



SafeDrive Campaign

YPA Leadership Track
July 2024

Our Goal

We as a group were challenged to make a presentation on an issue we see within our community. We chose impaired and distracted driving.

Why did we choose this?

- We chose to work with distracted driving because it is a huge issue within our community.

The Goal:

- Reduce the amount of distracted and impaired drivers by putting up some signs within our community and raising awareness through the use of social media.

Targets:

- All drivers

What does distracted driving look like?

some distractions while driving:

- Argument before driving
- Texting/calls
- Friends/other people in the car
- Eating and drinking
- Reaching for something that fell
- Wildlife
- Looking around
- Alcohol and/or drugs
- Changing the music
- personal care/grooming

Video - Distracted Driving - Alexxyss's story

[Distracted Driving - Alexxyss's story](#)

Possible solutions

Mayor Pro Tem of Castle Rock, Desiree Lafleur, came in for an interview on Monday. We were given opportunities by the mayor that would allow us to raise awareness, some opportunities presented to us include:

- Reach out to DMVs to put posters in their building
- Bumper Stickers
- Having an advertisement in the Outlook Magazine
- Present at a Town Council Meeting
- Present to school boards
- Get signage on all DC school grounds
- Social Media

Quotes from Interviewees

1. Quote from JD

- a. “Most don’t think they could get hurt or hurt another person while driving distracted.”

2. Quote from Mayor Pro Tem

- a. “I hit a deer when I was younger, and even until now, it still stays with me.”
- b. “Until you have an actual experience of injuring yourself or others, you won’t have any guilt of driving distracted or impaired.”

3. Quote from Chaplain Ralph

- a. “Rather be late than put your life or someone else’s life in danger”

4. Quote from Sheriff Weekly

- a. “When I was a deputy a long time ago, we used to find drunk drivers by seeing how many times their car would go over the line. Now, everybody’s doing it because they’re all on their phone.”

Statistics

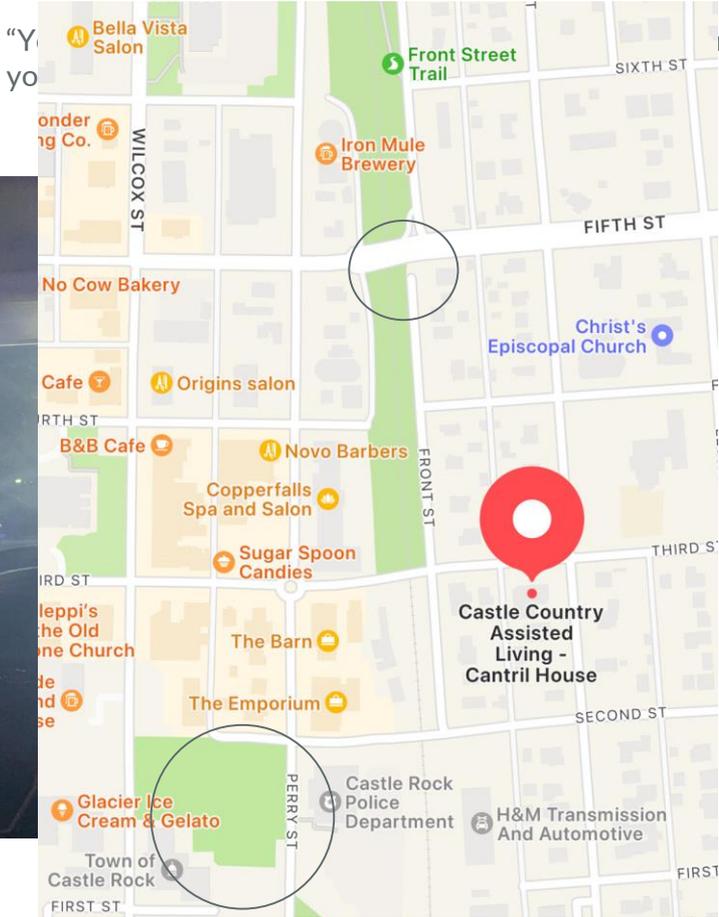
Distracted driving: [CPR.org](https://www.cpr.org)

- Caused 72 fatalities in 2022
- Caused 15,000 accidents in 2022
- CPR.org said “More than half of drivers in Colorado use phones while driving”
- 12% of deaths in accidents are caused by distracted driving

Impaired Driving: [codot.gov](https://www.codot.gov)

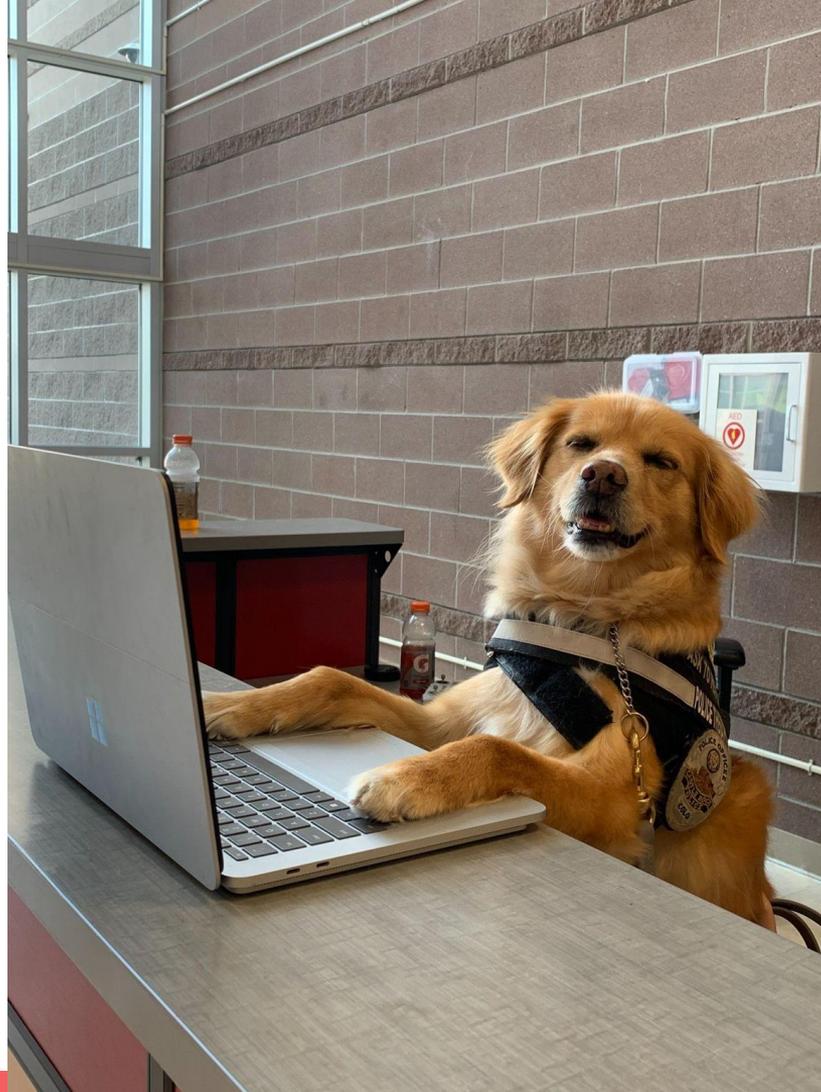
- 218 lives lost to impaired driving in 2023
- 1 out of every 3 traffic related deaths were involved with impaired driving
- 23.8% decrease from 286 cases in 2022
- 16,259 DUI cases filed in 2023
- 5,431 arrests for impaired driving for individuals 25-34

Story Time!



at you could've done better to protect







Go follow our instagram page!

Share around so we can raise awareness!

@safedrivecampaign24

Thank you all for your continued support!