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## Building Safe Communities

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For the last few years, the Service Center has had the opportunity to highlight coalitions and partners in the National Highway Traffic Safety Administration (NHTSA) regions where Lifesavers Conference was being hosted. This year, we looked to see what was going on in the State of Colorado where Lifesavers is being hosted at the Colorado Convention Center in downtown Denver.

To see what is going on with Safe Communities coalitions in Colorado, we went to Maile Gray of **DRIVE SMART COLORADO** for their latest actives.

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### High School Traffic Safety Challenge

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### Traffic Engineering Department and DRIVE SMART COLORADO

During the 2010 and 2011 academic school years, **DRIVE SMART COLORADO** introduced the Safe Routes to School (SRTS) Program to all Colorado Springs Harrison School District elementary schools by educating all 5th grade students on the importance of safe walking, biking and healthy eating. [Read more...](#)

### Southern Colorado RETAC Occupant Protection

Southern Colorado Regional EMS & Trauma Advisory Council (SECRETAC) includes five counties (Huerfano, Las Animas, Custer, Pueblo and Fremont) and each **DRIVE SMART** coalition met 10 times. The coalitions include law enforcement, Public Health, hospitals, education, EMS and private citizens. [Read more...](#)

### Plains to Peaks RETAC (P2P) Grant

In 2012, the **P2P** and each **DRIVE SMART** coalition met 10 times. The coalitions include law enforcement, public health, hospitals, education, EMS and private citizens. [Read more...](#)

Take a look at the **2013 Traffic Safety Calendar of Events**, [click here](#).

We are redesigning the Safe Communities pages and a temporary online folder has been created to allow you to download our newsletters for now. Right-click the Safe Communities newsletter link and click the **Save target as...** from the popup window to download this newsletter [April 2013-Newsletter](#).

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## **24th Annual DRIVE SMART COLORADO High School Traffic Safety Challenge**

Traffic crashes are the number one killer of everyone ages 4 – 34, with teen drivers being the most at risk. Traffic related deaths continue to be the number one killer of teens. To ease this problem on a local level, **DRIVE SMART COLORADO** created the High School Traffic Safety Challenge. This extremely successful program has been taking place annually for the past 24 years. In order to always keep things fresh and interesting, we work hard each year to develop new presentations and find new stories that will touch the hearts and minds of our teens.

*A record 26 schools ended up finishing the campaign. This represents 25,000 students and staff getting the traffic safety messages that included distracted driving and seat belt use.*

The campaign kicked off with a breakfast in mid-October that was attended by over 140 students, staff, Police Officers, presenters and **DRIVE SMART** volunteers, which represented 32 high schools. The event serves as the “information session” and place where the students get a pep talk, receive all of their items to help them with the challenge, listen to some possible presenters and to view the latest video. The date for the High School Challenge was October 22 – December 7, 2012. Area high school students designed a six-week long traffic safety program to fit their schools individual needs.

Each school must fulfill two minimum requirements to complete the challenge - the three unannounced safety belt checks, and at least one presentation. The students chose the presentations from a long menu of suggestions that feature volunteers from the community or created. There were also displays and exhibits to enhance their campaigns, such as a crashed car display and seat belt convincer. Also, there were suggested programs that could be added to enhance their campaign. There was a creative writing, art poster and video contest that are designed to create more avenues for participation. There were videos available for use in science and health classes or during lunch break. Students had an opportunity to win gift cards that they were able to use for school activities. The students were encouraged to be creative in their campaign with messages that educate their fellow students and potentially, save lives.

**DRIVE SMART** met with the traffic Sergeants of both the Colorado Springs Police Department, and the EL Paso County Sheriff’s Office to plan a distracted driving prevention campaign. Working with the traffic officers of both departments, a pre-observation study was taken near selected high schools in Colorado Springs and El Paso County. The pre-observation was conducted prior to the start of the radio advertisement campaign. This radio campaign featured a series of “don’t text while driving” commercials on nine radio station in Southern Colorado and ran during the six-week timeframe of the High School Challenge. A post-observation was conducted at the same schools at the end of the six-weeks. The results were promising. At the eight high schools where the police observations were conducted, seven out of the eight schools decreased their cell phone use between 2% - 14%.

## **The City of Colorado Springs**

### **Traffic Engineering Department and DRIVE SMART COLORADO Collaborate on the Safe Routes to School Signs for Life Safety Education Mobile Classroom!**

During the 2010 and 2011 academic school years, **DRIVE SMART COLORADO** introduced the Safe Routes to School (SRTS) Program to all Colorado Springs Harrison School District elementary schools by educating all 5th grade students on the importance of safe walking, biking and healthy eating.

The final and very exciting component of the Safe Routes to School project was completed in 2012! The one-of-a-kind, Signs for Life Mobile Classroom was available to go to each school and offer 5th grade students the opportunity to go through a comprehensive, interactive learning experience. To get the students walking and biking safely requires an awareness of street signage. The Signs for Life Mobile Classroom helps to accomplish this by helping students identify specific signs and understand their meaning in a fun and interactive setting.

The mobile classroom provides four learning stations:

1. Classroom discussion
2. Educational video discussing street signage
3. Interactive crosswalk station
4. An actual sign making demonstration.

The Signs for Life Mobile Classroom is to be scheduled for a one hour interval per 5th grade class. It is also appropriate for younger and older students and the general population. The Signs for Life Mobile Classroom is meant to reinforce and enhance the educational topics (exercise and healthy eating) already being taught by school staff.

**Task Number: 12-09-91-06**

**Program Name: Southern Colorado RETAC Occupant Protection**

Southern Colorado Regional EMS & Trauma Advisory Council (SECRETAC) includes five counties (Huerfano, Las Animas, Custer, Pueblo and Fremont) and each **DRIVE SMART** coalition met 10 times. The coalitions include law enforcement, Public Health, hospitals, education, EMS and private citizens.

Seat belt observations were taken by local coalition members on local roadways:

- Pueblo County 67%
- Huerfano County 60%
- Custer County 66%
- Las Animas County 73%
- Fremont County 66%.

A miniature roll-over simulator was made for the counties to share and to demonstrate the importance of seat belt use.

County highlights:

- Pueblo held a pre-prom event with the seat belt survivor crashed car, Vince and Larry Costumes and Tyler Presnal spoke at PWHS.
- Huerfano County started a high school **DRIVE SMART** club with 24 students (out of a total 112 student body population)
- Custer County held a train-the-trainer class on GDL, held three events with the mini rollover simulator educating 300 community members and increased seat belt use by 20%.

Fremont County checked nearly 100 seats at two health festivals and educated 200 parents on seat belts at back to school events and maintain a **DRIVE SMART** educational table at the County Building. Las Animas has held regular **AARP Driver Safety Program** classes educating the older adult population and Coalition members give traffic safety presentations regularly to area high schools.

Counties have applied for CDOT mini grants and other funding to enhance their CPS programming.

To reach more of the general adult population in each County, 4-8 vertical electrical pole banners (24 inches x 40 inches) were purchased with the banners reading: **Buckle Up Somebody Loves You** (and the individual County Clicks logo). The banners are hung around schools and on downtown streets. To capitalize on this slogan, newspaper ads were purchased in each rural paper as a pledge card with the same message.

### **Plains to Peaks RETAC (P2P) Grant**

In 2012, the **P2P** and each **DRIVE SMART** coalition met 10 times. The coalitions include law enforcement, public health, hospitals, education, EMS and private citizens.

The P2P included five counties:

- Teller
- El Paso
- Lincoln
- Kit Carson
- Cheyenne.

Seat belt observations were taken by local coalition members on local roadways:

- Lincoln County 57%
- El Paso County 80%
- Teller County 80%
- Kit Carson County 35%
- Cheyenne County 46%.

The counties have applied for CDOT mini grants and other funding to enhance their CPS programming.

To reach more of the general adult population in each county, 4-8 vertical electrical pole banners (24 inches x 40 inches) were purchased with the banners reading “Buckle Up Somebody Loves You” and included the individual County Clicks logo. The banners are hung around schools and on downtown streets. To capitalize on this slogan, newspaper ads were purchased in each rural paper as a pledge card with the same message. Additionally, full-page ads with the same slogan were purchased in eight rural high school yearbooks.

A miniature roll-over simulator was made for the counties to share and educate on the importance of seat belt use. Teller County high schools have been involved in teen driving safety extensively, and the Cripple Creek/Victor Gold Mine won a seat belt use award.

El Paso County held a **Saved by the Belt** Award Ceremony with 12 awards being given, and over 850 child safety seat checks were conducted. Lincoln County’s Limon HS FFA class designed and built the miniature roll-over simulator that was used throughout the RETAC and at Farm Safety Days educating 130 students in Hugo. Kit Carson County conducted a county-wide mock crash with 500 students attending and has used the CSP roll-over simulator extensively. Cheyenne County had no certified CPS technicians and was able to certify two individuals to become CPS technicians. They also held a Farm Safety Day and educated 273 children about safety belts.

The Colorado Safe Communities, bicycle, and pedestrian safety programs were very busy in 2012 and with many successes to share. We found their annual report and are pleased to share it with you in this edition of Building Safe Communities newsletter.

Contact Maile Gray to learn more about what's going on at **DRIVE SMART COLORADO**:

**DRIVE SMART COLORADO**

955 W. Moreno Ave.

Colorado Springs, CO 80905

(719) 444-7534

(719) 385- 2180 Fax

<http://www.drivesmartcolorado.com/>

To download the full PDF version of the Annual Report 2012 Colorado Department of Transportation – Office of Transportation Safety and Traffic Engineering Branch, [click here](#).

To download the 2013 Calendar of Events, [click here](#).

### 2013 Calendar of Events

Date	Event	Sponsor	Web Link
April	National Distracted Driving Awareness Month	Focus Driven	<a href="http://www.focusdriven.org">www.focusdriven.org</a>
April	Alcohol Awareness Month	National Institutes of Health	<a href="http://www.nih.gov">www.nih.gov</a>
April 14 – 16	Lifesavers 2013 Conference (Denver, CO)	Multiple public and private organizations	<a href="http://www.lifesaversconference.org">www.lifesaversconference.org</a>
April 15 – 19 (tentative)	National Work Zone Awareness Week	Federal Highway Administration	<a href="http://safety.fhwa.dot.gov">http://safety.fhwa.dot.gov</a>
May	National Youth Traffic Safety Month	National Organizations for Youth Safety	<a href="http://www.nova.org">www.nova.org</a>
May	Motorcycle Safety Awareness Month	NHTSA	<a href="http://www.nhtsa.gov">www.nhtsa.gov</a>
May	National Bike Month	League of American Bicyclists	<a href="http://www.bikeleague.org/index.cfm">www.bikeleague.org/index.cfm</a>
May 8	Bike to School Day	National Center for Safe Routes to School	<a href="http://www.walkbiketoschool.org/">www.walkbiketoschool.org/</a>
May 19 – 25	EMS week	American College of Emergency Physicians	<a href="http://www.acep.org/emswEEK">www.acep.org/emswEEK</a>
May 20	Bike to Work Day	League of American Bicyclists	<a href="http://www.bikeleague.org/index.cfm">www.bikeleague.org/index.cfm</a>
May 20 – June 2	Click It or Ticket Mobilization	NHTSA	<a href="http://www.nhtsa.gov">www.nhtsa.gov</a>
June 6 – 12 (tentative)	National Tire Safety Week	Multiple public and private organizations	<a href="http://www.safercar.gov">www.safercar.gov</a>
June 17	Ride to Work Day (Motorcycle)	Ride to Work, Incorporated	<a href="http://www.ridetowork.org">www.ridetowork.org</a>
August 4 – 10	National Stop on Red Week	Federal Highway Administration	<a href="http://safety.fhwa.dot.gov/intersection/redlight/outreach/">http://safety.fhwa.dot.gov/intersection/redlight/outreach/</a>
August 16 – September 2	Drunk Driving. Drive Sober or Get Pulled Over. National Crackdown	NHTSA	<a href="http://www.nhtsa.gov/StopImpairedDriving">www.nhtsa.gov/StopImpairedDriving</a>
August 25 – 28	Governors Highway Safety Association (GHSA) Annual Meeting (San, Diego, CA)	Governors Highway Safety Association	<a href="http://www.ghsa.org/html/meetings/index.html">www.ghsa.org/html/meetings/index.html</a>
September	Alcohol Recovery Month	CSAT, SAMHSA, HHS	<a href="http://www.recoverymonth.gov">www.recoverymonth.gov</a>
September 15 – 21	Child Passenger Safety Week and National Seat Check Saturday	NHTSA	<a href="http://www.nhtsa.gov">www.nhtsa.gov</a>
October	International Walk to School Month	National Center for Safe Routes to School	<a href="http://www.walktoschool.org">www.walktoschool.org</a>
October 2	Walk to School Day	National Center for Safe Routes to School	<a href="http://www.walktoschool.org">www.walktoschool.org</a>
October 2 – 6	Drive Safely Work Week	Network of Employers for Traffic Safety	<a href="http://trafficsafety.org/drivesafelyworkweek/about-dsww.php">http://trafficsafety.org/drivesafelyworkweek/about-dsww.php</a>
October 19 – 23	International Association of Chiefs of Police (Philadelphia, PA)	Multiple public and private organizations	<a href="http://www.theiacp.org">www.theiacp.org</a>
October 20 – 26	National Teens Driver Safety Week	State Farm; The Children's Hospital of Philadelphia	<a href="http://www.teendriverssource.org">www.teendriverssource.org</a>

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