

## Colorado Core Violence and Injury Prevention Program

### Motor Vehicle Policy Action Plan

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

#### Context

Between 2004 and 2010, Colorado experienced over a 60 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 2010, 41 teens, aged 15-19, died as a result of injuries sustained in motor vehicle crashes, and another 231 were hospitalized.

Although Colorado's current GDL law is better than laws in many other states, it still has room for improvement. In order to be line 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 fatalities in Colorado by 34 percent.

Approximately 70 percent of teens, who died in Colorado between 2004 and 2008 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)	
G1	Reduce the rate of motor vehicle crashes caused by teen drivers (ages 15-19) in Colorado from __X__ in 2010 to __Y__ by December 31, 2015. *(Please note: the data the ISVP Branch needed to calculate the rate of motor vehicle crashes caused by teen drivers was not available in time to submit with the Annual Report. The Principal Investigator will submit the baseline and goal rates to CDC no later than December 31, 2012).		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.		Fatal Analysis Reporting System Data	
<b>Objective A:</b> 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 2012 to Y by December 31, 2014.  (Please Note: A baseline measure will be determined in December 2012.)			<b>Lead: Lindsey Myers</b>	
<b>Target Population:</b> State agencies (CDOT, CDOR, CSP, CDE), AAA, RMIIA, Drive Smart CO, local coalitions, LHAs, insurance companies, and driving schools				
<b>Criteria for Success:</b> <ul style="list-style-type: none"> <li>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.</li> </ul>			<b>As Measured by:</b> <ul style="list-style-type: none"> <li>Shifts in social support</li> <li>Strengthened alliances</li> <li>Financial contribution of partners to achieve teen motor vehicle safety goals</li> </ul>	
Strategy Description	Milestones / Key Activities	Target Completion Date	Responsible Persons/Group	Monitoring Plan
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	Lindsey Myers	Meeting minutes
	A.1.2: Convene at least eight Injury and Violence Policy Subcommittee	July 31, 2014	Ali Maffey	Meeting minutes
	A.1.3: Increase Colorado Teen Driving Alliance membership to include more members from outside the metro area.	October 1, 2013	Lindsey Myers	Membership Roster
	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.	December 31, 2013	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
	A.1.6: Evaluate the progress of the Colorado Teen Driving Alliance on its annual work plan and measure member satisfaction.	Annually in December	Lindsey Myers	Coalition Report Card and Membership Survey.
	A.1.7: 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
	A.1.8: Share the costs associated with implementing the activities outlined in the Motor Vehicle Policy Action Plan with members of the Colorado Teen Driving Alliance.	December 31, 2013	CTDA Members: CDPHE, CDOT, CSP, AAA, etc.	Membership Survey; Coalition Report Card
	A.1.9: Develop and streamline communication channels with injury prevention partners.	January 1, 2013 Complete. Improved VIP & CTDA pages	Policy and Communication Coordinator	Communication plan progress
<b>Strategy Description</b>	<b>Milestones / Key Activities</b>	<b>Target Completion Date</b>	<b>Responsible Persons/Group</b>	<b>Monitoring Plan</b>
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	Ali Maffey	Survey for partners to assess whether they are using common talking points
	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.	December 31, 2013	Colorado Teen Driving Alliance Members	Member survey
	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.	Ongoing	Lindsey Myers	VIP Network Website
	A.2.4: 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 motor vehicle safety best practices

Strategy Description	Milestones / Key Activities	Target Completion Date	Responsible Persons/Group	Monitoring Plan
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.	March 31, 2013	Ali Maffey	Survey for partners to assess whether they are using common talking points
	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.	December 31, 2013	Colorado Teen Driving Alliance Members	Member survey
	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.	Ongoing	Lindsey Myers	Communications sent to participants in the Injury Prevention Winnable Battle Champion Program
<b>Proximal Objective 1:</b> Increase teen seat belt use from 82.4 percent in 2011 in Colorado to 90.6 percent by December 31, 2015			<b>Lead: Lindsey Myers</b>	
<b>Target Population:</b> Teen (aged 15-19) motor vehicle occupants				
<b>Criteria for Success:</b>			<b>As Measured by:</b>	
<ul style="list-style-type: none"> <li>Teens recognize the importance of wearing seat belts and buckle-up on every ride</li> </ul>			<ul style="list-style-type: none"> <li>Observed teen seat belt use rates (CDOT Annual Teen Seat Belt Survey conducted by Colorado State University)</li> </ul>	
Strategy Description	Milestones / Key Activities	Target Completion Date	Responsible Persons/Group	Monitoring Plan
1. Build state-level partnerships to support the implementation of evidence based programmatic and policy strategies	1.1.1: Involve youth in the Colorado Teen Driving Alliance	December 31, 2013	Lindsey	CTDA membership list
	1.1.2: Partner with the Colorado 9 to 25 initiative, which has an objective to decrease teen motor vehicle fatalities in Colorado	December 31, 2013	Lindsey	Participation in 9 to 25 meetings and events
Strategy Description	Milestones / Key Activities	Target Completion Date	Responsible Persons/Group	Monitoring Plan
2. Educate and inform decision makers,	1.2.1: Develop an annual marketing and communication plan to reach teens regarding GDL and the importance of seat belt use.	Annually by October 1 Complete	Emily Wilfong (CDOT)	Marketing and communication plan

stakeholders, and other professionals on evidence based practices that reduce motor vehicle occupant injuries among youth ages 15-19	1.2.2: Implement the annual marketing and communication plan activities to educate teens on the GDL law (social marketing, school outreach, etc).	Annually	Emily Wilfong (CDOT)	Annual report on parent communication and marketing materials.
	1.2.3: Maintain the teen section of the <a href="http://www.coteedriver.com">www.coteedriver.com</a> website.	Ongoing	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	Ongoing	Lindsey Myers	List of type of educational opportunities and the number of stakeholders educated
	1.2.5: 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 January	Child Fatality Prevention System	Child Fatality Prevention System Annual Legislative Report
	1.2.6: Monitor and report national, state and local legislation related to injury and violence prevention policy	Ongoing	Ali Maffey	Bill tracker and related technical assistance provided
	1.2.7: 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
<b>Strategy Description</b>	<b>Milestones / Key Activities</b>	<b>Target Completion Date</b>	<b>Responsible Persons/Group</b>	<b>Monitoring Plan</b>
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 <a href="http://www.coteedriver.com">www.coteedriver.com</a> website where information on best practices, tools and resources for reaching teens will be posted.	Quarterly	Emily Wilfong (CDOT)	Completed website section.
	1.4.2: Work with CDOT to disseminate information on programmatic best practices related to educating teens about seat belt use to their grantees.	May 1, 2013 Completed	Lindsey Myers	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.	Annually	CTDA Members	List of type of technical assistance provided.
<b>Proximal Objective 2:</b> Increase the percentage enforcement officers who report enforcing the Graduated Drivers License Law in the last six months from 29 percent in 2012 to 50 percent by December 31, 2015.			<b>Lead: Emily Wilfong (CDOT)</b>	
<b>Target Population:</b> Colorado law enforcement officers				

**Criteria for Success:**

- Officers will report a greater understanding of the GDL laws and will express their willingness to issue citations for the law.

**As Measured by:**

- Annual survey of law enforcement officers

Strategy Description	Milestones / Key Activities	Target Completion Date	Responsible Persons/Group	Monitoring Plan
3. Educate, inform, and support law enforcement officers about the importance of enforcing the existing graduated drivers license law	2.3.1: Update the law enforcement GDL roll-call video and educational PowerPoint presentation.	December 31, 2012 (Completed)	Emily Wilfong (CDOT) / Bear Kay (CSP)	Completed video
	2.3.2: Make the roll-call video and PowerPoint available through the <a href="http://www.coteedriver.com">www.coteedriver.com</a> website for local community safety advocates to educate local law enforcement officers.	October 1, 2013 (Completed and available on CTDA page)	Emily Wilfong (CDOT)	Video and PowerPoint posted on website
	2.3.3: Update and distribute the law enforcement GDL Cheat Sheet card and distribute to law enforcement agencies statewide.	Annually in June	Lindsey Myers	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 (Completed and available on CTDA page)	Lindsey Myers	Baseline survey developed and distributed.
	2.3.5: Partner with the Colorado State Patrol to offer an annual webinar or training for law enforcement officers on the GDL Law.	Annually	Bear Kay (State Patrol)	Number of webinar participants, webinar evaluation
Strategy Description	Milestones / Key Activities	Target Completion Date	Responsible Persons/Group	Monitoring Plan
4. Provide technical assistance to local communities on best practice teen motor vehicle safety program	2.4.1: Educate law enforcement officers about the 60 percent reduction in teen motor vehicle fatalities between 2004 and 2010.	May 31, 2013	Ali Maffey	Letter to law enforcement
	2.4.2: Maintain the law enforcement information on the Safety Advocate Section of the <a href="http://www.coteedriver.com">www.coteedriver.com</a> website where safety advocates can find information and tools to use with local law enforcement.	Quarterly	Emily Wilfong (CDOT)	Completed website section

**Proximal Objective 3:** Decrease the number of teen motor vehicle safety programs funded by state agencies that are not aligned with the state Motor Vehicle Action Plan from \_\_X\_\_ in 2012 to \_Y\_\_ by July, 31 2015.

**Lead:** Lindsey Myers

\*(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.)

- **Target Population:** Local Health Departments, Local driving safety coalitions and organizations, Colorado Department of Transportation

**Criteria for Success:**

- 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.

**As Measured by:**

- 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
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.	December 1, 2012 (Completed)	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, by September 30	Jan Hart	Completed data report
	3.1.3: Create a dataset that combines information from death certificates, hospitalization, emergency department data, and traffic accident reports.	February 28, 2014	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
Strategy Description	Milestones / Key Activities	Target Completion Date	Responsible Persons/Group	Monitoring Plan
4. Provide technical assistance to local	3.4.1: Conduct an environmental scan to determine which teen motor vehicle programs are currently being implemented.	November 30, 2012 (Completed)	Lindsey Myers	Environmental Scan Results

communities on best practice teen motor vehicle safety programs

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, JVA	Revised CDOT RFA
3.4.3: Hold a grant writing training for local communities	March 31, 2013	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, 2013 (Completed)	Lindsey Myers	Completed reference guide to distribute with applications.
3.4.5: Monitor literature related to teen motor vehicle safety.	Ongoing	Ali Maffey	Summaries of new research.
3.4.6: Create a Safety Advocate Section of the <a href="http://www.coteedriver.com">www.coteedriver.com</a> website where information on best practices, tools and resources will be posted.	July 31, 2012 (Completed)	Emily Wilfong (CDOT)	Completed new website section.
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 <sup>st</sup>	Ali Maffey	Symposium attendance and evaluation
3.4.9: Hold annual Policy and Advocacy Trainings for statewide partners.	Annually by July 31 <sup>st</sup>	Ali Maffey	Training attendance and evaluation
3.4.10: Disseminate policy talking points and key data to partners throughout the state.	April 7, 2013	Ali Maffey	Policy talking points distributed and usage tracked via tracking sheet
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
3.4.12.: Maintain a motor vehicle section on the VIP Network 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 \_\_X\_\_ percent in 2012 in Colorado to \_\_Y\_\_ percent by December 31, 2015.

**Lead:** Lindsey Myers

\*(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:**

- 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.

**As Measured by:**

- 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
5. Educate parents about the existing graduated drivers license law	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).	Bi-annually (Baseline 5/31/13)	Lindsey Myers and Emily Wilfong (CDOT)	Parent survey question results
	4.5.2: Develop an annual marketing and communication plan to reach parents.	Annually by October 1	Emily Wilfong (CDOT)	Marketing and communication plan
	4.5.3: Update and distribute parent GDL brochures to parents through the Department of Motor Vehicles, Driving Schools and other venues.	Annually	Emily Wilfong (CDOT)/ Dept. of MV Offices/ Driver's Ed Compliance	Tracking sheet to identify where brochures and other marketing materials are distributed.
	4.5.4 Implement the annual marketing and communication plan activities to educate parents on the GDL law.	Annually	Emily Wilfong /CTDA members	Annual report on parent communication and marketing materials.
	4.5.5: Maintain the parent section of the <a href="http://www.coteedriver.com">www.coteedriver.com</a> website.	Ongoing	Emily Wilfong (CDOT)	Evidence of current website content and hits to website.
	4.5.6: Develop video about the GDL law to play in Department of Motor Vehicle offices statewide.	October 1, 2012-	Emily Wilfong (CDOT)	Completion of video and air time.

Strategy Description	Milestones / Key Activities	Target Completion Date	Responsible Persons/Group	Monitoring Plan
4. Provide technical assistance to local communities on best practice teen motor vehicle safety program	4.4.1: Maintain the parent outreach information on the Safety Advocate Section of the <a href="http://www.coteedriver.com">www.coteedriver.com</a> 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 disseminate information on programmatic best practices related to educating parents about teaching teens to drive	May 1, 2013 (Completed)	Lindsey Myers	Completed reference guide to distribute with applications.
	4.4.3: Provide technical assistance to local communities that are implementing programs targeted at parents, such as Teaching Your Teen to Drive classes.	Annually	CTDA Members	List of type of technical assistance provided.
<b>Proximal Objective 5:</b> Increase the percentage of adults that wear seatbelts from 82.1 percent in 2011 in Colorado to 90.0 percent by December 31, 2015.			<b>Lead:</b> Lindsey Myers	
<b>Target Population:</b> Policymakers, community leaders, local partners, and parents.				
<b>Criteria for Success:</b>			<b>As Measured by:</b>	
<ul style="list-style-type: none"> <li>The political climate in Colorado will shift in favor of supporting policies aimed at passing primary seatbelt legislation.</li> </ul>			<ul style="list-style-type: none"> <li>Observed seat belts use (CDOT annual seat belt survey conducted by Colorado State University)</li> </ul>	
Strategy Description	Milestones / Key Activities	Target Completion Date	Responsible Persons/Group	Monitoring Plan
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	Ongoing	Ali Maffey	Bill tracker
	5.6.2: Use combined motor vehicle data set to produce a cost-benefit analysis associated passing primary seat belt legislation.	October 13, 2013	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	Ali Maffey	Website posts,
	5.6.4: Host an annual webinar on adult motor vehicle data.	Annually	Lindsey Myers	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

5.6.7: Implement the annual marketing and communication plan activities increase adult seat belt use.	Annually	Emily Wilfong (CDOT)	Annual report on parent communication and marketing materials.
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**Budget Information**

Program Budget	Data and Evaluation Budget
<ul style="list-style-type: none"> <li>• Approximately 1 FTE from the Injury Prevention Program</li> <li>• MCH Funding: \$85,000 Total (approximately \$25,000 dedicated specifically to operating expenses associated this action plan)</li> <li>• CDC Motor Vehicle Policy Grant: \$150,000 (approximately \$125,000 after indirect).</li> </ul>	<ul style="list-style-type: none"> <li>• CDOT-Funded Motor Vehicle Statistical Analyst: \$125,000</li> <li>• CDC MVP Grant Funding: \$15,000</li> </ul>

**General Information**

<p><b>Primary Contact:</b> Lindsey Myers  <b>Phone Number:</b> 303-518-5483</p>	<p><b>Integration Points:</b> Injury Prevention is one of the CDPHE winnable battles, a MCH priority, and a priority in the Colorado Injury Prevention Strategic Plan.</p> <p>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.</p> <p><b>Strategic Partner(s):</b> Members of the Colorado Teen Driving Alliance, especially CDOT and CSP.</p> <p><b>Key Stakeholders:</b> Local Health Departments, local driving safety coalitions, Regional Emergency Medical and Trauma Advisory Councils, hospitals, and youth.</p>
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