



## ***2014 Annual Report***

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

In 2006, Colorado Senate Bill 06-192 created the Interagency Task Force on Drunk Driving (ITFDD) in response to the tragic death of Sonja Marie DeVries who was killed in 2004 by an impaired driver who had been convicted of impaired driving on six previous occasions. Since its inception in 2006, the ITFDD has brought together executive leaders from government and other organizations that have an interest in reducing instances of impaired driving.

In 2014 the Interagency Task Force on Drunk Driving was changed to the Colorado Task Force on Drunk and Impaired by Colorado House Bill 14-1321.





## Executive Summary

Prevention of impaired driving is considered the most important priority for the Colorado Task Force on Drunk and Impaired Driving (CTFDID). The CTFDID 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 current CTFDID statute is 42-4-1306 (link below)

[C.R.S 42-4-1306](#)

The CTFDID is committed to finding multi-disciplined solutions which ensure a reduction in the number of fatalities and injuries in impaired driving related crashes. CTFDID 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 CTFDID 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.

Teams of subject matter experts continue to work on the CTFDID work plan developed in 2013. These exceptional teams comprised of professionals dedicated to reducing incidents of impaired driving concentrated on the following areas:

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



## Colorado Task Force on Impaired and Drunk Driving Key Recommendations

- 1) The CTFDID supports and strongly endorses the passage of a primary safety restraint law. In 2013, of the 317 passenger vehicle occupant fatalities, 177 or 56% were unrestrained. The National Highway Safety Traffic Administration (NHTSA) continues to emphasize that wearing a seat belt is one of the best defenses to prevent injury and death in a crash - and it remains the best defense against a drunk driver. Increasing the use of safety restraints on Colorado's roadways will reduce the severity of DUI related fatal and injury crashes.
- 2) The CTFDID supports statutory changes that would allow for Colorado law enforcement officers to utilize additional preliminary screening devices at roadside to detect drug involvement by drivers suspected of having impairment caused by drugs other than alcohol. Current Colorado law allows law enforcement to use a preliminary screening device only for alcohol.

### [C.R.S.42-4-1301\(6\)\(i\)\(I\)](#)

This technology would be a great asset to the detection and reduction of drivers impaired by drugs other than alcohol in Colorado.

- 3) The CTFDID supports the creation of new statistical tracking to properly document the number of DUI arrests categorized by alcohol involved, drug involved and alcohol and drug involved. . This would include the ability to distinguish different types of drug categories in DUI arrests where drugs are a contributing factor to the impairment. The CTFDID supports the Marijuana Data Discovery and Gap Analysis Report Analysis Report recommendations numbers seven and thirteen listed below.

### [Report Recommendation 7: Marijuana Related Traffic Accidents.](#) [Report Recommendation 13: DUI.](#)

- 4) The CTFDID will be available to advise and assist in providing information and comment on any felony DUI bill presented in state legislation.
- 5) The CTFDID supports increasing the number of statewide safety and prevention programs.



## Story from a Victim of Impaired Driving



My name is Thomas Sampley. This picture was taken on Friday, May 30<sup>th</sup>, 2014, at approximately 9 o'clock pm. A typical Friday night for me, I was getting ready to leave for my job at a local bar in downtown Denver where I was a doorman. I was sitting with my girlfriend, Sherri, who took this photo. Half an hour later, I kissed her goodbye and headed out the door, hopped on my Stella Scooter and was on my way.

Ten minutes later I was cruising down Colfax Avenue, enjoying the ride, and I came to the intersection of Colfax at Wolff Street. I noticed the car sitting in the center turn lane waiting to turn across my path, and as I approached the car suddenly lurched out and was on a collision course with me. I did the only thing I could think and that was to turn my scooter away from the impact hoping that it would hit me broadside instead of head-on. And that's exactly what happened. The next thing I knew I was flying through the air. After that I only remember laying half in the street and half on the sidewalk. I knew without a doubt that it was bad...just didn't know or realize just how bad I was.

The impact broke my lower left leg in two...open tib/fib fracture. Being thrown, I landed fifteen feet from the impact and landed on the top of my head...I sustained a heavy spinal injury known as central cord syndrome that rendered both arms useless and with a hypersensitivity that I can't seem to describe to anyone that has never experienced such a thing!

The guy that hit me didn't even slow down to see if I was okay. He ran over my scooter and continued on his way. Police were able to track him down because his license plate came off in the crash. He was high on methamphetamines and told the officers that he felt a bump, freaked out, and went home. He has several priors for driving under the influence and many driving under suspension citations. He has never spent more than a month or so in jail for his priors. Soon, he will be sentenced in this case. No matter what they give him, it will not be enough.

The greatest impact, though, was to my girlfriend and my mother. They received a phone call that no person, girlfriend, wife, mother, friend, should ever have to take. They were told by the detectives that they were responding to a fatality. The hospital staff told them that there was a good chance I wouldn't make it through the night. The months that followed were grueling on them and they had to take on the responsibility of caring for me while trying to maintain their own lives. Again, no person should have to take on that kind of hardship and heartache.

I'm doing much better now and my life is moving forward. Not without difficulties, however. My life as I knew it stopped on that day. My career in construction was ended, and I will never be able to bounce at a club again...a job I loved and a profession that suited me perfectly. It's a constant struggle sometimes just to get up and go about my day. I now walk with a limp and my leg hurts most times. I've regained most of the use of my hands, although my right hand also hurts the majority of the time...like severe arthritis. I now have neck and back problems that I believe are just going to be a part of my everyday life here on out.

I believe that I was spared the fate of those that haven't been so fortunate in order to be the voice of those that are no longer with us due to this epidemic of driving under the influence. I have made it a mission to lobby for much more stringent sentencing guidelines for those who are caught.



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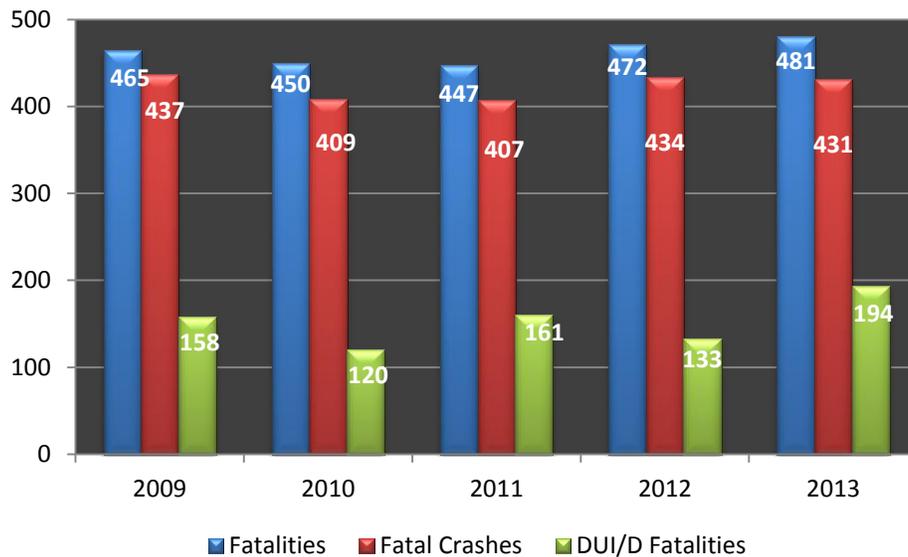


## Impaired Driving in Colorado

The Colorado Task Force on Drunk and Impaired Driving (CTFDID) 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 CTFDID 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 CTFDID 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 Impaired Driving Situation in Colorado



	2009	2010	2011	2012	2013
<b>Fatalities</b>	465	450	447	472	481
Fatal Crashes	437	409	407	434	431
Alcohol Related Fatalities BAC .08 or above	158	120	161	133	142

Source: Fatality Analysis Reporting System (FARS) Data



## Mission

The mission of the Colorado Task Force on Drunk and Impaired 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 Colorado Task Force on Drunk and Impaired 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 - Theodore Trujillo
- 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, DUI Substance Abuse Treatment - Christine Flavia
- Colorado Department of Human Services, Office of Behavioral Health, Minors Substance Abuse Treatment - Katie Wells
- 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, Colorado Brewers Guild
- A Person Under 24 who is Enrolled in a Secondary or Postsecondary School - Nikayla Mattison
- Colorado Association of Addiction Professionals - Sue Parker
- Colorado Peace Officers Standards and Training Board - Carolyn Berry
- Statewide Organization of Retail Marijuana for Consumption Off Premises - Michael Elliot, Marijuana Industry Group
- Researcher Who Specializes in the Field of Impaired Driving, Dr. David Timken



## Accomplishments of 2014

- 1) The CTFDID recommended a statutory adjustment to change the name of the Interagency Task Force on Drunk Driving to the Colorado Task Force on Drunk and Impaired Driving (CTFDID.) The name change is consistent with the CTFDID focus on the issue of impaired driving by alcohol and other drugs.
- 2) The CTFDID was successful at increasing its membership to include representatives from the retail marijuana industry, Colorado Peace Officers Standards and Training Board, Colorado Department of Human Services specializing in substance abuse treatment in minors, and a researcher specializing in the field of impaired driving research. This will allow for better strategies and communication from industry representatives and members who help determine and develop the standards of training for peace officers in Colorado.
- 3) The CTFDID assisted the Colorado Department of Transportation in developing a widely recognized marijuana impaired driving campaign, “Drive High Get a DUI,” that received national media attention. The State of Washington, which has also legalized recreational marijuana, was so impressed by the campaign that their Traffic Safety Commission adopted the "Drive High, Get a DUI" tagline and aired the public service announcements statewide.
- 4) The CTFDID assisted in developing a culturally and linguistically impactful public awareness campaigns in culturally and linguistically ways that resonate with the diverse audiences in Colorado. The campaigns used billboards, interviews, radio advertisements and other mediums to effectively communicate the messages.
- 5) Expanded the Drug Recognition Expert (DRE) program in Colorado. The DRE program saw an increase from one class per year to three classes in 2014. These classes were held in Golden, Aurora, and Lamar, Colorado. This led to an increase in DRE officers of 11% from 2013.





## Strategic Planning

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

The CTFDID has conducted an analysis to ensure complete representation on the problem of impaired driving on the task force. As a result of this analysis, the CTFDID was successful in adding the following representation to the task force:

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

The addition of this position to the task force allows 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. CDOT and POST are currently discussing this project.

### 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 address responsible marijuana usage as it relates to public safety and driving.



CTFDID Members at the September 2014 Meeting

### Representation from the Colorado Department of Human Services with expertise in providing minors, adolescents, and juvenile offenders with substance abuse treatment and related services

This addition brings an important perspective in minor's substance abuse treatment as it relates to impaired driving.

### Researcher who specializes in drunk and impaired driving research

This position provides valuable knowledge on impaired driving. Data driven analysis is instrumental in dealing with impaired 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 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 2014, the Division conducted 3,320 compliance checks with a 90.4% compliance rate. A 15.9 % 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 community 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.





*Daniel Michael Jones was born February 5, 1990 in Boulder, Colorado. Daniel loved all aspects of his school years, and was very involved in sports, football, basketball, wrestling, baseball and track. Daniel attended the University of Colorado, Boulder. Daniel was pursuing a degree in Environmental Engineering with a minor in Meteorology. He was consistently on the Dean's honor roll.*

*Daniel was an artist, he loved to cook, snowboard and skydive. Over his last few years, Daniel became a very talented artist starting with oil based paintings. His artwork allowed him to have a gallery showing in Frederick and Longmont.*

*Daniel Michael Jones was killed on May 26, 2012 as he drove home. The driver of the other vehicle was drunk and hit Daniel head on. Both cars were engulfed in flames. The drunk driver died in the crash as well. Daniel was awarded his degree posthumously on December 20, 2012 by the University of Colorado Boulder, College of Engineering and Applied Science.*

*Mike and Stacey Jones have established a memorial scholarship program in memory of their son:  
[danielmichaeljonesmemorialfoundation.org](http://danielmichaeljonesmemorialfoundation.org)*

**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 Tippy 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 Tippy 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 Tippy 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 Tippy Taxi. Injury crashes decreased by 15% in Pitkin County after the implementation of Tippy Taxi.... The fact that nighttime and fatal crashes declined coincident with the implementation of the Tippy 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.

***Objective: Promote community-based programs***

Dare You To Move is an example of one community program whose sole purpose is to educate and work towards the prevention of impaired driving - as well as suicide and substance abuse - with youth and adults. The program empowers individuals to think critically about choices such as: importance of education; strong mental health; tolerance of diversity; courage; integrity; and respect. For more information, go to [www.dareyoutomove.us](http://www.dareyoutomove.us).





## Criminal Justice

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

The CTFDID 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(6)(i)(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 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 CTFDID supports the work of this program in its efforts to prevent drug-impaired driving.

The DRE program saw an increase from one class per year to three classes in 2014. DRE candidates attended a nine-day DRE School which was held in Golden, Aurora, and Lamar, Colorado. All of the students have completed their required testing and evaluations.



Colorado currently has 207 certified DREs, of which 43 are DRE instructors serving in 64 law enforcement agencies.

Agency	# of DREs	Agency	# of DREs
Adams County Sherriff's Office	4	Frederick Police Department	1
Alamosa Police Department	1	Gilpin County Sherriff's Office	1
Arapahoe County Sherriff's Office	3	Glenwood Springs Police Department	4
Arvada Police Department	1	Grand Junction Police Department	3
Aurora Police Department	4	Greeley Police Department	1
Avon Police Department	3	Gunnison Police Department	1
Basalt Police Department	1	Jefferson County Sherriff's Office	1
Boulder County Sherriff's Office	3	Lafayette Police Department	3
Boulder Police Department	2	Lakewood Police Department	3
Broomfield Police Department	1	Larimer County Sherriff's Office	1
Buena Vista Police Department	1	Littleton Police Department	1
Castle Rock Police Department	1	Loveland Police Department	3
Clear County Sherriff's Office	1	Manitou Springs Police Department	1
Colorado Mental Institute At Pueblo	2	Mesa County Sherriff's Office	2
Colorado Springs Police Department	8	Montrose Police Department	1
Colorado State Patrol	64	Northglenn Police Department	1
Commerce City Police Department	3	Park County Sherriff's Office	1
Craig Police Department	1	Parker Police Department	3
Debeque Marshal's Office	1	Pikes Peak Community College	1
Delta Police Department	1	Pitkin County Sherriff's Office	1
Denver Police Department	26	Pueblo County Sherriff's Office	1
Douglas County Sherriff's Office	2	Pueblo Police Department	5
Eagle County Sherriff's Office	3	Rifle Police Department	1



Agency	# of DREs	Agency	# of DREs
Englewood Police Department	1	Steamboat Springs Police Department	2
Erie Police Department	2	Sterling Police Department	1
Estes Park Police Department	1	Thornton Police Department	4
Fort Carson Police Department	1	Vail Police Department	4
Fort Collins Police Department	1	Weld County Sherriff's Office	1
Fort Lupton Police Department	1	Westminster Police Department	2
Fountain Police Department	2	Wheat Ridge Police Department	1



Lamar, Colorado Multi-Agency DRE Class, November 2014



Colorado State Patrol DRE Class, March 2014



## 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 CTFDID 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 2013 FARS Drug Test Results in Fatal Crashes

Drug Type	Driver Count	All Persons
Cannabinoids	44	78
Depressants	14	19
Hallucinogens	1	1
Narcotics	19	26
Stimulants	30	40
Other Drug Results	25	31
Unknown (FARS Codes 997-999)	1	4

*FARS drug test data was obtained from CDOT on 12/24/2014 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 Colorado Task Force on Drunk and Impaired Driving (CTFDID) 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. These pieces were updated in 2014 and additionally a tear-off pad was developed to reflect Colorado’s marijuana and driving laws. These materials were distributed to organizations and businesses throughout Colorado.

# NO DUI COLORADO

## Website Analytics

Category	2013 (Jan. 1 - Dec. 31)	2014 (Jan. 1 - Dec. 31)
Sessions	11,960	15,140
Pageviews	43,760	45,718
Pages Viewed per Session	3.66	3.02
Avg. Session Duration	2m15s	2m24s
New Visitors	76.7%	80.7%
Returning Visitors	23.3%	19.3%

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 provided several dozen referrals in both years. In 2014, The Cannabist as well as Westword each referred several dozen visitors.

The goal of the PDD Committee and the CTFDID is to continue to make the No DUI Colorado website a highly used and referenced website for DUI impairment-related information. A small paid media effort to help promote this resource to the public also began in December 2014.



## Communications

### Goals

- Develop culturally and linguistically impactful advertising designed to resonate with target audiences within Colorado's Hispanic communities.
- Leverage Spanish-speaking State Troopers to increase earned media addressing the topic of impaired driving.
- Through public relations, identify relevant third-party influencers to help spread impaired driving messages
- Develop a relevant drugged driving (marijuana-focused) public awareness campaign
- Creation of a relevant drugged driving (prescription meds-focused) public awareness campaign.



### Strategies

- Based on findings from quantitative research conducted with members of the Spanish-dominant Hispanic community, it was determined that driving impairment caused by prescription medications represented a significant, additional educational opportunity.
- Our FY14 campaign focused on both deterrence through the publicizing of checkpoints/high visibility enforcement and behavioral changes, such as the use of designated drivers and increased awareness of drugged driving. The campaigns focused on a target audience of males between the ages of 21 and 34 because they have the highest propensity for DUI (alcohol) arrests and a secondary audience (for prescription meds impairment messaging, consisting of Hispanics between the ages of 35 and 44.

**¿Le afectan  
al manejar?**

*Pregúntele a su doctor  
o farmacéutico.*





## Drugged Driving (Marijuana-Focused) Public Awareness Campaign

In FY14, CDOT used NHTSA grant funding to develop and launch a public awareness campaign. Utilizing the research and information gathering done in FY13, we identified the central message to our campaign “Drive High, Get a DUI.” The creative concept acknowledges that while marijuana is now legal in Colorado, marijuana impaired driving isn’t. The Colorado State Patrol partnered with the campaign and their logo was included on the creative to reiterate enforcement. The campaign consisted of PSAs, informational posters for marijuana dispensaries and an FAQ on marijuana impaired driving that was distributed to rental car agencies at Denver International Airport, law enforcement and community organizations. The campaign launched on March 6, 2014.



CTFDID Chair, Chief Ticer speaking at the “Drive High, Get a DUI” campaign media event.

The goal of the 2014 “Drive High, Get a DUI” campaign was to generate awareness on the issue of marijuana impaired driving and create recognition of the campaign slogan. With over two million media impressions, the campaign had astounding success and even had national exposure on NBC’s Today Show. The state of Washington, which has also legalized marijuana, was so impressed by the campaign that their Traffic Safety Commission adopted the “Drive High, Get a DUI” tagline and aired the public service announcements statewide.



Dunking while high is now legal.  
Driving to the chiropractor after isn't.



In some cases, one hit puts you over the limit. Stay smart and DUI-free. Get the specifics at [DriveHighDUI.com](http://DriveHighDUI.com).



COLORADO  
Department of  
Transportation





Measurements of success are earned media coverage and a post-campaign survey. The 2014 campaign outcomes include:

- Social Media- Over 130 posts on Facebook and Twitter
- YouTube: 883,243 views, 960 likes (compared to 340 dislikes)
- Media Placements
  - Print
    - 41 placements,
    - Over 2.5 million impressions
    - \$48,241.41 publicity value
  - Online
    - 764 placements
    - Over 871 million impressions
    - \$405,567.60 publicity value
  - Television
    - 67 placements
    - Over 13 million impressions
    - \$949,838.69 publicity value

In a post campaign phone survey of nearly 800 Coloradans, nearly half (46%) of Front Range respondents and more than a third (35%) of Non Front Range respondents noticed the slogan, “Drive High, Get A DUI.”







## 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 2014. 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. Initially each campus effort was slated to run three years. However, in early 2014 the PDD Committee selected to add an additional transition year to assist institutions in developing a sustainable model to run these campaigns independently.

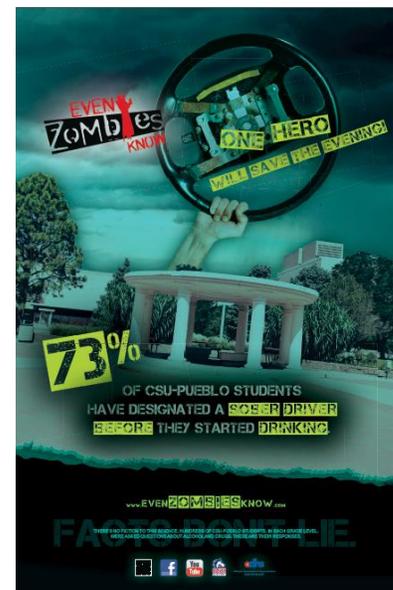
### *Social Norms at CSU-Pueblo*

In 2014, the *Even Zombies Know* social norming campaign at CSU-Pueblo concluded its second year of implementation in the spring of 2014. The campaign continued to focus on in-person outreach, but also incorporated social media and campus media tactics to deliver messages to students.

Through two years of implementation the campaign is producing positive momentum in reducing perceptual gaps. The perception that other students frequently or always designate a driver to avoid impaired driving increased by 21 percentage points. A statistically significant increase was also reported in the percentage of students who took pre-drinking actions of designating a driver, planning to sleep somewhere else, and having a friend available to provide them with a ride home.

As is consistent with similar campus-based norming efforts, perceptual changes regarding impaired driving were more pronounced than behavioral changes to date. This also speaks to the desire to sustain these efforts as behavioral changes start to emerge in years four through six of a norming campaign.

In fall 2014 the campaign re-launched with the CSU-Pueblo Health Education and Prevention (HEP) Office taking full management of the campaign. This includes coordinating with students and campus departments to assume roles in creative design, outreach, as well as research facilitation and implementation. Webb continues to be available to the campus in an advisory capacity on behalf of the PDD Committee to assist in creating a sustainable effort the university can utilize into the future.





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



In July of 2014, the Truth Fairy social norming campaign at UNC concluded its first year of implementation introducing the campus to “Ruth the Truth Fairy” through outreach that resulted in 15,000 student contacts.

Promotion of norming messages throughout the school year, and use of in-person events, online efforts, and creative materials resulted in positive shifts in perceptions. A three percentage point reduction was observed in students reporting driving impaired in the past year, and a nine percentage point increase in the belief that other students designate a sober driver.

Fall 2014 began the second year of implementation of the campaign on campus with two Ruth the Truth Fairy appearances for homecoming and Halloween in collaboration with the Office of Prevention Education and Advocacy

Services. This academic year the campaign is focusing on partnership opportunities with campus organizations such as resident hall assistants and the athletic department at UNC.

The campaign will continue to provide normative messages to students through the use of 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 Dec. 5 the campaign website had 1,839 visits and 214 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 the 2014-2015 school year.



## Program Evaluation & Data Recommendations

### Programmatic/System Recommendations

- Recommend development and diagramming of all data systems.
- Coordinate with State Traffic Records Advisory Committee (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 CTFDID supports the creation of new statistical tracking to properly document the number of DUI arrests categorized by alcohol involved, drug involved and alcohol and drug involved. . This would include the ability to distinguish different types of drug categories in DUI arrests where drugs are a contributing factor to the impairment. The CTFDID supports the Marijuana Data Discovery and Gap Analysis Report Analysis Report recommendations numbers seven and thirteen listed below.

**Report Recommendation 7: Marijuana Related Traffic Accidents.** Modify CDOT Fatality Analysis Reporting System (FARS) data to include more consistent use of marijuana drug codes. This includes toxicity, DUID blood level data reporting and collection requirements for CDPHE certified laboratories. Modify local law enforcement record management systems and CCIS to include specific marijuana DUID-related data category.

**Report Recommendation 13: DUID.** Support universal data collection for DUID infractions requiring investments in systems for capturing data, law enforcement training through programs such as Advanced Roadside Impairment Driving Enforcement (ARIDE) and Drug Recognition Expert (DRE), reliable screening technology, and investments to increase data collection capacity and toxicity reporting for the blood samples tested for DUID and DUI through the CDPHE certified laboratory system.



**COLORADO**  
**TASK FORCE**  
**on Drunk & Impaired DRIVING**



*This annual report is dedicated to Isai and Zurisadai Flores. They are reminder that behind every statistic on impaired driving fatalities is a person who was loved and is terribly missed.*



Isai Flores and his sister Zurisadai Flores were inseparable. They worked together, they sang together, and they danced together. Tragically, they also died together on February 24, 2005 after being hit by a repeat drunk driver. The drunk driver's BAC was more than twice the legal limit. He also had four prior DUI convictions in a six year span and no longer had a valid driver's license. Isai and Zuri were heading to work when the drunk driver crossed into oncoming traffic on Highway 52 in Weld County. Isai was 24 years old and Zuri was 20 years old. They were killed instantly.

It has been 9 years since Isai and Zuri were killed, but the impact of the loss continues for the Flores family. Olivia Flores (Isai and Zuri's mother) says that the loss of her children has had far more than a sentimental impact. Their deaths have affected all aspects of her life—her health, her financial stability, her support system as she gets older. Ms. Flores will never forget what happened to her children.

In 2006, the drunk driver who killed Isai and Zurisadai was sentenced to 36 years in prison. He will be eligible for parole in 2020.

Oh if only I could turn back time to when I had you by my side I would enjoy every second more intensely than we did. We were so happy by your side it is impossible to describe it. Until that morning, with one drunk driver's bad decision, you were taken from life, taking my heart also. What right do they have to take lives, destroy families, to kill dreams? Like the man who was walking in the sand and could only see his footprints, that's how my life was left, only held by God because like water in your hands you left me in an instant. I love you and miss you my beloved children, Isai and Zurisadai Flores.

-Olivia Flores