

2015 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

The most important priorities for the Colorado Task Force on Drunk and Impaired Driving (CTFDID) are:

- Prevention
- Awareness
- Enforcement
- Intervention and treatment

The CTFDID continues to address these priorities through 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. 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
- Impaired Driver Intervention and Treatment
- Communication Program
- Program Evaluation and Data

The 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 and representatives 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, stakeholders, and individuals from different functions or disciplines that bring different perspectives and experiences to the group.

The CTFDID members and representatives serve as resources and subject matter experts for impaired driving challenges in the State of Colorado.



Story from a Victim of Impaired Driving

Stephanie Nuñez lost her brother Arthur in a drunk driving crash on November 24, 2014. On that day, Arthur was hanging out with three of his friends and they were drinking. The four friends got into a car, and one of the friends drove. The driver was going 55 in a 35mph speed zone. As the driver turned around the corner, she drove off the road through the gravel losing control of the SUV and hit a utility pole. The car still continued to go forward and it hit a small ditch and flipped upside down. Arthur and the driver were both ejected from the car. They both died at the scene.



"Arthur was a dedicated father, brother and son. He loved music and writing his own lyrics. He loved everyone unconditionally. He always gave his all at whatever he put his heart into. He was always there when you needed him without any hesitation. He was the best brother and friend anyone could have ever wanted."

-Stephanie Nuñez



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 2014, of the 308 passenger vehicle occupant fatalities, 156 or 51% 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 impaired driving related fatal and injury crashes. Colorado is one of 18 states that does not have a primary seat belt law. The overall seat belt usage rate is 82%, which is under the national average of 85%.
- 2) The CTFDID supports the creation of a statistical tracking to properly document the number of impaired driving 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 impaired driving arrests where drugs are a contributing factor to the impairment. The CTFDID supports the Marijuana Data Discovery and Gap Analysis Report recommendations numbers seven and thirteen listed below.

[Marijuana Data Discovery and Gap Analysis](#)

Report Recommendation 7: Marijuana Related Traffic Accidents

Report Recommendation 13: DUID

- 3) The CTFDID supports increasing the number of statewide safety and prevention programs.



Table of Contents

Executive Summary	i
Story from a Victim of Impaired Driving	ii
Colorado Task Force on Impaired and Drunk Driving Key Recommendations	iii
Impaired Driving in Colorado	2
Membership and Representatives	4
Accomplishments of 2015	5
Prevention.....	6
Criminal Justice	7
Impaired Driver Intervention and Treatment.....	10
Communications	11
Program Evaluation & Data Recommendations	16
Resources.....	17

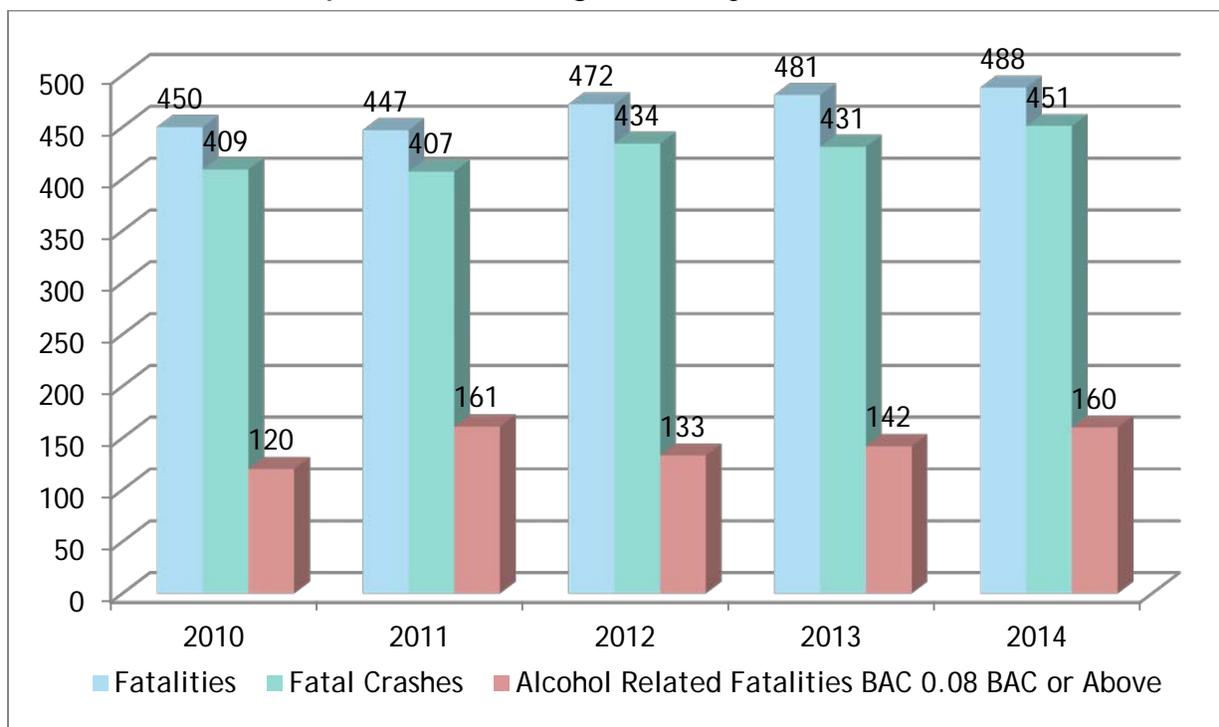


Impaired Driving in Colorado

The Colorado Task Force on Drunk and Impaired Driving (CTFDID) members and representatives 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 acts as a multi-disciplinary resource group for the legislature, enabling it to consider more cohesive, well-thought-out proposals.

There is still much work to be done as 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 Fatality Situation in Colorado



	2010	2011	2012	2013	2014
Fatalities	450	447	472	481	488
Fatal Crashes	409	407	434	431	451
Alcohol Related Fatalities BAC .08 or above	120	161	133	142	160

Source: Fatality Analysis Reporting System (FARS) Data 2014



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 Jeff Goodwin
- Colorado Department of Revenue, Driver's License Sanctioning - Benjamin Mitchell
- 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 - Jeff Groff
- Colorado Peace Officers Standards and Training Board - Cory Amend
- Statewide Organization of County Sheriffs - Chief Deputy Steve Johnson, Douglas County Sheriff's Office
- Family Member of a Victim of Drunk or Impaired Driving - Jennifer Tracy
- Mothers Against Drunk Driving - Fran Lanzer
- Statewide Organization of District Attorneys - Ben Whitney, 19th Judicial District
- Colorado Criminal Defense Bar - Abe Hutt
- On-Premise Alcohol Beverage Retailers - Paul Aylmer, Colorado Restaurant Association
- Off-Premise Alcohol Beverage Retailers - Chris Lamson, Coloradans for Safety
- Alcoholic Beverage Distributors - Kim Abbott, Anheuser Busch Distributors
- Alcoholic Beverage Manufacturers - Andrew Lemley, Colorado Brewers Guild
- A Person Under 24 who is Enrolled in a Secondary or Postsecondary School - James Hanson
- Colorado Association of Addiction Professionals - Sue Parker
- 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, Center for Impaired Driving Research and Evaluation



Accomplishments of 2015

- 1) A representative from the CTFDID testified before legislature in support of the felony DUI bill that successfully passed in the 2015 legislative session and went into effect 8/5/15.
- 2) The CTFDID collaborated with the Office of Behavioral Health to draft proposed rule changes in regards to enhanced substance abuse treatment track for felony DUI offenders.
- 3) Members of the CTFDID have served as subject matter experts on the impact of marijuana impaired driving at a national and statewide level throughout the country.
- 4) Aligned Standardized Field Sobriety Testing administration to Colorado Peace Officer Standards Training (POST) to better meet the needs of Colorado law enforcement.
- 5) The CTFDID assisted the Colorado Department of Transportation (CDOT) in developing widely recognized alcohol and marijuana impaired driving public awareness campaigns. These campaigns received significant earned media attention and used traditional media to expand their reach.
- 6) The CTFDID assisted in developing a culturally and linguistically impactful public awareness campaign to help reach a diverse audience in Colorado. The campaigns used billboards, broadcast TV, radio advertisements and other mediums to reach a broad audience with compelling messages about impaired driving.
- 7) Through partnerships with CDOT and POST, the Drug Recognition Expert (DRE) program was expanded in Colorado. The DRE program held three classes in 2015, located in Larimer County, Avon, and Fountain. This led to an increase in DRE officers of 11% from 2014.





Prevention

The Prevention Work Group recognizes the importance and impact of the historic approaches to reduce and deter impaired driving - enforcement and punitive measures. However, enforcement involves removing an impaired driver only after a bad decision has been made to drive while impaired. Alternative rides are designed to intervene before a bad decision is made - that is, before the act of the crime.

The group discussed the need to undertake a study to determine the resources necessary to create an "Alternative Ride Liaison" position at the State Level. The study will investigate if the creation of a position is feasible and if there are other ways to accomplish the goals listed below:

- Gather information on all types of existing alternative ride programs. Information to include both non-profit and for-profit ride services, in Colorado and nationwide. Various funding sources will be an important part of this library.
- Gather information about all the concomitant issues associated with alternative rides that might be barriers; such as overnight parking, retrieving vehicle the next day, parking tickets, etc.
- Organize and cross-reference this information in a manner such that anyone in any jurisdiction in Colorado can access it, specific to local needs: by population; by rural/urban; by for-profit/non-profit; by availability (all the time/only certain hours of the day/only certain days), etc.
- Provide information to any jurisdiction, when requested, via e-mail, phone, and in-person.
- Promote the already-existing alternative ride programs in various jurisdictions throughout the state.





Criminal Justice

The Criminal Justice Group determined areas of interest moving forward as follows:

1. Drivers arrested in Colorado for impaired driving offenses are required to submit to chemical testing. Drivers can elect to refuse with significant ramifications to their driving privileges.
 - Identify best practices
 - Reduce 31% refusal rate
 - Collaborate with the Colorado District Attorney Council
 - Develop and provide standard express consent card for officers
 - Develop and provide briefing training utilizing POST
2. Explore reimbursement costs for impaired driving testing expenses for local law enforcement agencies.
 - Identify best practices
 - Benefit for law enforcement agencies with limited budgets
 - Provide reimbursement form standardization
3. Develop/determine best practices for impaired driving drugged driving investigations.
 - Expedite chemical sample collection
 - Training needs analysis
4. Outreach on felony blood draw for suspected impaired drivers.
 - Position statement from Colorado District Attorneys Council
 - Collaborate with Colorado Association of Chiefs of Police, Colorado District Attorneys' Council, County Sheriffs of Colorado, and Colorado State Patrol to develop a position statement.

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 in 11% of the number of certified DREs in 2015 compared to 2014. DRE candidates attended a nine-day DRE School which was held in Larimer County, Avon, and Fountain. All of the students have completed their required testing and evaluations.



Colorado currently has 229 certified DREs serving in 69 law enforcement agencies.

Agency	# of DREs	Agency	# of DREs
Adams County Sheriff's Office	3	Greeley Police Department	1
Alamosa Police Department	1	Lafayette Police Department	3
Arapahoe County Sheriff's Office	3	Greeley Police Department	1
Arvada Police Department	1	Lafayette Police Department	3
Aurora Police Department	8	Lakewood Police Department	4
Avon Police Department	4	Lamar Police Department	2
Basalt Police Department	1	Larimer County Sheriff's Office	1
Boulder County Sheriff's Office	1	Littleton Police Department	1
Boulder Police Department	1	Longmont Police Department	4
Brighton Police Department	1	Loveland Police Department	2
Broomfield Police Department	1	Manitou Springs Police Department	1
Buena Vista Police Department	2	Mesa County Sheriff's Office	2
Castle Rock Police Department	1	Montrose Police Department	1
Clear Creek County Sheriff's Office	1	Northglenn Police Department	2
Colorado Mental Health Institute	2	Oak Creek Police Department	1
Colorado Springs Police Department	7	Pagosa Springs Police Department	1
Colorado State Patrol	65	Parachute Police Department	1
Commerce City Police Department	3	Park County Sheriff's Office	1
Craig Police Department	1	Parker Police Department	3
Delta Police Department	1	Pikes Peak Community College Police	1
Denver Police Department	32	Pitkin County Sheriff's Office	1
Douglas County Sheriff's Office	2	Pueblo County Sheriff's Office	2
Eagle County Sheriff's Office	3	Pueblo Police Department	5
Englewood Police Department	1	Rifle Police Department	1
Erie Police Department	2	San Miguel County Sheriff's Office	1
Estes Park Police Department	1	Southern Ute Police Department	1
Fort Carson Police	1	Steamboat Springs Police Department	2
Fort Collins Police Services	1	Sterling Police Department	1
Fort Lupton Police Department	1	Teller County Police Department	1
Fountain Police Department	2	Telluride Marshal's Office	1
Frederick Police Department	2	Thornton Police Department	4
Fremont County Sheriff's Office	1	Vail Police Department	4
Gilpin County Sheriff's Office	1	Weld County Sheriff's Office	1



Agency	# of DREs	Agency	# of DREs
Glenwood Springs Police Department	4	Woodland Park Police Department	2
Wheat Ridge Police Department	1	Woodland Park Police Department	2

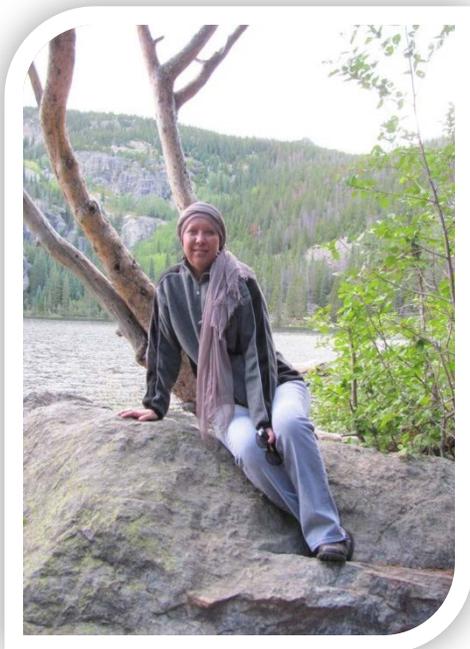




Impaired Driver Intervention and Treatment

In 2015, the Impaired Driver Intervention and Treatment work group recognized and prioritized the need for improvements to the Colorado system that might more effectively meet the treatment needs of those offenders with four plus impaired driving convictions. With the felony DUI legislation effective 8/5/15, these recommendations will support the implementation of this new legislation. The work group collaborated with the Office of Behavioral Health (OBH) to recommend changes to existing rules. The drafted rules are pending the rule making process and are subject to change. The work group supported provisions of service for Level II Four Plus treatment services as follows:

- Be determined by the results of the screenings and clinical assessment
- Consist of not less than eighteen (18) months of attendance which includes a minimum of one-hundred eighty (180) hours of treatment.
- Be a combination of treatment strategies that include, but not limited to:
 - Individual counseling;
 - Group therapy, unless clinically contraindicated;
 - Family /other supportive adults therapy, if applicable;
 - Interlock counseling, if the individual has an ignition interlock installed;
 - DUI Level II therapy, if applicable;
 - Education, if applicable;
 - Medication assisted treatment, if applicable;
 - Residential treatment, if applicable;
 - Other treatment as indicated by the initial and ongoing clinical assessment;



In Memoriam, Sue Parker

The CTFDID lost a valuable member of the task force in 2015. Sue Parker represented a Statewide Organization that represents alcohol and drug addiction counselors. Sue was a substance abuse counselor in Denver, Colorado and represented the Colorado Association of Addiction Professionals. She served as co-chair of the Impaired Driver Intervention and Treatment work group. Her passion and dedication to improving quality substance abuse treatment in Colorado will be dearly missed. Sue lost her long battle with cancer in November, 2015.



Communications

Goals

- Develop a relevant impaired driving public awareness campaign based on alcohol consumption
- Develop a relevant impaired driving public awareness campaign based on marijuana consumption
- 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

Strategies

The FY15 DUI campaigns focused on deterrence by publicizing DUI checkpoints and high visibility enforcement periods. The campaigns also focused on behavioral changes, such as the use of alternative transportation, smartphone breathalyzers, and designated drivers. The drugged driving campaign continued to raise awareness of the consequences of marijuana use and 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 arrests.

Drugged Driving (Marijuana-Focused) Public Awareness Campaign

In FY15, CDOT used state grant funding for its drugged driving public awareness campaign, which focused on the legal consequences and overall dangers of driving high. With the tagline "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 to help emphasize the enforcement message. According to a November 2014 CDOT survey, there is a significant lack of awareness of marijuana laws. It showed that 21% of recreational marijuana users don't know that you can get a DUI if you drive high. That same survey found that 58% of marijuana users thought they would get pulled over if they drove high (vs. 75% of drinkers who thought it was likely that they would get pulled over if they drove drunk) and 57% said they had driven a motor vehicle within two hours after using marijuana (vs. 52% of drinkers who said they drove within two hours of consuming alcohol.)

The campaign consisted of traditional advertising on broadcast and cable television, online (pre-roll video), Hispanic radio and Hispanic focused billboards. PSA's, informational posters for marijuana dispensaries and an FAQ on marijuana impaired driving were distributed to rental car agencies at Denver International Airport, law enforcement agencies and community organizations.



The campaign, which ran in spring 2015, also used community-based awareness tactics to reach young males and marijuana users generally. During the festivities at the Cannabis Cup in April, CDOT's Cannabis Quiz Cab was on-site asking attendees marijuana safety related questions for the opportunity to win credit toward future rides to get home safely. Over \$1,000 in Yellow Cab ride credits were given to almost 50 participants. A booth at the event provided over 11,000 bags of snacks emblazoned with dangers about driving high. The booth also featured a medley of activities attendees could legally do while high, reminding them that driving isn't one of them.



Other community based tactics used during the campaign included:

- End Game Arcade –The game was placed in 10 marijuana dispensaries across Colorado. It appears to be a classic racing game, but when users attempt to play, a CDOT public service announcement reminds them that driving high is illegal. Players are offered alternative games to play.





- The Smoking Car – Positioned at sporting events, bars and other congested areas popular with the target audience, a specially retrofitted car fills with smoke every several minutes mimicking people getting high. As the smoke quickly dissipates, the message “Drive High, Get a DUI” lights up in large neon lettering.



Utilizing strategic partnerships, mass media and ambient executions, CDOT garnered 200 million total media impressions through 55 online articles, 28 TV stories and five print stories. This outreach had a publicity value of \$217,175. In a phone survey of over 500 Coloradans during the campaign, 47% of respondents recalled hearing the slogan Drive High, Get a DUI.



Impaired Driving (Alcohol-Focused) Public Awareness Campaign

In addition to creating awareness of the 12 high visibility enforcement campaigns throughout the year, the task force helped guide the creation of a statewide public awareness campaign to promote the “Drink & Don’t Drive” message. The campaign used a variety of tactics to encourage true behavior change.

The target audience, males, 21 - 34 years old, are over represented in crash and fatality data and also think they know how much alcohol they can consume and still be safe to drive. Nearly 70% feel that they are safe to drive after one or two drinks, according to a 2015 CDOT survey. The name of the campaign was “A Few Can Still be Dangerous” since when it comes to having “just a few” drinks, a lot of people don’t think twice about driving. The campaign served as a reminder that “a few can still be dangerous.” The campaign, which ran during summer 2015, used humor to engage and raise awareness among the target audience.

The campaign ran in four media markets: Denver, Colorado Springs, Grand Junction and Fort Collins. It included a mix of cable TV, pre-roll internet video, movie theater ads, radio, bar posters and ads on buses. This wide coverage resulted in over 25 million media impressions, indicating a considerable number of people saw the campaign. The pre-roll videos were especially successful, with 3,046,502 completed views with an 82% completion rate.





Outreach to Hispanic audiences was an important part of the campaign. It included outreach at bars, billboard ads, radio and at a half-dozen community events, including A Taste of Puerto Rico, the Peruvian Festival, the Venezuelan Festival and the Adams County Fair. Trooper Ivan Alvarado from the Colorado State Patrol appeared in numerous Hispanic television segments and was a guest speaker at Fiestas Patrias (Mexican Independence Day) with over 100,000 attendees.



Finally, a partnership with the Colorado Rockies included a plethora of DUI messaging, including: bathroom posters; pre-game Jumbo Tron announcements; rooftop deck TV messaging; and on-field honorees. Other partnership events also included DUI messaging such as the Great American Beer Fest in September 2015 and various events coordinated by Imbibe, an alcohol-related event organizer.

Breathalyzer events

In a unique partnership between ride-hailing service Uber and smartphone breathalyzer company Alcohoot, CDOT took to the streets of downtown Denver over Labor Day weekend, showcasing mobile phone apps to help bar-hoppers get home safely. At the CDOT tent, participants could try out Alcohoot smartphone breathalyzers and learn their blood alcohol content (BAC). Once they discovered their BAC, they were invited to spin a prize wheel and potentially win Uber ride credit or a breathalyzer of their own. An estimated 3,500 people stopped by the events and 750 people tested out an Alcohoot breathalyzer. In addition, \$1,000 in Uber ride credit were given away. There were 13 on-air TV stories and five on-line stories about the events, which generated over two million media impressions.

Looking Ahead

With the passage of the felony DUI law in 2015, the CTFDID will work to include information about the law in upcoming public awareness campaigns. Future campaigns will also be guided by the results of CDOT's Problem Identification report, which identifies trends and other information from crash data on impaired driving.



Program Evaluation & Data Recommendations

The CTFDID Program Evaluation & Data Group supports the creation of a statistical tracking to properly document the number of impaired driving 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 impaired driving 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. Members and representatives of this group would be available as subject matter experts to provide assistance on this issue as it develops.

[Marijuana Data Discovery and Gap Analysis](#)

Report Recommendation 7: Marijuana Related Traffic Accidents

Report Recommendation 13: DUID

The Statewide Traffic Records Advisory Committee (STRAC) is reviewing the statewide traffic accident investigator document and manual. Members of the CTFDID Program Evaluation & Data Group will participate in the review process so the document created will better collect data on impaired driving in Colorado.





Resources

In 2011, the Persistent Drunk Driver (PDD) Committee launched the No DUI Colorado website (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. C.R.S., 42-2-132.5

The website serves as a primary source of information for those dealing with alcohol and drug prevention, policymakers, individuals at-risk, family members and friends, by providing a wealth of resources to each of these target audiences.



In 2015, efforts to promote the website to a broader audience increased with multiple strategies being employed. The site was migrated to a new platform to allow for greater design and content update abilities. Paid media including online, liquor store, and radio ads ran ahead of known enforcement periods such as St. Patrick's Day, 4/20, and Memorial Day weekend. Additionally, media relations efforts placed several stories mentioning NoDUIColorado.org ahead of these activities. Branded informational materials also continue to be distributed to stakeholder organizations such as law enforcement agencies, driving schools, community colleges, and treatment organizations.

NO DUI COLORADO

Website Analytics

Category	2014 (Jan. 1 - Dec. 31)	2015 (Jan. 1 - Dec. 31)
Sessions	15,140	21,420
Page views	45,718	48,804
Pages Viewed per Session	3.02	2.28
Avg. Session Duration	2m24s	1m36s
New Visitors	80.7%	85.5%
Returning Visitors	19.3%	14.5%

Other websites that have provided high volume referrals to No DUI Colorado's website include *9News.com*, the *Colorado State Website Portal*, *Facebook*, and *Colorado Courts*.

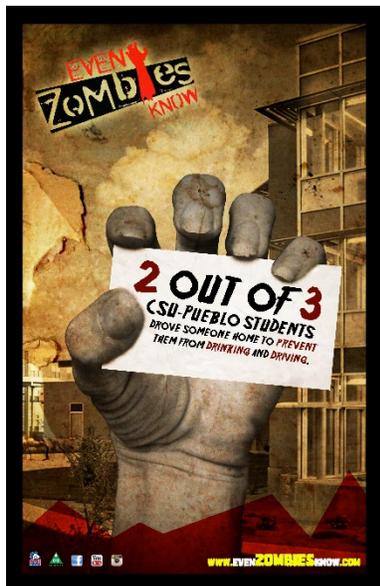
The goal of the *PDD Committee* and the *Colorado Task Force on Drunk and Impaired Driving* is to continue to make the No DUI Colorado website a highly used and referenced website for DUI impairment-related information.



Campus-based Social Norming Campaigns

The *PDD Committee* continued its efforts to reduce impaired driving and increase prevention efforts by commissioning the development of a social norms University Model and implementing this model format on two Colorado university campuses in 2015. Implementation of the University Model concluded at *Colorado State University - Pueblo* (CSU-Pueblo) and the *University of Northern Colorado* (UNC) in 2015. Additionally, a new campus, the *University of Colorado - Colorado Springs* (UCCS) was identified to receive the social norms program. The *PDD Committee* is contracted with *Webb Strategic Communications* (Webb), a Denver-based firm, to develop and implement these efforts.

- Social Norms at CSU-Pueblo



In 2015, the *Even Zombies Know* social norming campaign at *CSU-Pueblo* concluded. The 2014-15 academic year served as a transition period, with the campus taking the lead on all aspects of campaign management and implementation including: research, message development, creative design, and outreach. *Webb* and the *PDD Committee* served in an advisory capacity.

The campus successfully conducted its own survey in spring 2015 to continue to collect data on student perceptions and behaviors regarding alcohol and drug use and impaired driving.

Through three 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 13 percentage points. The number of students who self-reported alcohol impaired driving in the past year also decreased from 25% in

2011 to 15% in 2015.

- Social Norms at the University of Northern Colorado

In July of 2015, the *Ruth the Truth Fairy* social norming campaign at *UNC* concluded its second year of implementation.

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. The student survey conducted in spring 2015 showed a decline in students who reported driving after drinking from 34% in 2014 to 28% in 2015. Prevention behaviors such as designating a sober driver or calling a cab increased as well.





While nearly 1,200 UNC students were engaged in person through events, the campaign's website also saw impressive engagement including a 500% increase in website traffic compared to the previous academic year.

The 2015-16 academic year was to be the campaign's transition year, whereby *Webb* and the *PDD Committee* would assist the campus in transitioning all campaign management to UNC's *Office of Prevention Education and Advocacy Services*. A strategic plan and Memorandum of Understanding were executed, however, in October 2015 the decision to end the campaign was made after several requirements outlined in these documents were not met.

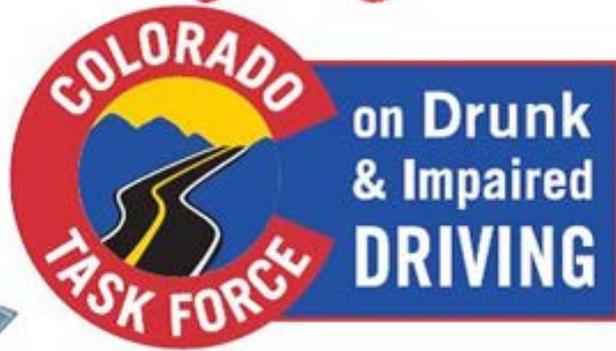
- Social Norms at the University of Colorado - Colorado Springs (UCCS)

After evaluating several Colorado campuses in early 2015, the *University of Colorado - Colorado Springs (UCCS)* was selected to become the fourth school to receive the University Model social norming campaign. Readiness of campus administration, availability of staff, and enthusiasm to create a campaign on the issue of impaired driving were determining factors.

In July 2015, *Webb* began planning and development work for the campaign. The *UCCS Office of Student Affairs* will serve as the primary liaison for the campaign, however, a number of other departments at the school have already been engaged including: information technology, institutional research, community relations, new student orientation, campus law enforcement, student activities, health and wellness, and select faculty.

A campaign theme, baseline student survey, and tactical development will be conducted during the spring semester of 2016.



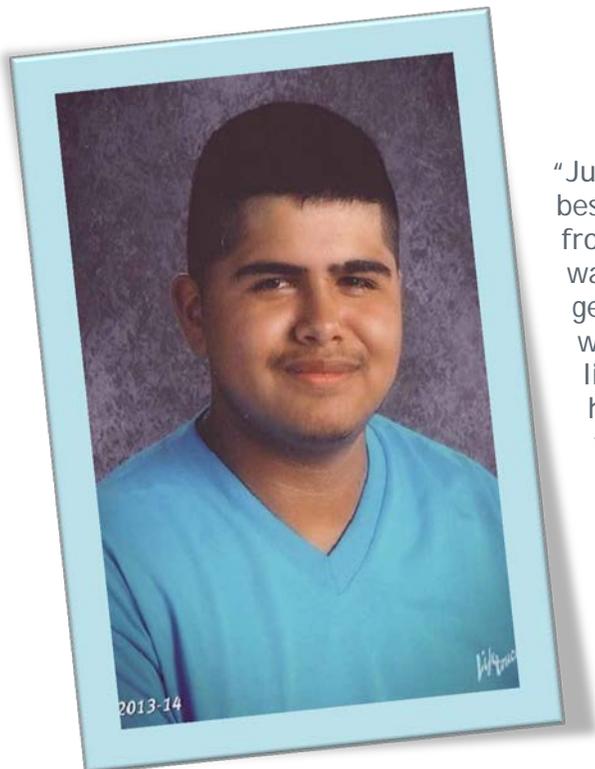
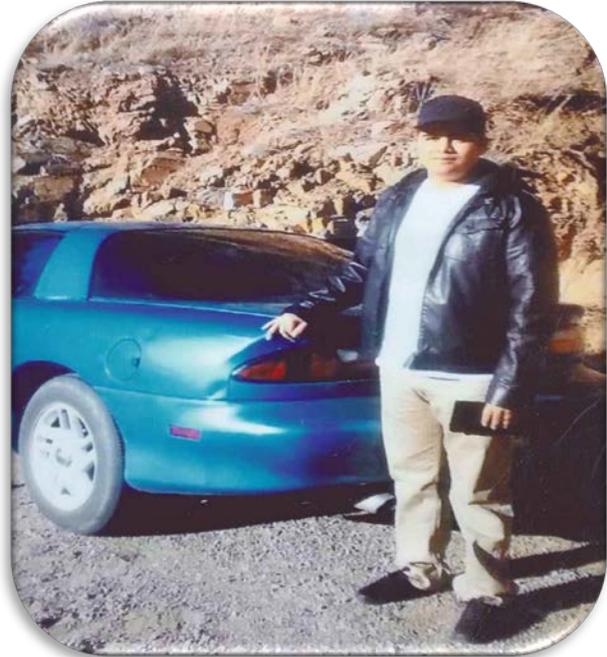


COLORADO
TASK FORCE
on Drunk & Impaired DRIVING



This annual report is dedicated to Juan Carlos Dominguez-Palomino. He is a reminder that behind every statistic on impaired driving fatalities is a person who was loved and is terribly missed.

Juan Carlos Dominguez-Palomino loved cars. He was especially proud of the blue Camaro he drove. He was driving his Camaro on March 24, 2014 when he was hit by a drunk driver going over 80mph down Colfax. The driver had three prior DUI convictions. Juan was two months away from graduating from high school. He planned on going to school to become a diesel mechanic.



"Juan was full of life and had an ambition of becoming the best mechanic in Denver. He was scheduled to graduate from Aurora West College Prep Academy on May 20th. He was determined and driven by his love of cars. He was a gentle giant, a wonderful son, and playful older brother who was looked up to by his younger sister, Jenny, and little brother, Sergio. He loved to eat, loved to make his family laugh, was protective of his family and loved to hang out with his friends. He is missed by his parents, sister, brother, aunts, cousins and friends."

-Alma Sanchez, Juan's Cousin