

Colorado Core Violence and Injury Prevention Program

Motor Vehicle Policy Action Plan – Year Three Tasks

5-Year Period: August 1, 2012- July 31, 2016

Context

Between 2004 and 2011, Colorado experienced over a 66 percent reduction in motor vehicle fatalities among children and youth aged 15-19. This decrease was largely the result of passing several state laws that improved the safety of young passengers and drivers on the road, such as legislation that strengthened Colorado's original graduated driver's license (GDL) law. However, despite these advancements, motor vehicle injuries remain a leading cause of death among teenagers in Colorado. In 2012, 40 teens, aged 15-19, died as a result of injuries sustained in motor vehicle crashes, and another 307 were hospitalized, an 11 percent increase in fatalities and a 2 percent increase in hospitalizations from 2011.

In order to align with best practice, Colorado needs to increase the minimum driving age and expand the restricted driving hours for teens. The Insurance Institute for Highway Safety estimates that the combined effect of making these changes would further reduce teen driver fatal crashes in Colorado by 20 percent. Additionally, with the release of MAP-21 guidance, Colorado would need to strengthen additional GDL law components to align with the National Highway Traffic Safety Administration's latest recommendations.

Approximately 67 percent of Colorado teens who died in 2011 as a result of injuries sustained in a motor vehicles crash were not wearing seatbelts. Studies show that safety belts are 45 to 60 percent effective in reducing the risk of severe injuries. States with primary safety restraint laws, which allow law enforcement officers to issue citations to drivers solely for not buckling up, have seat belt use rates that are 10 to 15 percent higher than states with secondary laws, which require officers to first stop a motorist for another violation before issuing a seat belt citation. Although Colorado has primary restraint laws for children ages 0-15, as well as for teen drivers under age 18, the restraint law for adults remains secondary enforcement. The fact that there are different types of enforcement for different age groups makes it difficult for law enforcement to properly enforce the laws, particularly for teen drivers who may appear to be older than they are. Additionally, since Colorado child passenger restraint laws only cover children through age 15, and the safety belt components of the graduated driver license law only apply when a vehicle is driven by a teen driver, children ages 16 and 17 that ride in a vehicle driven by an adult driver are subject to the secondary law. Making all safety restraint laws primary would close the gap in Colorado's law and make them easier to enforce.

Improving teen motor vehicle safety is one of the Colorado Department of Public Health and Environment's 10 Winnable Battles and one of the nine Maternal and Child Health performance measures. Additionally, the Injury, Suicide and Violence Prevention Unit received a 5-year motor vehicle policy grant from the Centers for Disease Control and Prevention (CDC) to achieve the goals (distal objectives) listed in this Action Plan. In order to achieve these goals, the ISVP Branch and its partners identified six policy and program evidenced-based prevention strategies: 1) Build state-level partnerships to support the implementation of evidence based programmatic and policy strategies; 2) Educate and inform decision makers, stakeholders, and other professionals on evidence based practices that reduce motor vehicle occupant injuries among youth ages 15-19; 3) Educate, inform, and support law enforcement officers about the importance of enforcing the existing graduated drivers license law; 4) Provide technical assistance to local communities on best practice teen motor vehicle safety programs; 5) Educate parents about the existing graduated drivers license law; and 6) Educate and inform decision makers, stakeholders, and other professionals on evidence based practices that reduce MV occupant injuries among adults. The following Motor Vehicle Policy Action Plan details the actions the ISVP Branch and its partners will take to accomplish these strategies by July 31, 2016. This is meant to be a fluid plan and will be adjusted to reflect new activities each year as needed.

Goals (Distal Objectives)

Data Source(s)

Goals (Distal Objectives)	Data Source(s)
G1 Reduce the rate of motor vehicle crashes caused by teen drivers (ages 15-19) in Colorado from 37.5 crashes per 1,000 teens in 2010 to 30.0 crashes per 1,000 teens by December 31, 2015.	Colorado Traffic Accident Reports
G2 Reduce the rate of teen motor vehicle fatalities from 12.1 deaths per 100,000 teens, ages 15-19 years old in 2010 to 10.5 deaths by December 31, 2015.	Death Certificate Data

G3	Reduce the motor vehicle occupant fatality rate from 6.3 deaths per 100,000 population in Colorado in 2010 to 5.7 deaths by December 31, 2015.	Fatality Analysis Reporting System Data
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Objective A: Increase levels of coordination, collaboration and mission alignment among state-level motor vehicle partners in Colorado related to evidence-based practices that reduce motor vehicle occupant injuries among youth ages 15-19 and adults from **X** in 2013 to **Y** by December 31, 2015.

(Please Note: A baseline measure will be determined in December 2012.)

Lead: Ali Maffey

Target Population: State agencies (CDOT, CDOR, CSP, CDE), AAA, RMIIA, Drive Smart CO, local coalitions, LHAs, insurance companies, and driving schools

<p>Criteria for Success:</p> <ul style="list-style-type: none"> State-level partnerships will be developed and enhanced to ensure high levels of coordination and collaboration specifically to address strengthening Colorado's GDL Law and passing primary seatbelt legislation. 	<p>As Measured by:</p> <ul style="list-style-type: none"> Shifts in social support Strengthened alliances Financial contribution of partners to achieve teen motor vehicle safety goals
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Strategy Description	Milestones / Key Activities	Target Completion Date	Responsible Persons/Group	Monitoring Plan	Progress
1. Build state-level partnerships to support the implementation of evidenced based programmatic and policy strategies.	A.1.1: Convene monthly Colorado Teen Driving Alliance meetings.	Monthly	Ali Maffey	Meeting minutes	
	A.1.2: Convene at least four Injury and Violence Policy Subcommittee meetings.	July 31, 2014	Ali Maffey	Meeting minutes	
	A.1.3: Increase Colorado Teen Driving Alliance membership to include members from outside the metro area by increasing the number of partners who subscribe to the CTDA collaboration site.	Annually in May	Ali Maffey	CTDA distribution list and collaboration website subscriptions	
	A.1.4: Update the comprehensive contact database to include all Injury and Violence Prevention Winnable Battle advocates and champions that are addressing motor vehicle and traffic safety work in Colorado.	Annually in December	Aerin LaCerte	Motor Vehicle Partners listed in the Injury Prevention Winnable Battle Program Participant Database	
	A.1.5: Conduct a baseline survey to determine baseline measures to assess levels of collaboration and mission alignment specifically to address strengthening Colorado's GDL Law and passing primary seatbelt.	May 30, 2013	Lindsey Myers	Collaboration baseline survey	Complete
	A.1.6: Revise collaboration and mission alignment inventory to align with the evaluation plan developed in Year 2 (see MV section of the BIC evaluation plan).	April 30, 2014	Ali Maffey	Revised collaboration survey tool	
	A.1.7: Administer revised collaboration evaluation tool (will be done in Year 3 and Year 5).	May 30, 2014	Ali Maffey	Revised Collaboration Survey Results	

	A.1.8: Evaluate the progress of the Colorado Teen Driving Alliance on its annual work plan and measure member satisfaction.	Annually in December	Ali Maffey	Coalition Report Card and Membership Survey.	
	A.1.9: Build new partnerships with the Colorado Department of Human Services and the Department of Health Care and Policy Financing related to the Injury Prevention Winnable Battle.	By October 1, 2013	Lindsey Myers	Membership on the Injury Prevention Policy Subcommittee	Complete
	A.1.10: Share the costs associated with implementing the activities outlined in the Motor Vehicle Policy Action Plan with members of the Colorado Teen Driving Alliance.	Annually in December	CTDA Members: CDPHE, CDOT, CSP, AAA, etc.	Membership Survey; Coalition Report Card	Capture shared costs, meeting hours, Wave and CDOT for the PI time, Maile and Barb for special projects, CDOT funding a data position.
	A.1.11: Maintain communication channels with injury prevention partners for Teen Motor Vehicle safety.	Monthly	Ali Maffey	Communication plan progress,	Complete. Improved VIP & CTDA pages
	A.1.12: Generate a CTDA fact sheet on GDL laws with updated graphics of annual cost estimates and death rates/circumstances	March 31, 2014	Ali Maffey	Updated CTDA Fact Sheet	Completed in Yr 2. Updates in year 3.
	A.1.13: Enroll TMV programs in the VIP Program of Excellence and partners to be VIP advocates.	March 31, 2014	Ali Maffey	List of VIP Programs of Excellence & Advocates implementing teen motor vehicle safety programs	
	A.1.14: Strengthen grant-making efforts from CDOT and CDPHE's EMTS to increase the number of local injury prevention practices, policies and projects that are aligned with best practices for occupant protection.	January 31, 2014	Lindsey Myers	New RFA Processes aligned with statewide teen motor vehicle safety best practices action plan and best practices	
	A.1.15: Conduct an annual communication survey with VIP Network Members	July 31, 2014	Ali Maffey	Completed survey and results.	
	A.1.16: Use the Motor Vehicle Evaluation Plan to monitor progress in implementing the action plan	July 31, 2014	Ali Maffey	Completed assessment as outlined in the MV Evaluation Plan.	
	A.1.17: Conduct a Violence and Injury Prevention Network (VIP Network) community policy forum to solicit feedback and support for policy solutions that address the state injury and violence prevention policy plan	July 31, 2014	Ali Maffey	Completed assessment of the forum	
Strategy Description	Milestones / Key Activities	Target Completion Date	Responsible Persons/Group	Monitoring Plan	Progress

2. Educate and inform decision makers, stakeholders, and other professionals on evidence based practices that reduce motor vehicle occupant injuries among youth ages 15-19	A.2.1: Develop standard talking points related to evidence based practices that reduce motor vehicle occupant injuries among youth ages 15-19 for partners to use that incorporate compelling data and messaging.	March 31, 2013 then Annually each December	Ali Maffey	CTDA Fact Sheet, Survey for partners to assess whether they are using common talking points, CTDA Report Card	Completed CTDA Fact Sheet Will be updated in the annual report card for CTDA
	A.2.2: Motor Vehicle Partners will incorporate evidence based policy strategies that reduce motor vehicle occupant injuries among youth ages 15-19 into recommendations coming from their agency/organization.	Assessed annually each October	Colorado Teen Driving Alliance Members	Member survey, VIP Programs of Excellence list, annual assessment of alignment of teen motor vehicle programs with the state action plan	
	A.2.3: Regularly communicate information related to the Injury Prevention Winnable Battle's objective to decrease teen motor vehicle fatalities with internal decision makers, other state agencies, and key partners.	Monthly	Ali Maffey	CTDA Website, VIP Network Website and COPrevent Website	
	A.2.4: Create educational overview of best practice motor vehicle safety work online for winnable battle partners.	December 31, 2013	Ali Maffey	Online learning opportunity posted	
	A.2.5: Market the Online Parent GDL Course to local motor vehicle partners as a resource to increase at-home enforcement of GDL laws	December 31, 2013	Ali Maffey	Communications/distribution plan for parent course	Completed execution of distribution plan with follow-up mailings to each of the funded programs. Follow-up emails sent to the partners to reinforce the message. Posts placed on PSD Facebook page.
	A.2.6: Promote data-driven evidence-based programming by aligning all data products and educational opportunities with best practices, such as the Countermeasures that Work or state priorities.	December 31, 2014	Jan Hart	CDOT Evaluation Webinar evaluation results; Promoting Counter Measures that work though Problem ID, GDL Nuanced fact sheet. Injury in Colorado Report, Webinar on the Problem ID	
Strategy Description	Milestones / Key Activities	Target Completion Date	Responsible Persons/Group	Monitoring Plan	Progress

6. Educate and inform decision makers, stakeholders, and other professionals on evidence based practices that reduce MV occupant injuries among adults	A.6.1: Develop standard talking points related to evidence based practices that reduce motor vehicle occupant injuries among adults for partners to use that incorporate compelling data and messaging.	December 31, 2013	Ali Maffey	Completed talking points document for use by partners, Survey for partners to assess whether they are using common talking points, CTDA Report Card, Participation in adult occupant protection work group through ITFDD	
	A.6.2: Motor Vehicle Partners will incorporate evidence based policy strategies that reduce motor vehicle occupant injuries among adults into recommendations coming from their agency/organization.	February 28, 2014	Colorado Teen Driving Alliance Members	Member survey, VIP Programs of Excellence list, annual assessment of alignment of teen motor vehicle programs with the state action plan	
	A.6.3: Regularly communicate information related to the Injury Prevention Winnable Battle's objective to increase adult seat belt use with internal decision makers, other state agencies, and key partners.	Monthly	Ali Maffey	Communications sent to participants in the Injury Prevention Winnable Battle Champion Program, blog communications plan data update on posts, numbers of partners subscribed to receive updates from the CTDA website	
	A.6.4: Create educational overview of best practice motor vehicle safety work online for winnable battle partners.	January 30, 2014	Ali Maffey	Online learning opportunity posted	
	A.6.5: Promote data-driven evidence-based programming by aligning all data products and educational opportunities with best practices, such as the Countermeasures that Work or state priorities.	December 31, 2014	Jan Hart	CDOT Evaluation Webinar evaluation results; Promoting Counter Measures that work though Problem ID, GDL Nuanced fact sheet. Injury in Colorado Report, Webinar on the Problem ID	
Proximal Objective 1: Increase teen seat belt use from 82.4 percent in 2011 in Colorado to 90.6 percent by December 31, 2015		Lead: Ali Maffey			
Target Population: Teen (aged 15-19) motor vehicle occupants					

Criteria for Success:			As Measured by:		
<ul style="list-style-type: none"> Teens recognize the importance of wearing seat belts and buckle-up on every ride 			<ul style="list-style-type: none"> Observed teen seat belt use rates (CDOT Annual Teen Seat Belt Survey conducted by Colorado State University) 		
Strategy Description	Milestones / Key Activities	Target Completion Date	Responsible Persons/Group	Monitoring Plan	Progress
1. Build state-level partnerships to support the implementation of evidence based programmatic and policy strategies	1.1.1: Promote the involvement of youth in local prevention programming among the members of the Colorado Teen Driving Alliance	Annually	Ali Maffey	CTDA Report Card on Youth Involvement Section, training evaluation on meaningful youth involvement	
	1.1.2: Partner with the Colorado 9 to 25 initiative, which has an objective to decrease teen motor vehicle fatalities in Colorado	Annually	Ali Maffey	Participation in 9 to 25 meetings and events	
Strategy Description	Milestones / Key Activities	Target Completion Date	Responsible Persons/Group	Monitoring Plan	Progress
2. Educate and inform decision makers, stakeholders, and other professionals on evidence based practices that reduce motor vehicle occupant injuries among youth ages 15-19	1.2.1: Develop an annual marketing and communication plan to reach teens regarding GDL, distracted driving and/or the importance of seat belt use, as defined by annual statewide priorities.	Annually by October 1	Emily Wilfong (CDOT)	Marketing and communication plan	
	1.2.2: Implement the annual marketing and communication plan activities to educate teens on the GDL law (social marketing, school outreach, etc).	Annually by October 1	Emily Wilfong (CDOT)	Annual report on parent communication and marketing materials.	
	1.2.3: Maintain the teen section of the www.coteedriver.com website.	Monthly	Emily Wilfong (CDOT)	Evidence of current website content and hits to website.	
	1.2.4: Educate and inform decision makers, stakeholders, and other professionals regarding the gap in Colorado's seat belt law regarding 16-17 year old passengers riding with adult drivers using the talking points developed under previous strategies.	Monthly	Colorado Teen Driving Alliance Members	List of type of educational opportunities	
	1.2.5: Update teen motor vehicle death circumstances and numbers for the state, each county and the CTDA fact sheet.	Annually by February	Jan Hart	Completed data points to include in the Problem ID state and county reports and the annual updates to the CTDA fact sheet.	
	1.2.6: Review teen motor vehicle deaths and identify how many teens that died in motor vehicle crashes were unbelted and include that information in the Child Fatality Prevention System Annual Report.	Annually in June	Child Fatality Prevention System	Child Fatality Prevention System Annual Legislative Report	
	1.2.7: Monitor and report national, state and local legislation related to injury and violence prevention policy	Monthly	Ali Maffey	Bill tracker and related technical assistance provided	

	1.2.8: Strengthen grant-making efforts from CDOT and CDPHE's EMTS to increase the number of local injury prevention practices, policies and projects that are aligned with best practices for Graduated Drivers License laws	January 31, 2014	Lindsey Myers	New RFA Processes aligned with motor vehicle safety best practices	
Strategy Description	Milestones / Key Activities	Target Completion Date	Responsible Persons/Group	Monitoring Plan	Progress
4. Provide technical assistance to local communities on best practice teen motor vehicle safety program	1.4.1: Maintain the school outreach information on the Safety Advocate Section of the www.coteedriver.com website where information on best practices, tools and resources for reaching teens will be posted.	Quarterly	Emily Wilfong (CDOT)	Completed website section with the most up-to-date materials	
	1.4.2: Work with CDOT to disseminate information on programmatic best practices related to educating teens about seat belt use to their grantees.	Annually in July	Ali Maffey	Completed reference guide to distribute with applications.	
	1.4.3: Provide technical assistance to local communities that are implementing programs to increase teen seat belt use, including MCH, CDOT, and EMTS grantees.	Monthly	CTDA Members	List of type of technical assistance provided.	
	1.4.4: Provide 12 skill-building trainings on the five domains of the policy process to the members of the Winnable Battle Injury Prevention program	Monthly	Ali Maffey	List of type of trainings offered and registration forms.	
	1.4.5: Update TA tools to reflect emerging data and policy priorities.	Quarterly	Ali Maffey	List of updated TA tools on CTDA website	
	1.4.6: Disseminate all new TA tools to CTDA, ICPG, ICPV and Winnable Battle program members.	Quarterly	Ali Maffey	List of disseminated tools to each partner group	
	1.4.7: Provide two taped webcasts that assist partners to use stakeholder and policy analysis tools to improve the policy selection, advocacy, and implementation processes.	July 31, 2014	Ali Maffey	Posted online learning opportunities	
Proximal Objective 2: Increase the percentage of law enforcement officers who report enforcing the Graduated Drivers License Law in the last six months from 29 percent in 2012 to 50 percent by July 31, 2016.			Lead: Emily Wilfong (CDOT)		
Target Population: Colorado law enforcement officers					
Criteria for Success:			As Measured by:		
<ul style="list-style-type: none"> Officers will report a greater understanding of the GDL laws and will express their willingness to issue citations for the law. 			<ul style="list-style-type: none"> Annual survey of law enforcement officers 		
Strategy Description	Milestones / Key Activities	Target Completion Date	Responsible Persons/Group	Monitoring Plan	Progress
3. Educate, inform, and support law enforcement officers	2.3.1: Update the law enforcement GDL roll-call video and educational PowerPoint presentation.	December 31, 2012	Heather Halpape (CDOT) / Bear Kay (CSP)	Completed video	Completed

about the importance of enforcing the existing graduated drivers license law	2.3.2: Make the roll-call video and PowerPoint available through the www.coteedriver.com website for local community safety advocates to educate local law enforcement officers.	October 1, 2013	Heather Halpape (CDOT)	Video and PowerPoint posted on website	Completed and available on CTDA page
	2.3.3: Update and distribute the law enforcement GDL Cheat Sheet card and distribute to law enforcement agencies statewide.	Annually in June	Ali Maffey	Tracking sheet with agencies cards are distributed to.	
	2.3.4: Create and distribute a baseline survey for Law Enforcement to assess their knowledge of and willingness to enforce the GDL law.	December 31, 2012	Lindsey Myers	Baseline survey developed and distributed.	Completed and available on CTDA page
	2.3.5: Distribute an updated survey for Law Enforcement to assess their knowledge of and willingness to enforce the GDL law.	December 31, 2015	Ali Maffey	Updated survey developed and distributed.	
	2.3.6: Partner with the Colorado State Patrol to offer an annual webinar or training for law enforcement officers on the GDL Law.	Annually in May	(State Patrol) and Ali Maffey	Number of webinar participants, webinar evaluation	
Strategy Description	Milestones / Key Activities	Target Completion Date	Responsible Persons/Group	Monitoring Plan	Progress
4. Provide technical assistance to local communities on best practice teen motor vehicle safety program	2.4.1: Educate law enforcement officers about the 66 percent reduction in teen motor vehicle fatalities between 2004 and 2011 and the increase in rates in 2012.	May 31, 2014	Ali Maffey	Letter to law enforcement to accompany distribution of law enforcement cards	
	2.4.2: Maintain the law enforcement information on the Safety Advocate Section of the www.coteedriver.com website where safety advocates can find information and tools to use with local law enforcement.	Quarterly	Emily Wilfong (CDOT)	Completed website section with updated materials	
Proximal Objective 3: Increase the number of teen motor vehicle safety programs funded by state agencies that are aligned with the state Motor Vehicle Action Plan from 55.3 percent alignment with the plan in 2012 to 90 percent alignment by July, 31 2016..			Lead: Ali Maffey		
*(Please note: the ISVP Branch is currently working with the Colorado Department of Transportation and the Colorado Teen Driving Alliance to objectively identify which funded teen driving safety programs are not aligned with the state Motor Vehicle Action Plan. A baseline will be determined by 12/31/12.)					
<ul style="list-style-type: none"> Target Population: Local Health Departments, Local driving safety coalitions and organizations, Colorado Department of Transportation 					

Criteria for Success:			As Measured by:		
<ul style="list-style-type: none"> Local Maternal and Child Health programs and other local coalitions/organizations funded by the Colorado Department of Transportation to work on teen motor vehicle safety issues will be aware of evidence-based teen motor vehicle safety programs and will have plans to implement them in their community. The Department of Transportation and the Colorado Department of Public Health and Environment will fund evidence-based local programs. 			<ul style="list-style-type: none"> The percentage of teen motor vehicle safety programs in Colorado that are evidenced based 		
Strategy Description	Milestones / Key Activities	Target Completion Date	Responsible Persons/Group	Monitoring Plan	Progress
1. Build state-level partnerships to support the implementation of evidence based programmatic and policy strategies	3.1.1: Partner with the Colorado Department of Transportation to house a Motor Vehicle Statistical Analyst position at the Colorado Department of Public Health and Environment within the Injury, Suicide and Violence Prevention Branch.	Annually each June	Lindsey Myers	Executed contract with CDOT and filled Statistical Analyst position	
	3.1.2: On an annual basis compile data from death certificate, hospitalization, emergency department, and traffic accident reports and produce a data report on adolescent motor vehicle safety.	Annually each February	Jan Hart	Completed data report	
	3.1.3: Create a dataset that utilizes information from death certificates, hospitalization, emergency department data, and traffic accident reports.	Annually each February	Jan Hart	Completed data set	
	3.1.4: Produce the CDOT Annual Problem Identification Report and disseminate it to local communities	Annually in February	Jan Hart	Completed problem identification report	
	3.1.5: Provide a webinar to local communities that covers the design of the Problem ID Report and how locals can use the information in their annual grant applications.	Annually in February	Jan Hart	Completed webinar on the Problem ID Report	
Strategy Description	Milestones / Key Activities	Target Completion Date	Responsible Persons/Group	Monitoring Plan	Progress
4. Provide technical assistance to local communities on best practice teen motor vehicle safety programs	3.4.1: Conduct an environmental scan to determine which teen motor vehicle programs are currently being implemented.	November 30, 2012	Lindsey Myers	Environmental Scan Results	Completed
	3.4.2: Evaluate and strengthen CDOT's Request for Application (RFA) process for its local grant program	January 31, 2014	Carol Gould (CDOT), Lindsey Myers,	Revised CDOT RFA	
	3.4.3: Hold a grant writing training for local communities	March 31, 2014	Lindsey Myers	Training evaluations and archived webinars	
	3.4.4: Work with CDOT to disseminate information on programmatic best practices to their future grantees.	May 1, 2014	Ali Maffey	Completed reference guide to distribute with applications.	Completed
	3.4.5: Monitor literature related to teen motor vehicle safety.	Monthly	Ali Maffey	Summaries of new research posted on CTDA blog	

	3.4.6: Maintain a Safety Advocate Section of the www.coteedriver.com website where information on best practices, tools and resources will be posted.	Monthly	Emily Wilfong (CDOT)	Completed new website section.	Completed
	3.4.7: Require that all CDOT grantees implement evidenced-based strategies.	October 1, 2014	Carol Gould (CDOT)	List of evidence-based grantee programs	
	3.4.8: Hold an annual statewide motor vehicle safety symposium to educate motor vehicle stakeholders across the state about the most current data, best practice programs, and policy initiatives.	Annually by July 31	Ali Maffey	Symposium attendance and evaluation	
	3.4.9: Hold an annual Policy and Advocacy Symposium for statewide partners.	Annually by July 31	Ali Maffey	Training attendance and evaluation	
	3.4.10: Disseminate policy talking points and key data to partners throughout the state.	Annually each January	Ali Maffey	Policy talking points distributed to all statewide partners. Annual CTDA report card that highlights key legislative issue areas.	Completed in year 2 through MAP 21 guidance document and GDL law effect document distributed to all partners.
	3.4.11: Offer small grants for motor vehicle safety advocates to attend the 2013 Lifesavers Conference in Denver to receive training on evidence-based practices.	July 31, 2013	Ali Maffey	List of partners that attended the Lifesavers Conference	Completed
	3.4.12.: Maintain a motor vehicle section on the VIP Network website and CTDA website to ensure members of the Injury and Violence Policy Committee and other partners have access to communication materials relevant to motor vehicle policy.	Quarterly	Ali Maffey	Updated website	

Proximal Objective 4: Increase the percentage of parents who report accurate knowledge of the graduated drivers licence law from 6.4 percent in 2012 in Colorado to 15 percent by July 31, 2016. **Lead: Ali Maffey**

*(Please note: the ISVP Branch is collaborating with the Colorado Department of Transportation to implement a survey for parents of teen drivers to assess current knowledge of the GDL law. A baseline and goal percentage for this objective will be determined by 12/31/12 and submitted to CDC).

Target Population: Colorado residents who are parents or guardians of teens ages 15-17 years old

Criteria for Success:	As Measured by:
<ul style="list-style-type: none"> Parents report understanding the current GDL law and indicate their motivation to help their teen comply with the GDL law by implementing parent/teen driving contracts. 	<ul style="list-style-type: none"> Parental knowledge of key components of the graduated drivers license law (Baseline Survey to be developed by 12/31/12).

Strategy Description	Milestones / Key Activities	Target Completion Date	Responsible Persons/Group	Monitoring Plan	Progress
5. Educate parents about the existing	4.5.1: Conduct a biannual parent survey to assess understanding of the GDL law and use of teen driving contracts (baseline will be conducted by May 31, 2013, subsequent years 2015, 2017).	Bi-annually '13, '15,'17	Ali Maffey and Emily Wilfong (CDOT)	Parent survey question results and report	Baseline completed by 5/31/13

graduated drivers license law	4.5.2: Partner with other agencies that reach parents to promote the teen driving safety message and to share related resources.	Annually by October 1	CTDA Members	Annual report card including CTDA activities	
	4.5.3: Update and distribute parent GDL brochures to parents through the Department of Motor Vehicles, Driving Schools and other venues.	Annually by August	Emily Wilfong (CDOT)/ Dept. of MV Offices/ Driver's Ed Compliance	Tracking sheet to identify where brochures and other marketing materials are distributed.	In year 2 completed the parent teen supervised driving guide work with private company. These guides are now being distributed through DMVs. Distribution of the parent brochure began to decline.
	4.5.4 Implement the annual marketing and communication plan activities to educate parents on the GDL law.	By December 31, 2012	Heather Halpape /CTDA members	Annual report on parent communication and marketing materials.	Completed. Updated Teaching Your Teen to Drive manual first created by Mesa County Public Health. Created Parent Online GDL Course and completed dissemination plan Year 3: translated the Teaching Your Teen to Drive Manual into Spanish and promoted the results
	4.5.5: Maintain the parent section of the www.coteendrivers.com website.	Monthly	Emily Wilfong (CDOT)	Evidence of current website content and hits to website.	
	4.5.6: Update video about the GDL law to play in Department of Motor Vehicle offices statewide.	As needed	Emily Wilfong (CDOT)	Completion of video and air time.	Initial video completed. Updates will occur as necessary.
Strategy Description	Milestones / Key Activities	Target Completion Date	Responsible Persons/Group	Monitoring Plan	Progress
4. Provide technical assistance to local communities on best practice teen motor vehicle safety programs	4.4.1: Maintain the parent outreach information on the Safety Advocate Section of the www.coteendrivers.com website where information on best practices, tools and resources for reaching parents will be posted.	Quarterly	Emily Wilfong (CDOT)	Completed website section.	
	4.4.2: Work with CDOT to increase dissemination of information on programmatic best practices related to educating parents about teaching teens to drive	May 1, 2014	Ali Maffey	Completed reference guide to distribute with applications.	Completed in year two by making parent online GDL course available to partners to use.

	4.4.3: Provide technical assistance to local communities that are implementing programs targeted at parents, such as Teaching Your Teen to Drive classes.	Monthly	CTDA Members	List of type of technical assistance provided.	Create sample pre- and post-test surveys for partners to use with the updated curriculum
	4.4.4: Create and disseminate an online learning tool to local communities that addresses best practices to learn about motor vehicle safety programs.	January 30, 2014	Ali Maffey	Posted online learning tool	
	4.4.5: Disseminate the Online Parent GDL Course to local motor vehicle partners as a resource to increase at-home enforcement of GDL laws and increase parent knowledge of GDL.	Annually by December	Ali Maffey	Parent access of course and completion/increase in knowledge pre-post	

Proximal Objective 5: Increase the percentage of adults that wear seatbelts from 82.1 percent in 2011 in Colorado to 90.0 percent by December 31, 2015. **Lead:** Ali Maffey

Target Population: Policymakers, community leaders, local partners, and parents.

Criteria for Success:			As Measured by:		
<ul style="list-style-type: none"> The political climate in Colorado will shift in favor of supporting policies aimed at passing primary seatbelt legislation. 			<ul style="list-style-type: none"> Observed seat belts use (CDOT annual seat belt survey conducted by Colorado State University) 		
Strategy Description	Milestones / Key Activities	Target Completion Date	Responsible Persons/Group	Monitoring Plan	Progress
1. Build state-level partnerships to support the implementation of evidence based programmatic and policy strategies	5.1.1: Partner with the Colorado Department of Transportation to house a Motor Vehicle Statistical Analyst position at the Colorado Department of Public Health and Environment within the Injury, Suicide and Violence Prevention Branch.	Annually each June	Lindsey Myers	Executed contract with CDOT and filled Statistical Analyst position	
	5.1.2: On an annual basis compile data from death certificate, hospitalization, emergency department, and traffic accident reports and produce a data report on adult seat belt use and general motor vehicle safety.	Annually each February	Jan Hart	Completed data report	
	5.1.3: Create a dataset that utilizes information from death certificates, hospitalization, emergency department data, and traffic accident reports.	Annually each February	Jan Hart	Completed data set	
	5.1.4: Produce the CDOT Annual Problem Identification Report and disseminate it to local communities	Annually in February	Jan Hart	Completed problem identification report	
	5.1.5: Provide a webinar to local communities that covers the design of the Problem ID Report and how locals can use the information in their annual grant applications.	Annually in February	Jan Hart	Completed webinar on the Problem ID Report	
Strategy Description	Milestones / Key Activities	Target Completion Date	Responsible Persons/Group	Monitoring Plan	Progress
6. Educate and inform decision makers, stakeholders, and other professionals on evidence based practices that reduce MV occupant injuries among adults	5.6.1: Monitor and report national, state and local legislation related to injury and violence prevention policy	Monthly	Ali Maffey	Bill tracker and posts on CTDA website	
	5.6.2: Use combined motor vehicle data set to produce a cost-benefit analysis associated passing primary seat belt legislation.	February 28, 2014	Jan Hart	Completed Cost-benefit analysis report	
	5.6.3: Publicize data reports and talking points related to adult seat belt use to ensure partners are aware of most recent data.	Annually in January	Ali Maffey	Website posts, CTDA Report Card	
	5.6.4: Host an annual webinar on adult motor vehicle data as shared in the annual Problem Identification Report.	Annually in February	Jan Hart	Completed webinar, number of participants.	
	5.6.5: Develop an annual marketing and communication plan to reach adults about seat belt use.	Annually by October 1	Emily Wilfong (CDOT)	Marketing and communication plan	

	5.6.6: Implement the annual marketing and communication plan activities increase adult seat belt use.	Annually by October 1	Emily Wilfong (CDOT)	Annual report on parent communication and marketing materials.	
	5.6.7: Create and disseminate an online learning tool to local communities that addresses best practices to learn about motor vehicle safety programs.	January 30, 2014	Ali Maffey	Posted online learning tool	
	5.6.8: Develop standard talking points related to evidence based practices that support passage of primary seat belt legislation for partners to use that incorporate compelling data and messaging.	Annually in January	ITFDD Occupant Protection Workgroup	Completion of and use of standard talking points.	
Strategy Description	Milestones / Key Activities	Target Completion Date	Responsible Persons/Group	Monitoring Plan	Progress
4. Provide technical assistance to local communities on best practice occupant protection measures.	5.4.1: Work with CDOT to disseminate information on programmatic best practices related to adult occupant protection to their grantees.	Annually in July	Ali Maffey	Completed reference guide to distribute with applications.	
	5.4.2: Provide technical assistance to local communities that are implementing programs to increase seat belt use, including MCH, CDOT and EMTS grantees.	Monthly	CTDA Members	List of type of technical assistance provided.	
	5.4.3: Provide 12 skill-building trainings on the five domains of the policy process to the members of the Winnable Battle Injury Prevention program	Monthly	Ali Maffey	List of type of trainings offered and registration forms.	

Budget Information

Program Budget	Data and Evaluation Budget
<ul style="list-style-type: none"> Approximately 1 FTE from the Injury Prevention Program MCH Funding: \$100,000 Total (approximately \$25,000 dedicated specifically to operating expenses associated this action plan) CDC Motor Vehicle Policy Grant: \$150,000 (approximately \$125,000 after indirect). 	<ul style="list-style-type: none"> MCH Funding: \$1935 CDC MVP Grant Funding: \$15,132

General Information

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Integration Points: Injury Prevention is one of the CDPHE winnable battles, a MCH priority, and a priority in the Colorado Injury Prevention Strategic Plan.

Link with Health Equity: (Deaths and injuries from motor vehicle crashes disproportionately affect younger (ages 15-24) and older (ages 65+) adults. People who choose not to wear a seatbelt while riding in a vehicle are at higher risk of injury and death in a motor vehicle crash. Adults ages 18-34 are less likely to wear seatbelts than adults 35 or older.

Strategic Partner(s): Members of the Colorado Teen Driving Alliance, especially CDOT and CSP.

Key Stakeholders: Local Health Departments, local driving safety coalitions, Regional Emergency Medical and Trauma Advisory Councils, hospitals, and youth.