



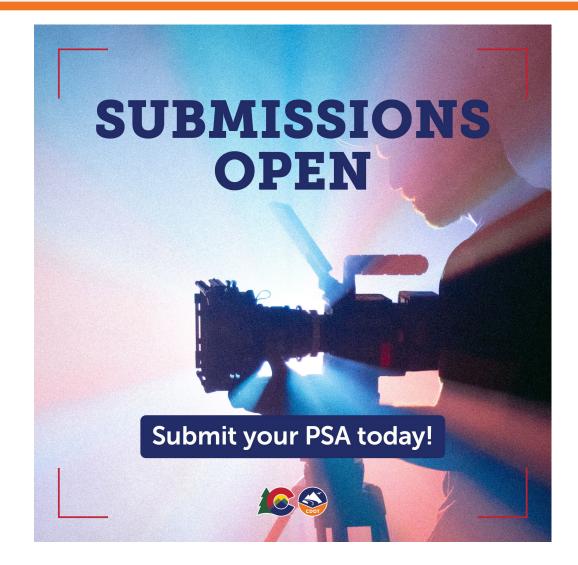
Department of Transportation

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





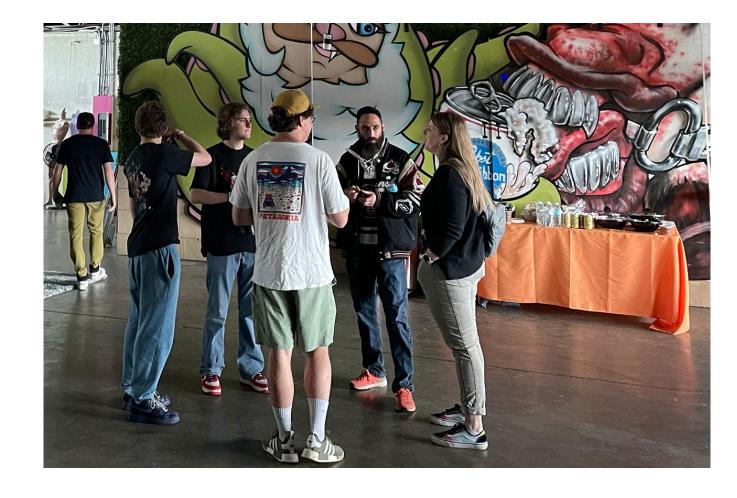
When and Where

- 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.



Greeley West student Kaileen Rudolph wins CDOT distracted driving video contest

Lamar High School Students Tske 2nd in State-Wide Video Competition

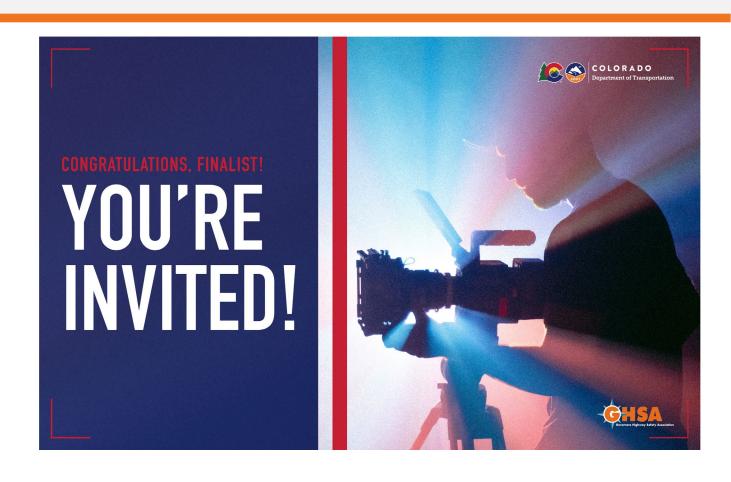
Russ Baldwin | May 20, 2023 | Comments 0





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







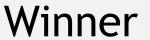
Outreach

- 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.





Thank you!

For questions or comments, please contact:

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