highway Traffic Safety Administration), "Examination of crash data [in Pitkin County] indicated that nighttime, injury and fatal crashes

all declined after implementation of Tipsy Taxi. Injury crashes decreased by 15% in Pitkin County after the implementation of Tipsy Taxi..... The fact that nighttime and fatal crashes declined coincident with the implementation of the Tipsy Taxi program and that injury crashes declined significantly gives credence to the proposition that this ride service program has served to help reduce alcohol-related crashes...” NHTSA further stated, “Other communities should consider implementing similar programs... with the understanding that an alternative ride program is not the sole solution to impaired driving, but is a rational component of a comprehensive program to address this important issue.”

Based on the success of already-existing alternate ride programs, the Prevention Work Group recommends financial and support for already-existing programs and the development of additional ones.



## Criminal Justice

**Objective:** Enhance the ability for law enforcement to utilize emerging technology for dugged driving investigations.

The ITFDD recommends broadening the preliminary breath testing tools available to investigating officers to accommodate expanding drug driving investigations. This would require statutory change similar to below:

*C.R.S. § 42-4-1301.1(6)(I) Following the lawful contact with a person who has been driving a motor vehicle or vehicle and when a law enforcement officer reasonably suspects that a person was driving a motor vehicle or vehicle while under the influence of or while impaired by alcohol or drugs, the law enforcement officer may conduct a preliminary screening test using a device approved by the executive director of the department of public health and environment after first advising the driver that the driver may either refuse or agree to ~~provide a sample of the driver's breath for~~ such preliminary test; except that, if the driver is under twenty-one years of age, the law enforcement officer may, after providing such advisement to the person, conduct such preliminary screen test if the officer reasonably suspects that the person has consumed any alcohol or drugs.*

**Objective:** Provide a tool for law enforcement to provide a roadside advisement that encompasses recent changes in legislation as it pertains to refusal of blood or breath testing.

The Roadside Advisement subgroup consisted of multiple subject matter experts that weighed in on the merits of law enforcement providing a roadside advisement to suspected impaired drivers with updated information as to recent changes in legislation. The goal of the advisement is to offer a tool to law enforcement to advise the offender of the ramifications of a refusal if they choose to exercise the right to refusal. The advisement is not meant to be legally required to be read. Efforts were made to make the advisement as concise and simple as possible, due to the impaired nature of the driver. It is the hope of the group that this advisement will lead to a reduction in the refusal rate if drivers are better informed of the consequences of refusal.



### Roadside Advisement

*"If you refuse testing, your license will be revoked, you will be required to have a breath testing device in your car for at least 2 years, and you will be required to have DUI treatment for at least 8 months in order to get your license back. Now, will you take the test?"*

***Objective: Provide support for efforts to reduce the number and severity of impaired driving crashes in Colorado by supporting the expansion of law enforcement programs which detect drug impairment in all Colorado counties.***

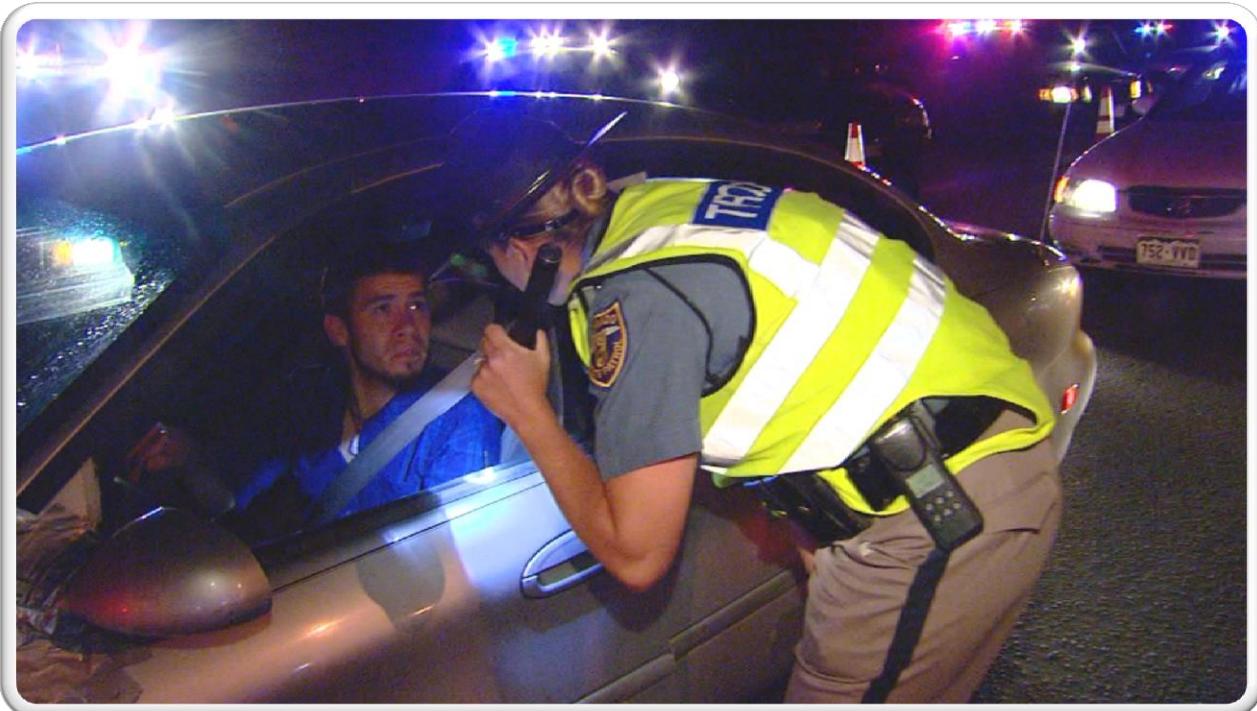
### **Standard Field Sobriety Testing (SFST)**

DUI Detection and Standardized Field Sobriety Testing (SFST) is a 24 hour training curriculum that sets forth the fundamental tasks in impaired driving enforcement, identifying the knowledge, skills and attitudes a Peace Officer must have to be able to effectively investigate impaired driving events. All Colorado Peace Officer Standard Training (POST) academies are required to have SFST as part of the training curriculum since July 1, 2011.



### **ARIDE: Advanced Roadside Impaired Driving Enforcement**

The ARIDE program was developed by the National Highway Traffic Safety Administration (NHTSA) with input from the International Association of Chiefs of Police (IACP) Technical Advisory Panel (TAP). The 16 hour ARIDE training taught by Drug Recognition Expert (DRE) instructors addresses the gap in training between the Standardized Field Sobriety Testing (SFST) and the DRE Program by providing Peace Officers with general knowledge related to drug impairment and by promoting the use of Drug Recognition Experts.



### Drug Evaluation Classification Program



Drug Recognition Experts (DRE) are law enforcement officers who have been trained to identify drivers impaired by drugs. A trained DRE performs an evaluation of a suspected drug-impaired driver to determine their level of impairment and the category of drug(s) that the suspected driver is impaired by. The ITFDD supports the work of this program in its efforts to prevent drug-impaired driving.

In 2013, DRE candidates attended a nine-day DRE School in Avon, Colorado. All of the students have completed their required testing and evaluations.



Colorado currently has 186 certified DREs, of which 37 are DRE instructors serving in 64 law enforcement agencies.

Agency	# of DREs	Agency	# of DREs
Adams County Sheriff's Office	3	Grand Junction Police Department	3
Alamosa County Sheriff's Office	1	Greeley Police Department	1
Alamosa Police Department	1	Gunnison County Sheriff's Office	1
Arapahoe County Sheriff's Office	1	Jefferson County Sheriff's Office	2
Arvada Police Department	1	Lafayette Police	3
Aurora Police Department	4	Lakewood Police	2
Avon Police	2	Larimer County Sheriff's Office	1
Blackhawk Police Department	1	Littleton Police	1
Boulder County Sheriff's Office	3	Longmont Police	2
Boulder Police Department	2	Loveland Police	4
Broomfield Police Department	1	Manitou Springs Police	1
Buena Vista Police	1	Mesa County Sheriff's Office	3
Castle Rock Police Department	1	Montrose County Sheriff's Office	1
Clear Creek County Sheriff's Office	1	Montrose Police	1
Colorado Division of Gaming	1	Northglenn Police Department	1
Colorado Mental Health Institute At Pueblo	2	Palisade Police	1
Colorado Springs Police	9	Park County Sheriff's Office	1
Colorado State Patrol	53	Parker Police	1
Colorado State University	1	Pikes Peak Community College	1
Commerce City Police	3	Pitkin County Sheriff's Office	1
Delta Police	1	Pueblo County Sheriff's Office	1
Denver Police	21	Pueblo Police Department	4
Douglas County Sheriff's Office	2	Rifle Police	1
Eagle County Sheriff's Office	3	Steamboat Springs Police Department	2
Englewood Police Department	1	Summit County Sheriff's Office	1
Erie Police	1	Thornton Police	5
Fort Carson Police	2	US Department of Veteran's Affairs	1
Fort Lupton Police	1	Vail Police	1
Fountain Police	2	Weld County Sheriff's Office	1
Frederick Police	1	Woodland Park Police	2
Glenwood Springs Police Department	6		



**MADD Colorado Honors Law Enforcement for Efforts to Eliminate Drunk Driving and Prevent Underage Drinking**

*On September 18, 2013, Mothers Against Drunk Driving (MADD) Colorado, along with its youth volunteers, presented 17 awards to outstanding individuals and teams of Colorado law enforcement officers and agencies who are making a difference in the community, during the 2013 MADD Colorado Law Enforcement Recognition Dinner and Awards Ceremony. This annual event for MADD Colorado recognizes the lifesaving efforts of Colorado law enforcement officers and agencies. It is a unique opportunity for MADD Colorado to express its gratitude for the heroes who keep our communities safe.*

*The 2013 MADD Colorado Law Enforcement Recognition Dinner and Awards Ceremony was presented by the law firm of Bachus & Schanker, MADD Colorado's 2013 Statewide Sponsor, with additional support from the Colorado Department of Transportation and the Ali Meyer Foundation.*

*"The Colorado Department of Transportation is so proud of the achievements made by the dedicated law enforcement professionals throughout the state of Colorado," said Darrell Lingk, Director of the Office of Transportation Safety at CDOT. "Whether it's informing parents of the importance of properly restraining children in the car, educating Coloradans on how wearing a seat belt can save their life in a motor vehicle crash or keeping impaired drivers off our roads, the men and women of Colorado's law enforcement are our everyday heroes. We're honored to partner with MADD to give them the recognition they deserve."*



## Alcohol and Other Drug Misuse

***Objective: Provide support for efforts to reduce the number and severity of impaired driving crashes in Colorado by addressing the issue of drug usage (legally or illegally obtained) and driving.***

The ITFDD has identified drugged driving as a growing problem in Colorado. The problem is complex and requires a multi-faceted approach that includes public education, data collection and continued research. The Colorado Department of Transportation has launched a drugged driving education campaign that emphasizes the dangers of prescription and marijuana impaired driving.

- Public safety requires that drivers not be impaired from alcohol, cannabis, or any other medication or drug, while operating a motor vehicle;
- Efforts should be expanded to collect and share data related to drugged driving, and further analysis of fatal crashes;
- Increase the number of Drug Recognition Experts to ensure sufficient coverage in rural and frontier areas of the state; and
- A strong public education campaign that focuses on disseminating information to marijuana dispensary/retail owners, customers and the public is a priority to enhance public safety on the roadways.

### Preliminary 2012 FARS Drug Test Results in Fatal Crashes

Cannabinoids	70
Depressants	24
Hallucinogens	3
Narcotics	45
Stimulants	46
Other Drug Results	27
Unknown	103

*FARS drug test data was obtained from CDOT on 12/24/2013 and is preliminary through this date.*



***Objective: Act as a resource for the exchange of information regarding impaired driving.***

In 2011, the Persistent Drunk Driver (PDD) Committee launched the No DUI Colorado website ([www.NoDUIColorado.org](http://www.NoDUIColorado.org)) as a state resource for impaired driving and substance abuse behaviors. The website takes a three-step approach to addressing DUIs, discussing what can happen before a DUI, what happens after receiving a DUI, and what resources are available to individuals statewide and nationally.

The website is intended for those dealing with alcohol and drug prevention, policymakers, individuals at-risk, family members and friends, and aims to provide a wealth of resources to all of these target audiences.

Members of the Interagency Task Force on Drunk Driving (ITFDD) have been pivotal in sharing the website with community members statewide to drive visits and usage. In 2012, creative collateral such as brochures, bookmarks and Blood Alcohol Content cards were designed to increase awareness about the website. New collateral to increase awareness regarding Colorado's marijuana and driving laws began in 2013 and will be fully distributed statewide in 2014.

**Website Analytics at a Glance Since its Launch**

Visits	19,357 or 807 per month
Page Views	71,251
Pages / Visit	3.68
Average Visit Duration	2 minutes, 68 seconds
New Visitors	77.2%
Returning Visitors	22.8%

Other websites that have provided high volume referrals to No DUI Colorado website include Colorado's state website portal, Colorado Courts, the Colorado Department of Transportation, the City of Fort Collins and the Douglas County Sheriff's Office. Facebook also provided a high number of referrals, as well as Facebook mobile.

The goal of the PDD Committee and the ITFDD is to continue to make the No DUI Colorado website a highly used and referenced website for DUI impairment-related information.

# Communications

## Goals

- Develop impactful advertising in culturally and linguistically ways that resonate with our target audiences
- Through public relations, identify relevant third-party influencers to help spread impaired driving messages
- Develop a relevant drugged driving (marijuana-focused) public awareness campaign

## Strategies

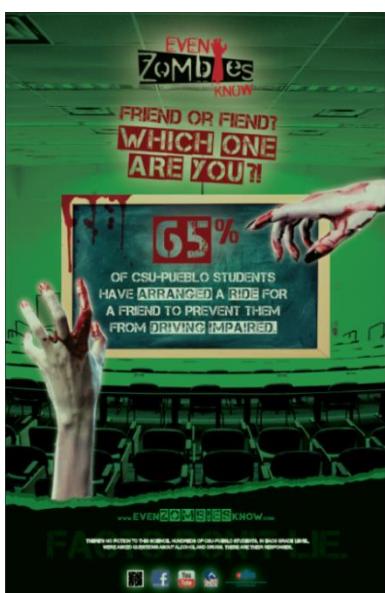
- Based on Countermeasure 5.2 of *Countermeasures That Work 2013*, we recommend the continuation of a mass media campaign that consists of intensive communication and outreach activities regarding impaired driving that use radio, TV, print and other mass media, both paid and/or earned.
- Our campaign will focus on both deterrence through the publicizing of checkpoints/high visibility enforcement and behavioral changes, such as the use of designated drivers. The campaign will focus on a target audience of males between the ages of 21 and 34 because they have the highest propensity for DUI arrests. It will also be ethnically relevant, particularly with a Hispanic audience.



## Campus-based Social Norming Campaigns

The PDD (Persistent Drunk Driver) Committee continued its efforts to reduce impaired driving and increase prevention efforts by commissioning the development of a social norms University Model and by implementing this model format on two Colorado university campuses in 2013. The University of Northern Colorado (UNC) and Colorado State University – Pueblo (CSU-Pueblo) serve as the two campuses where the social norms University Model is being put into practice. The PDD Committee is contracted with Webb Strategic Communications (Webb), a Denver-based firm, to develop and implement these efforts. Further, each campus-based program runs three years, with the first year dedicated to research and campaign development, followed by two years of implementation.

### *Social Norms at CSU-Pueblo*



In 2013, the *Even Zombies Know* social norming campaign at CSU-Pueblo concluded its first year of implementation in the spring of 2013, and has now re-launched for its final year this fall for the 2013-2014 academic school year. After its initial year of implementation, the campaign produced an increase in awareness of impaired driving-related messages among students by an average of 12 percentage points. There was also a five percentage point reduction in the belief the average student drove impaired in the past year, and a decline in the average number of drinks consumed by a typical student per week.

The campaign continues to focus on in-person outreach and engagement tactics such as zombie-themed campus events, online, through social media and via the campus radio station to promote its key messages. As the campaign enters its final year of implementation, Webb is working closely with the CSU-Pueblo Alcohol and Other Drug Prevention Office (AOD) to launch a

### **Goeff Grenzke's Story**

**By Deborah Grenzke, Geoff's mother**

*My name is Deborah Grenzke. I want to tell you about the man who nearly took my 17 year old son Geoff away from us the night of November 24, 2012. The driver involved in this accident had a blood alcohol level twice the legal limit and after the collision, he got out of his car and ran away...never stopping to help my son and his friend get out of our car as it filled with fumes. What is truly amazing is that this driver has now been convicted of 6 DUI's!*

*The judge at the February 1, 2013 sentencing explained to my husband and I that since DUI's are misdemeanors, he was limited to what sentence he could impose. So this man, having served a 90 days sentence in the Boulder County Jail, followed by work release, another rehabilitation program (his fourth) and a \$600 fine plus court cost, is back on the road again. It just doesn't seem as though the punishment fits the crime!*

*(Continued on next page)*

*His decision to drink that night has set my family on an emotional rollercoaster. After surgery and many physical therapy sessions, Geoff's leg is still healing. His confidence when driving at night has returned. Perhaps, in time, even my anxieties about Geoff driving on his own or with friends, will go away. But what happens the next time this man drinks and drives...as his history says that he will. What happens to the victims of his 7th DUI? Will they survive?*

*I understand that alcoholism is an illness and should be treated...but as with all other illnesses and diseases, we also have to protect those people who come in contact with one who is sick. How is it possible that something so serious and often fatal is only a misdemeanor in the State of Colorado? We need to do more to protect us all from those who chose to drink and drive. What can I do to help?*



*Photo of Geoff Grenzke  
Courtesy of Deborah Grenzke*

new sustainable designated driver recognition program on campus. The new program involves getting local bars and restaurants to provide free non-alcoholic beverages and menu items to students wearing branded shirts checked out at the AOD office. To date, a total of five local establishments have signed-up to be part of the program.

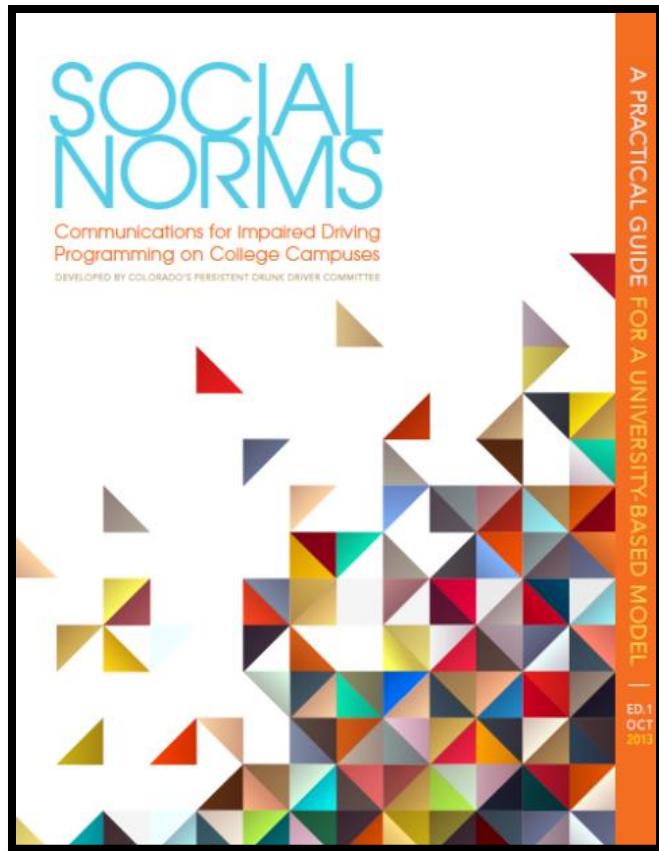
### ***Social Norms at the University of Northern Colorado***

Over the past year, the social norming campaign at the UNC has taken life. The first year of research was completed during the 2012-2013 school year through campus wide surveying, focus group testing and student intercepts. Many campaign themes were tested during this period and students eventually decided to revive the *Truth Fairy* campaign originally used at Western State University. The Truth Fairy character was tweaked to fit the Greeley campus and in turn Ruth the Truth Fairy was born. The campaign character embodies a quirky, vibrant personality and eye-catching look allowing her to easily draw attention from students to share campaign messaging.

*The Truth Fairy campaign launched at UNC in association with the Prevention Education and Advocacy Services Office during homecoming weekend in late September 2013. During launch contact was made with more than 16.5 percent of the student population, faculty and community members. The campaign will continue to provide normative messages to students through the use of Ruth, the Truth Fairy posters, as well as the campaign's website ([www.TruthFairyUNC.com](http://www.TruthFairyUNC.com)) and Facebook page (<https://www.facebook.com/TruthFairyUNC>). As of Nov. 25 the campaign website had 822 visits and 144 fans have 'liked' the Facebook page. These online mediums and outreach at campus events will continue to engage students with information on the social norming campaign at UNC through 2015.*

### ***University Model***

The University Model was commissioned by the PDD Committee to act as a reference guide for university campuses interested in implementing an evidence-based social norms campaign. The document offers a step-by-step approach from a communications point of view to lend support to individuals who already have prevention and other academic expertise needed to implement social norms programming.



The University Model document was finalized in 2013 and presented at the Coalition of Colorado Campus Alcohol and Drug Educators (CADE) annual conference. The document currently resides on the CADE website for interested parties to download and is also available on the Colorado Department of Human Services, Office of Behavioral Health website or by calling 303.866.7400.

# Program Evaluation & Data Recommendations

## Programmatic/System Recommendations

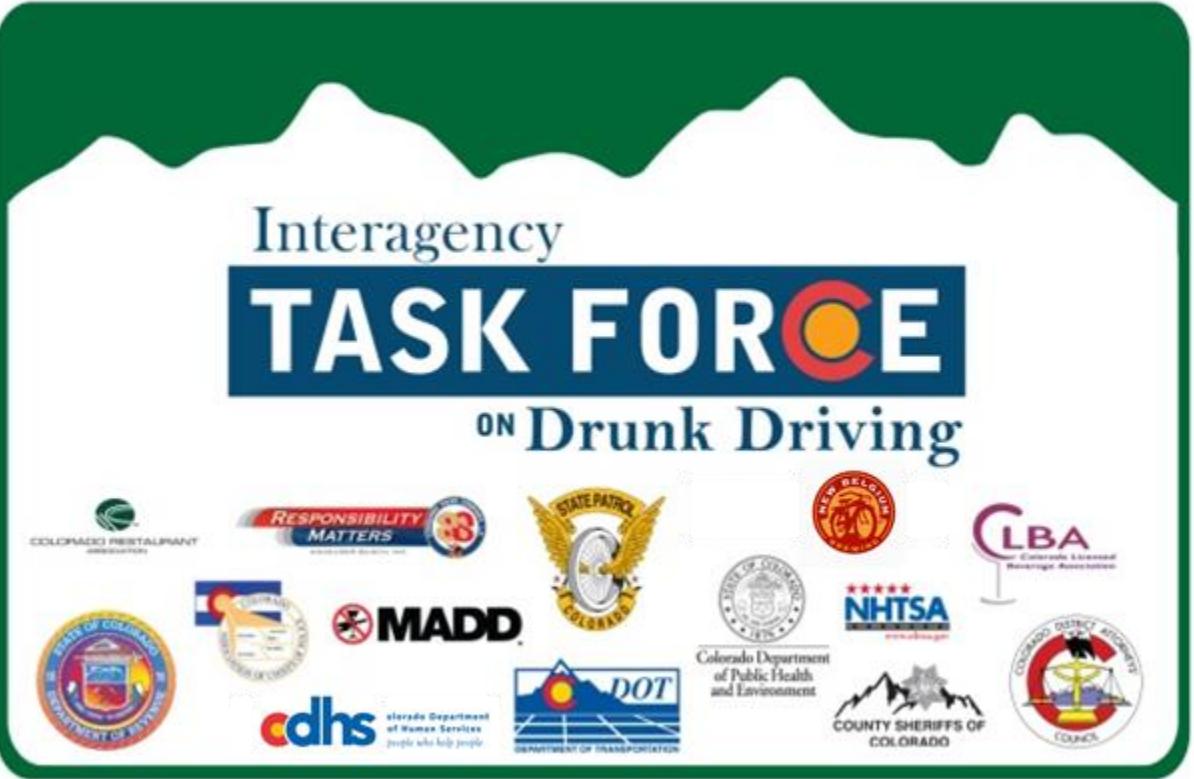
- Recommend development and diagramming of all data systems.
- Coordinate with STRAC and other committees to identify specific (macro and micro) system and data elements.
  - Though BAC levels are not reported on the Traffic Accident Report for drivers in crashes, this data may be obtained by working with the Judicial Districts or law enforcement agencies
- Build analysis and evaluation models from literature and data for interventions to support problem identification (baseline) and evaluation (output and outcomes).

## Legislative Recommendation

- The ITFDD supports the creation of new statistical tracking to properly document the number of DUI and DUID arrests. This would include the ability to distinguish different types of drug categories in DUID arrests.



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# Interagency **TASK FORCE** on Drunk Driving



COLORADIAN MENTAL HEALTH  
ASSOCIATION



ADOLESCENT DRINKING PREVENTION



STATE PATROL  
COLORADO



NEW BELGIUM  
www.newbelgium.com



Colorado Licensed  
Beverage Association



Colorado Department  
of Human Services  
people who help people



Colorado Department  
of Public Health  
and Environment



COUNTY SHERIFFS OF  
COLORADO



*This annual report is dedicated to Lilly Duncan. Lilly is a reminder that behind every statistic on impaired driving fatalities is a person who was loved and is terribly missed.*

**July 24, 1979 - May 14, 2011**



*Picture of Lilly Duncan. Courtesy of Diana Smith, used with permission.  
Diana Smith volunteers with Designated Driver of Colorado Springs to promote drunk driving prevention.  
As a realtor, she tries to donate 20% of any earned commission to Designated Driver of Colorado Springs.*

***From the Words of Diana Smith:***

*She left too soon... it was my birthday. My birthdays and the holidays will never be the same for any of our family. On May 14, 2011, a drunk driver collided driver headlight to driver headlight on I-25 near the Lincoln Broadway exit in Denver. Lilly had not been drinking but the drunk drivers BAC was reported to be .219, two hours after the accident. It was her first offense ever, sentenced to 10 years and only serving a mandatory 6 1/2 years for vehicular homicide.*

*Lilly had a gentle soul and a soft voice. She loved to sing karaoke and was an aspiring photographer. She could never say no to anyone that was in peril. Lilly was a giver and glowed of peace and happiness.*

*Lilly was a mother first and foremost in her life. Dyrah was her whole world. Dyrah was born April 19, 1999 weighing one pound and 13 1/2 ounces and 12 weeks early. The odds were against her that she would survive but she did and she is now 14 years old. She learned how to walk and talk after 18 months of intubation and surgeries.*

*Dyrah's little hand and foot prints were tattooed on Lilly's chest and it was a conversation starter. She would tell story of battle to keep her baby alive. Dyrah has lost both parents to alcohol. Her father was killed when she was 8 years old. He drank too much, got in a fight and lost. It is now a cold case file in Pueblo.*

*She delivered her Victim Impact Statement at the trial and started crying, I told her she did not have to continue. She said, "I am strong, I can do this". She has to grow up very fast.*