

# Colorado's Plan for Improving Teen Motor Vehicle Safety By 2010

## March 2006

The primary purpose of this action plan is to reduce teen (15-19 years) motor vehicle deaths and injury hospitalizations across the state of Colorado. The timeframe for accomplishing this is by 2010. The effectiveness of this plan will be evaluated throughout this time.

### **Goal 1: Establish and sustain an interagency statewide alliance of champions that acts on reducing teen motor vehicle crashes and improving teen motor vehicle safety.**

- Objective 1: Recruit partners from both public and private agencies with expertise in teen motor safety, in addition to parents of teen drivers and teenagers.
- Objective 2: Convene the group at least monthly.
- Objective 3: Measure individual commitment levels and identify areas of expertise to assign responsibilities of the Action Plan.
- Objective 4: Measure progress of coalition members' achievements annually.
- Objective 5: Provide teen motor vehicle crash data and researched strategies as requested by policy makers and advocates.
- Objective 6: Develop a comprehensive set of teen motor vehicle data measures.

### **Goal 2: Increase enforcement/compliance of the Graduated Driver's Licensing law across Colorado.**

- Objective 1: Develop a widespread, youth/parent-driven, culturally responsive social marketing campaign to educate and motivate law enforcement, parents and youth to follow Colorado's Graduated Drivers Licensing (GDL) law.
- Objective 2: Support local law enforcement (officers, judges and lawyers) to enforce the GDL law (i.e. through regional trainings utilizing a train-the-trainer model).

### **Goal 3: Increase safety belt use across Colorado.**

- Objective 1: Support law enforcement to conduct sustained enforcement of Colorado's restraint laws, as well as with the Click It or Ticket and other safety belt enforcement campaigns.
- Objective 2: Support schools and other programs to create and enforce safety belt policies.
- Objective 3: Support a standard safety belt law.

### **Goal 4: Decrease self-reported driving while under the influence of alcohol across Colorado.**

- Objective 1: Support law enforcement to conduct sustained enforcement of Colorado's DUI laws, both for juveniles and those youth under the age of 21.
- Objective 2: Support schools and other programs to create and enforce sober driving practices.
- Objective 3: Coordinate with the Colorado Department of Transportation (CDOT), the Alcohol and Drug Abuse Division (ADAD) and the DUI Task Force to promote safe and sober driving for youth.

### **Goal 5: Provide technical assistance and consultation to Statewide and local community organizations interested in or currently addressing teen motor vehicle safety.**

- Objective 1: Add teen motor vehicle safety promising strategies and educational information to [www.colorado.gov/bestpractices](http://www.colorado.gov/bestpractices) Website and send link to State and local partners. Provide links to other teen motor vehicle safety programs, etc.
- Objective 2: Identify communities who are interested in or currently addressing teen motor vehicle safety and share resources and best practice strategies around increasing safety belt use, decreasing underage drinking and driving, etc.
- Objective 3: Provide additional incentive funding/mini-grants to communities who demonstrate a need and a comprehensive plan of action utilizing best practice and interagency approaches (i.e. including parents, youth, law enforcement, etc.).
- Objective 4: Assist in the evaluation of local programs that are striving to increase teen motor vehicle safety in their communities.