



**COLORADO**

Department of Transportation

# Distracted Driving Video Contest for High School Students

November 8, 2023





- Invited Colorado high school students to create a public service announcement to help prevent distracted driving among teens
- A panel of crash victims voted on the best PSA
- 12 PSAs submitted
- All finalists received prize money up to \$2,000
- 4 finalists and their families were invited to the award ceremony





# When and Where

- Spring 2023 – Launched contest in advance of National Distracted Driving Awareness Month in April
- Funded by a grant from
  - Governor’s Highway Safety Office
  - General Motors





- Since 2019, there has been a 37% increase in deadly crashes involving drivers under the age of 21 in Colorado.
- Peer to peer messaging is authentic and powerful.
- Creating video PSA's demonstrated a passion for good that will help shape the future of Colorado's roads.





# Engagement & Outreach

- Press release
- Media alerts
- Social media content
- Celebration event for finalists
  - Students and their families (final 4) joined us at a local video production studio to for the award ceremony
  - Behind-the-scenes tour of Lumenati Productions in Denver, a studio specializing in video production and direction.

The screenshot shows the Greeley Tribune website. At the top, there is a navigation menu with a hamburger icon on the left, the site name "Greeley Tribune" in the center, and a user profile icon and search icon on the right. Below the navigation, there are language options for "English" and "Spanish". The main content area is titled "LATEST HEADLINES" and features a large article with the headline "Greeley West student Kaileen Rudolph wins CDOT distracted driving video contest". Below this headline, there is a smaller article with the headline "Lamar High School Students Tske 2nd in State-Wide Video Competition" by Russ Baldwin, dated May 20, 2023, with 0 comments. Below the text is a photograph of Lamar High School, a large, modern building with a "WELCOME" sign above the entrance. The caption below the photo reads "Lamar High School".





# Challenges

- Music
  - Usage rights for public dissemination
- Participation
  - Had to compete for teens' attention
- Contacting winners
  - Difficult to gather good contact information, especially if using an app
- Media coverage
  - None showed up to the event





- Outreach
  - Generated 89,000 social media impressions and 1,300 social media interactions.
  - Community members interacted with the information and shared it with their networks, helping get contest submissions.
- Earned media
  - 136 media stories over a 4-month period
  - 6.7 million impressions
  - 1,340 online interactions





- The top video came from Kaileen Rudolph, a freshman at Greeley West High School, who saw the contest as an opportunity to use her videography skills to address the issue
  - *“My family is lucky to never have been impacted by distracted driving, but it’s something I see far too often and hear about at school,” said Rudolph.*
- The winning PSAs will be used in CDOT’s distracted driving campaign.







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Thank you!

For questions or comments, please contact:

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