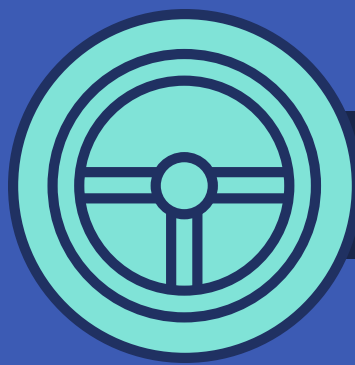




CLICK IT OR TICKET

The state of Colorado requires drivers and passengers in the front seat to buckle up or get fined



EVERYONE'S DOING IT

95.5% OF COLORADO COLLEGE STUDENTS ALWAYS WEAR A SEAT BELT WHEN RIDING IN A CAR¹

IT COULD SAVE YOUR LIFE



SEAT BELTS REDUCE SERIOUS CRASH-RELATED INJURIES AND DEATHS BY ABOUT HALF² AND SAVED ALMOST 14,000 LIVES IN 2015³



ACCIDENTS HAPPEN, BE PREPARED

MORE THAN HALF OF TEENS AND ADULTS WHO DIED IN CRASHES IN 2015 WERE UNRESTRAINED AT THE TIME OF THE CRASH³

MAKE IT A HABIT



BUCKLE UP ON EVERY RIDE, NO MATTER HOW LONG.

Sources:

¹ ACHA NCHA NASPA CADE Executive Summary, Fall 2016 & Spring 2017

² <https://www.cdc.gov/motorvehiclesafety/seatbelts/facts.html>

³ <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812374>



ARRIVE ALIVE

Distracted and impaired driving lead to many vehicle accidents and even death. Keep your eyes, mind, and car on the road by avoiding texting or drinking and driving.



DON'T TEXT & DRIVE

EVERY DAY, APPROXIMATELY 9 PEOPLE ARE KILLED AND MORE THAN 1,000 INJURED IN CRASHES THAT INVOLVE A DISTRACTED DRIVER¹

DON'T DRIVE IMPAIRED



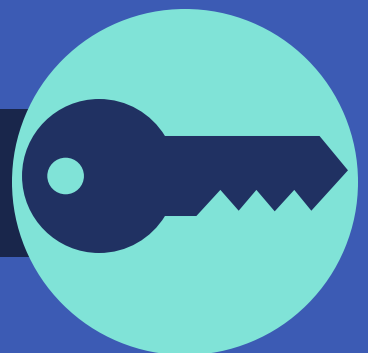
26.2% OF COLORADO COLLEGE STUDENTS REPORTED DRIVING AFTER HAVING ANY ALCOHOL IN THE LAST 30 DAYS, COMPARED TO 19.0% OF COLLEGE STUDENTS NATIONALLY²



DUI FYI

THE AVERAGE COST OF A 1ST TIME OFFENSE IN 2016 WAS \$13,530. THIS INCLUDES FINES, COURT COSTS, SANCTIONS, AND INSURANCE INCREASES³

DD, LYFT, & UBER



A DESIGNATED DRIVER, RIDE SERVICES SUCH AS LYFT AND UBER, OR PUBLIC TRANSIT ARE SAFE OPTIONS TO GET HOME. MANY AREAS HAVE OTHER SAFE RIDE OPTIONS

Sources:

¹ <https://www.cdc.gov/motorvehiclesafety/seatbelts/facts.html>

² CADE Reference Data Set NCHA Reference Data – Spring 2017

³ <http://www.9news.com/article/news/crime/cost-of-getting-a-dui-in-colorado-increased/366589323/> <http://www.noduicolorado.org>