

FREMONT COUNTY IMPAIRED DRIVING GALLERY DATA WALK: KEY FINDINGS AND RECOMMENDATIONS

A Community Engagement Initiative (Fiscal Year 2025)

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PUBLIC HEALTH AND ENVIRONMENT**



Agenda

01 Welcome & Introduction

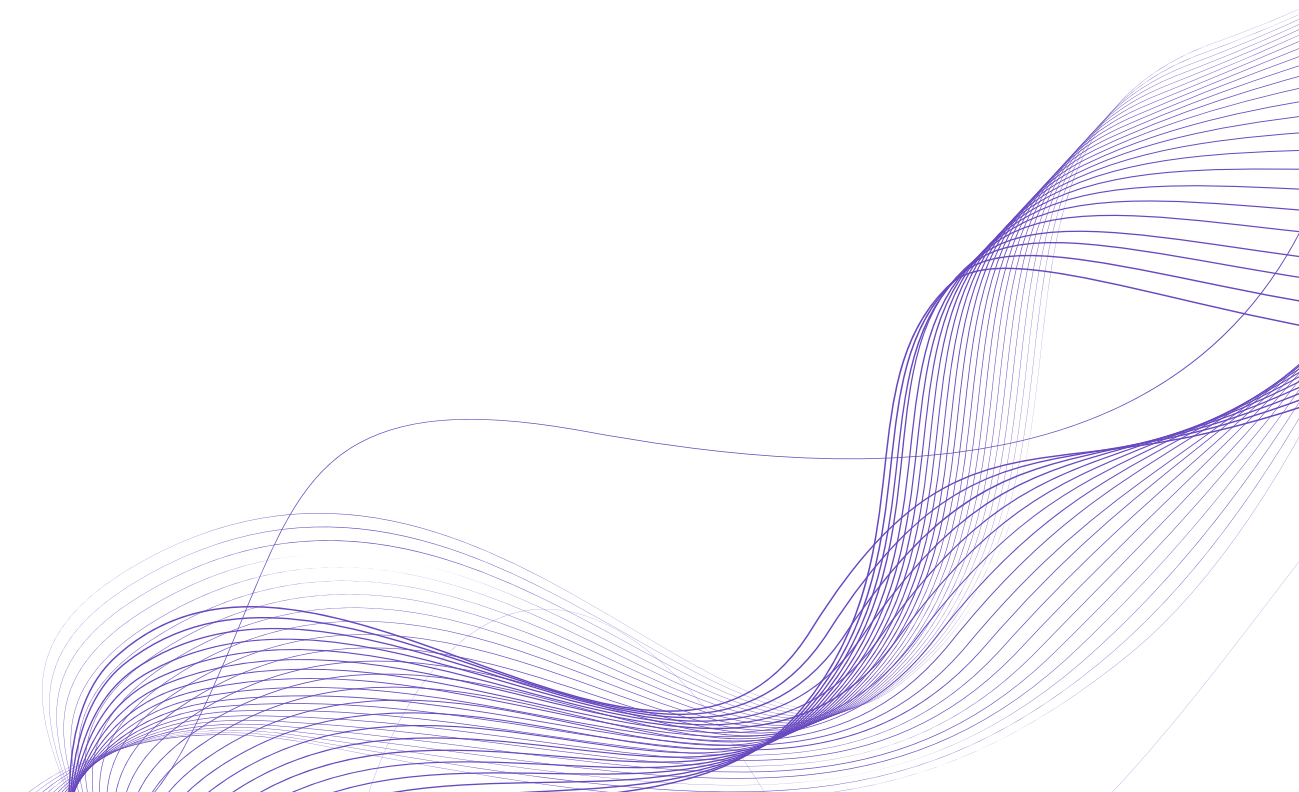
02 Public Health Perspectives

03 Understanding Impaired Driving in Fremont County

04 Community Engagement: The Data Walk

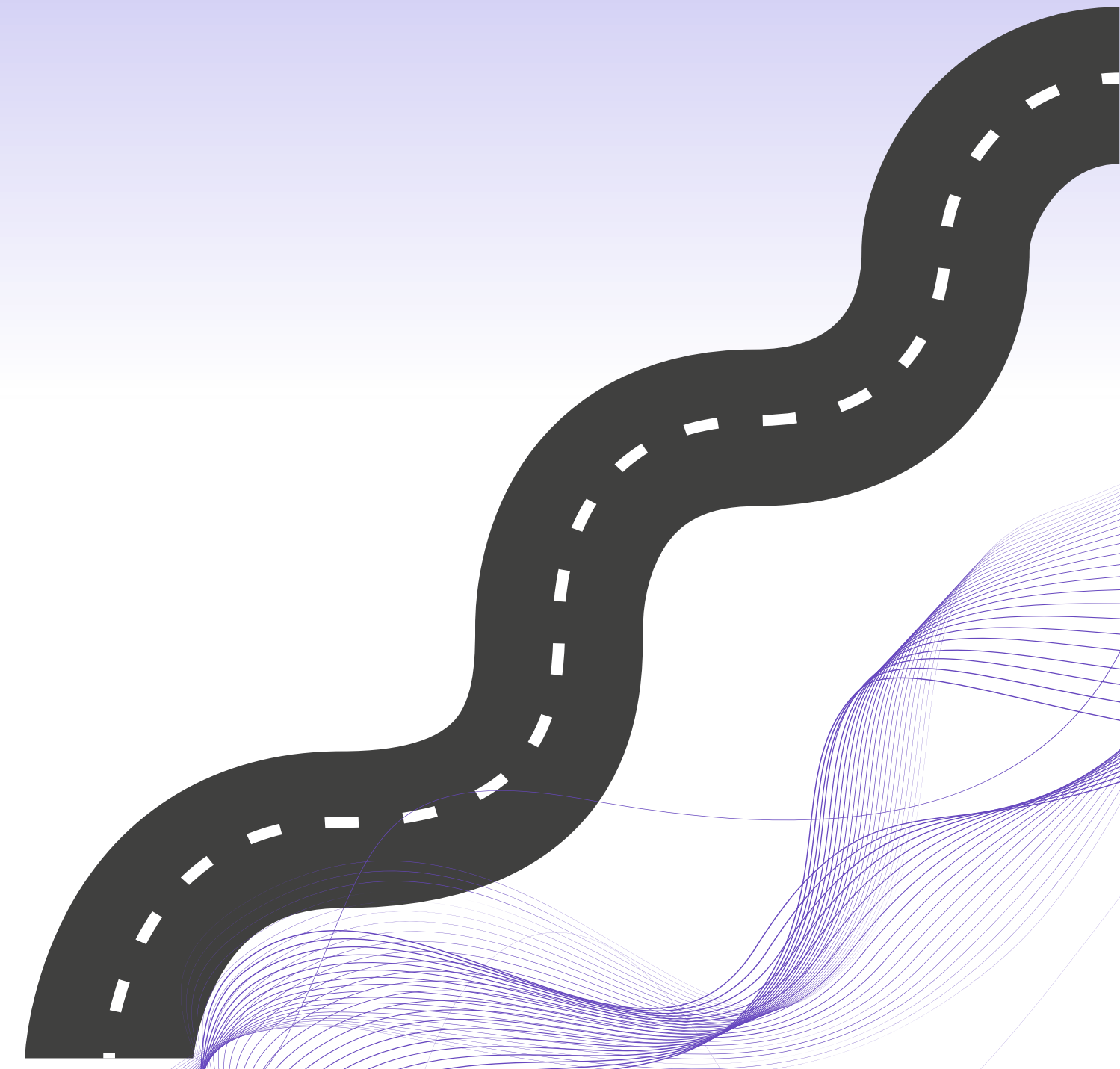
05 Action Plan: Moving Forward

06 Closing & Call to Action



Community-Based Impaired Driving Prevention Grant

- **Colorado Persistent Drunk Driving (PDD) Cash Fund**
 - **The PDD Cash Fund is comprised of fines paid by people convicted of impaired driving. The funds are overseen by the PDD Committee.**
 - **Minor in Possession (MIP) Funds: also funded via fines.**
- **Public Health Subject Matter Expertise**
 - **Community Outreach & Engagement**
 - **Data Gallery Walks**
 - **Social Norming Campaigns**
 - **Collaboration & Partnerships**



What is Public Health?

Standard Definition

A field focused on improving and protecting population health by reducing risk factors and increasing protective factors through planned interventions/programs.

The *Grantee* Perspective

Public health is working together to keep our community safe and healthy! This includes an emphasis on social determinants of health and the importance of collaboration and evidence-based interventions.

The Evaluator Perspective

Public health is data driven actions focused on areas of highest need within communities. Evaluating the effectiveness of strategies and shifting priorities as needed.

Public Health Perspectives

The Strategic Prevention Framework (SPF)

- ✓ Assists with implementation of strategies
- ✓ SAMHSA-promoted
- ✓ Guides many public health initiatives
- ✓ Flexible
- ✓ Data-driven

- Assessment
- Capacity
- Planning
- Implementation
- Evaluation



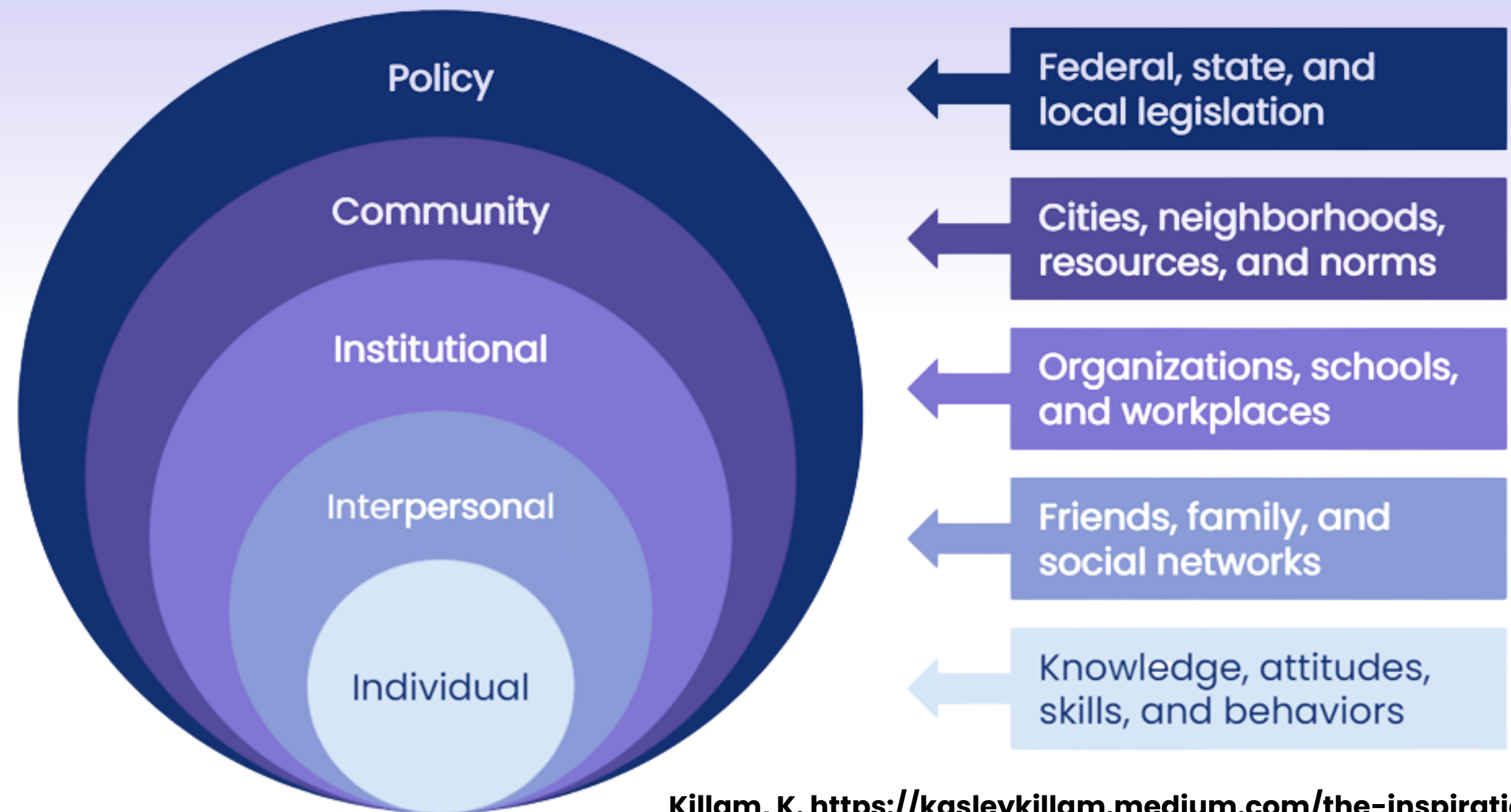
SAMHSA. <https://www.samhsa.gov/technical-assistance/sptac/framework>

Public Health Perspectives

The Social-Ecological Model

- **Macrosystem** (culture and ideologies)
- **Exosystem** (community, work, school)
- **Mesosystem** (connections between people in different circles)
- **Microsystem** (interpersonal interactions)
- **Individual** (characteristics, beliefs and attitudes)

- ✓ Emphasizes the “holistic” human, the settings in which we live
- ✓ Focus on social determinants of health
- ✓ Useful for selection interventions



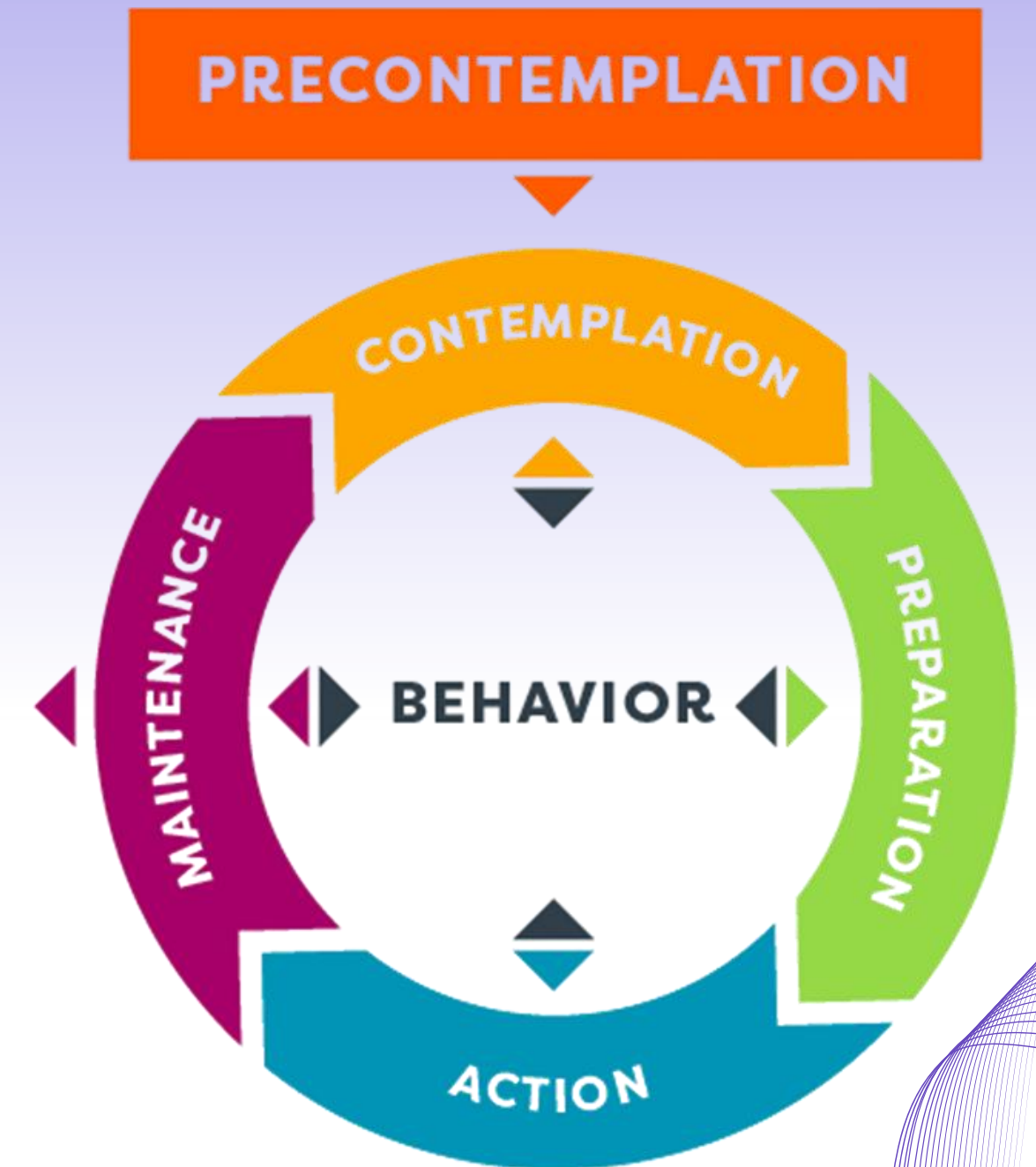
Killam, K. <https://kasleykillam.medium.com/the-inspiration-behind-community-microgrants-5bdedff5e48a>

Public Health Perspectives

The Transtheoretical Model

- ✓ A framework for how people change their behavior
- ✓ Good for screening
- ✓ Can be used for different settings or issues
- ✓ May be an awareness intervention itself for some people

- Precontemplation
- Contemplation
- Preparation
- Action
- Maintenance



Public Health Perspectives

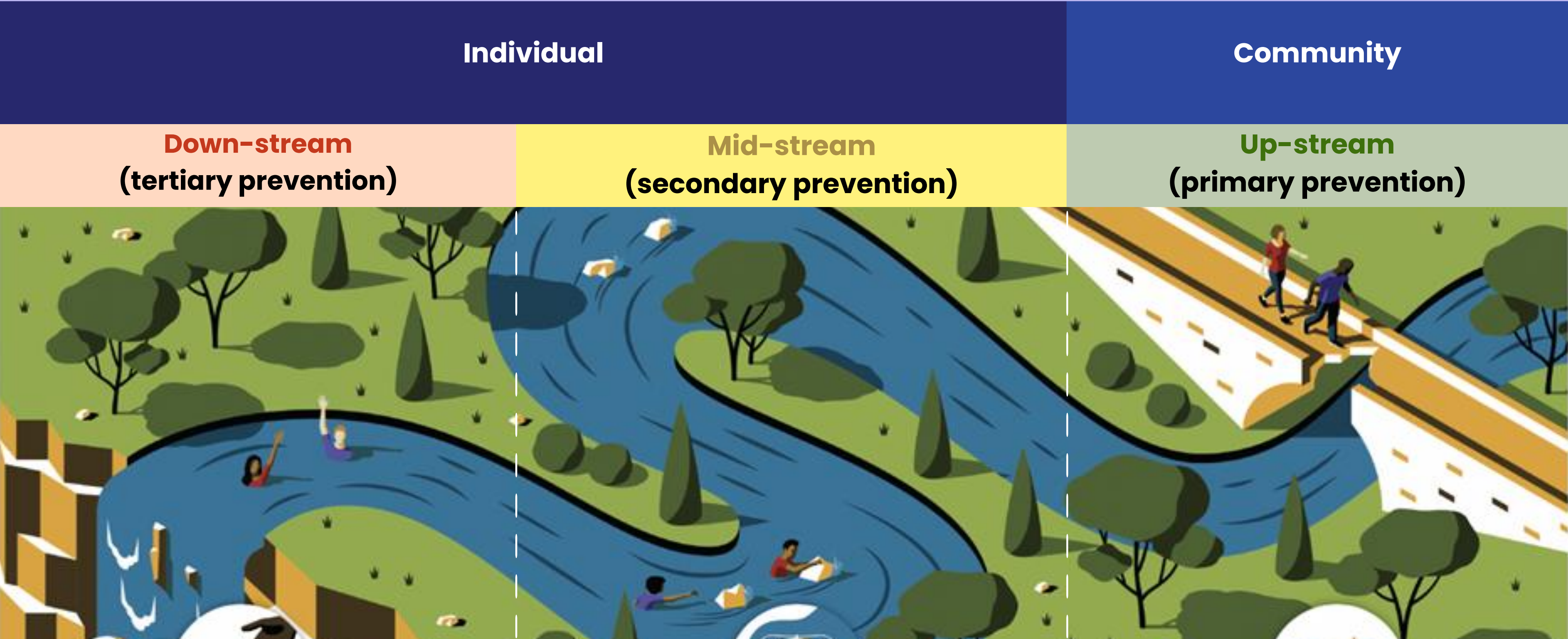
Positive Youth Development (PYD)

- Competence
- Confidence
- Connection
- Character
- Caring/Compassion

- ✓ Emphasizes stages in the lifespan and the need for early intervention
- ✓ Health promotive / strengths-based
- ✓ Can be applied to any youth intervention or process



Connections with Public Safety



What is a Data Walk?

Community engagement method using interactive displays and activities to gather data, raise awareness, and promote dialogue on a specific issue. This method utilizes community-based participatory methods (CBPR) to ensure that the community concerns are at the forefront of problem-solving efforts.

Purpose:

- **Obtain data (perspectives, attitudes, behaviors, experiences) from community members.**
 - **Share data and strategies back with community.**
 - **Frame data with a Public Health perspective.**
- 



Understanding Impaired Driving in Fremont County

➤ Introduce the Fremont County Impaired Driving Gallery Data Walk.

➤ Purpose: To elevate awareness, foster dialogue, and empower the community to address impaired driving.

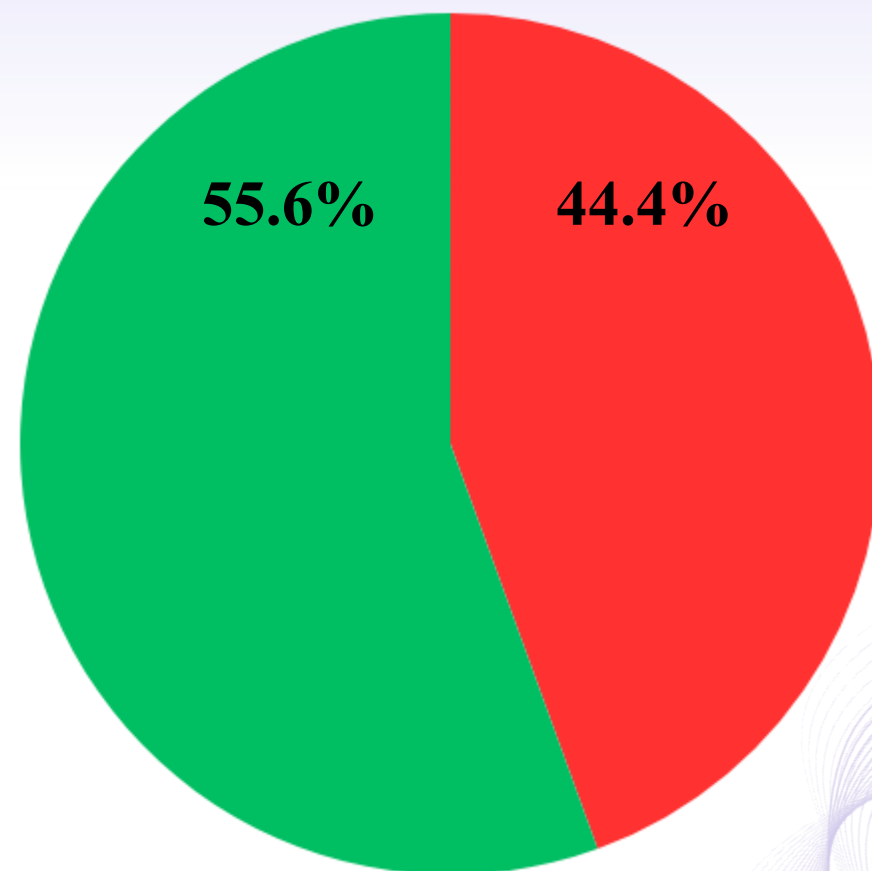
➤ Importance of community engagement in finding solutions.

The Scope of Impaired Driving

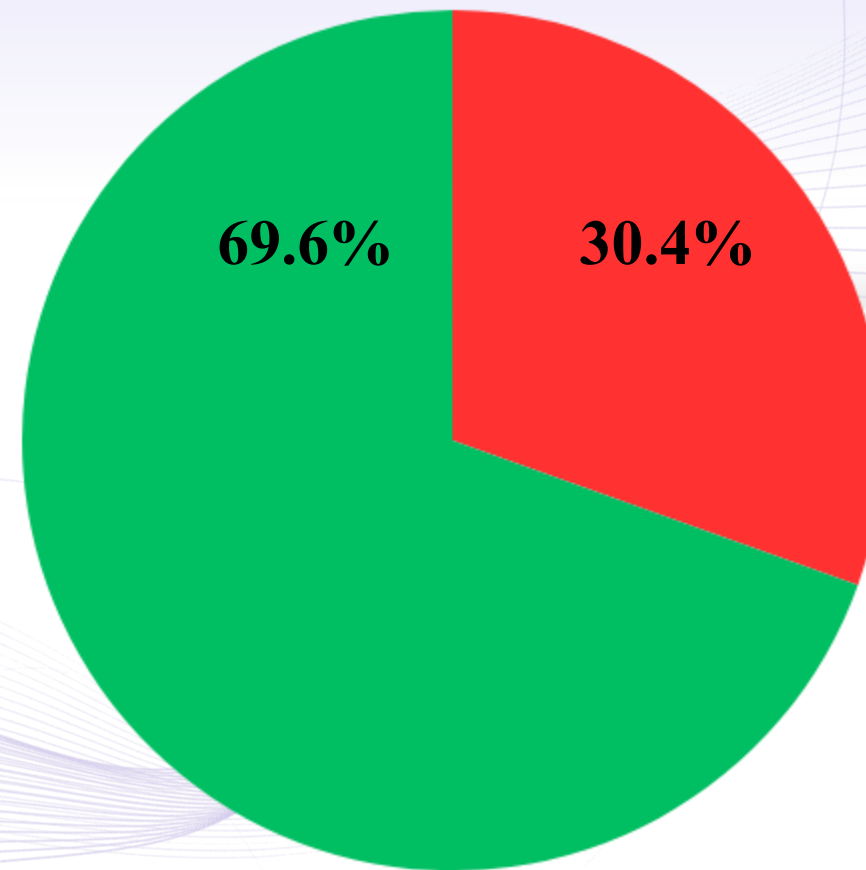
In 2023, Fremont County reported 9 motor vehicle-related deaths, with 4 involving driver impairment, accounting for approximately 44.4%

Colorado overall had 716 such deaths, with 218 involving driver impairment, representing about 30.4%

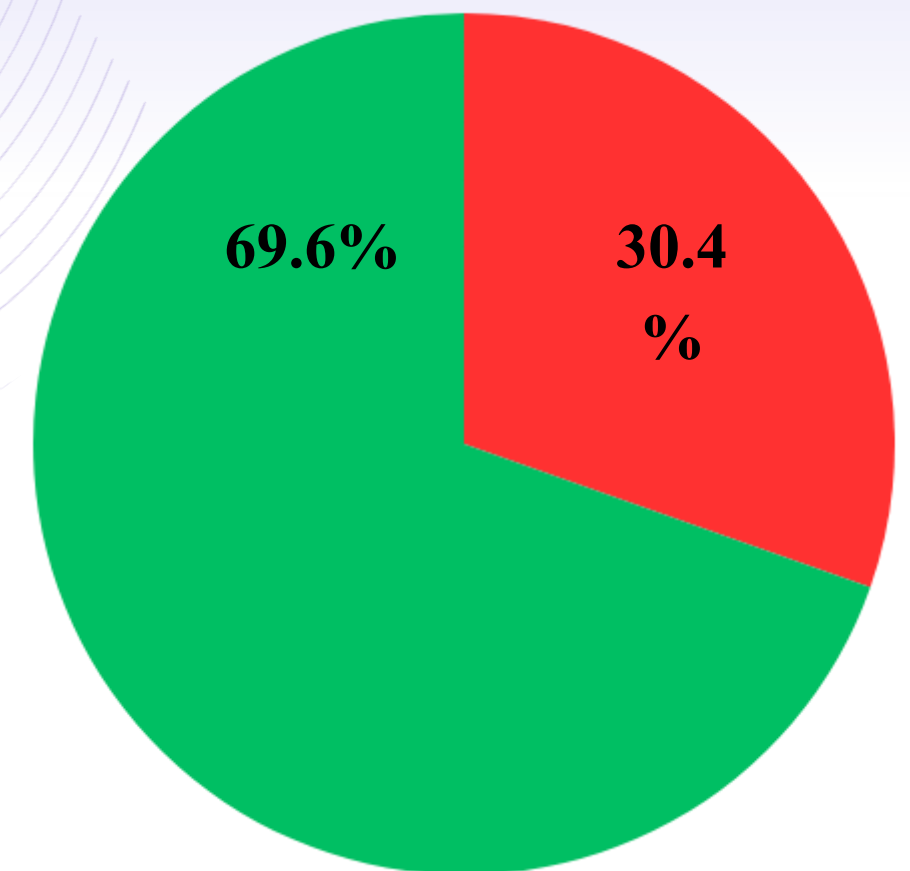
Across the United States, there were 40,901 motor vehicle-related deaths, with 12,429 involving driver impairment, also roughly 30.4%



● Driver Impairment
● Non-Impairment

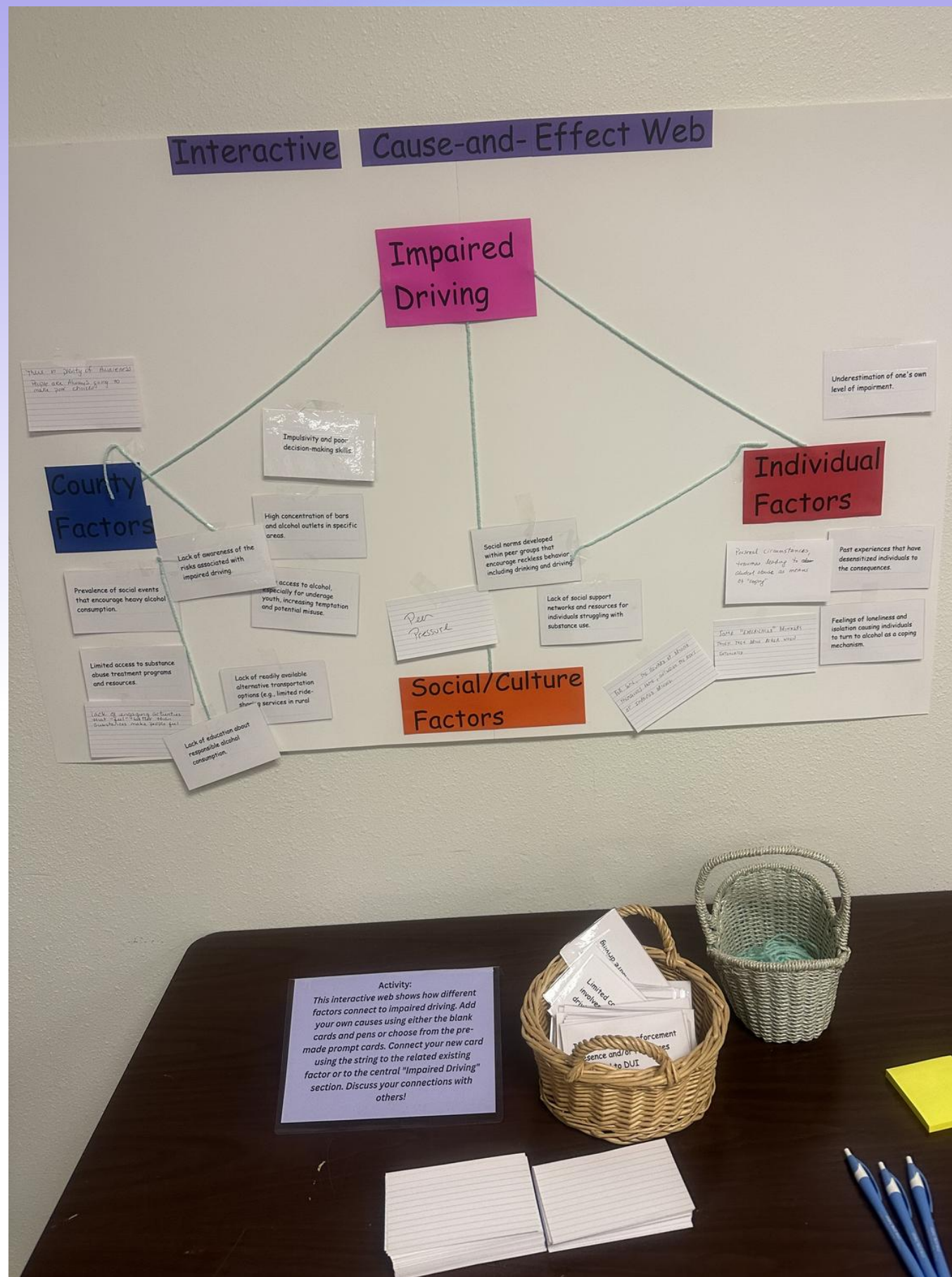


● Driver Impairment
● Non-Impairment



● Driver Impairment
● Non-Impairment

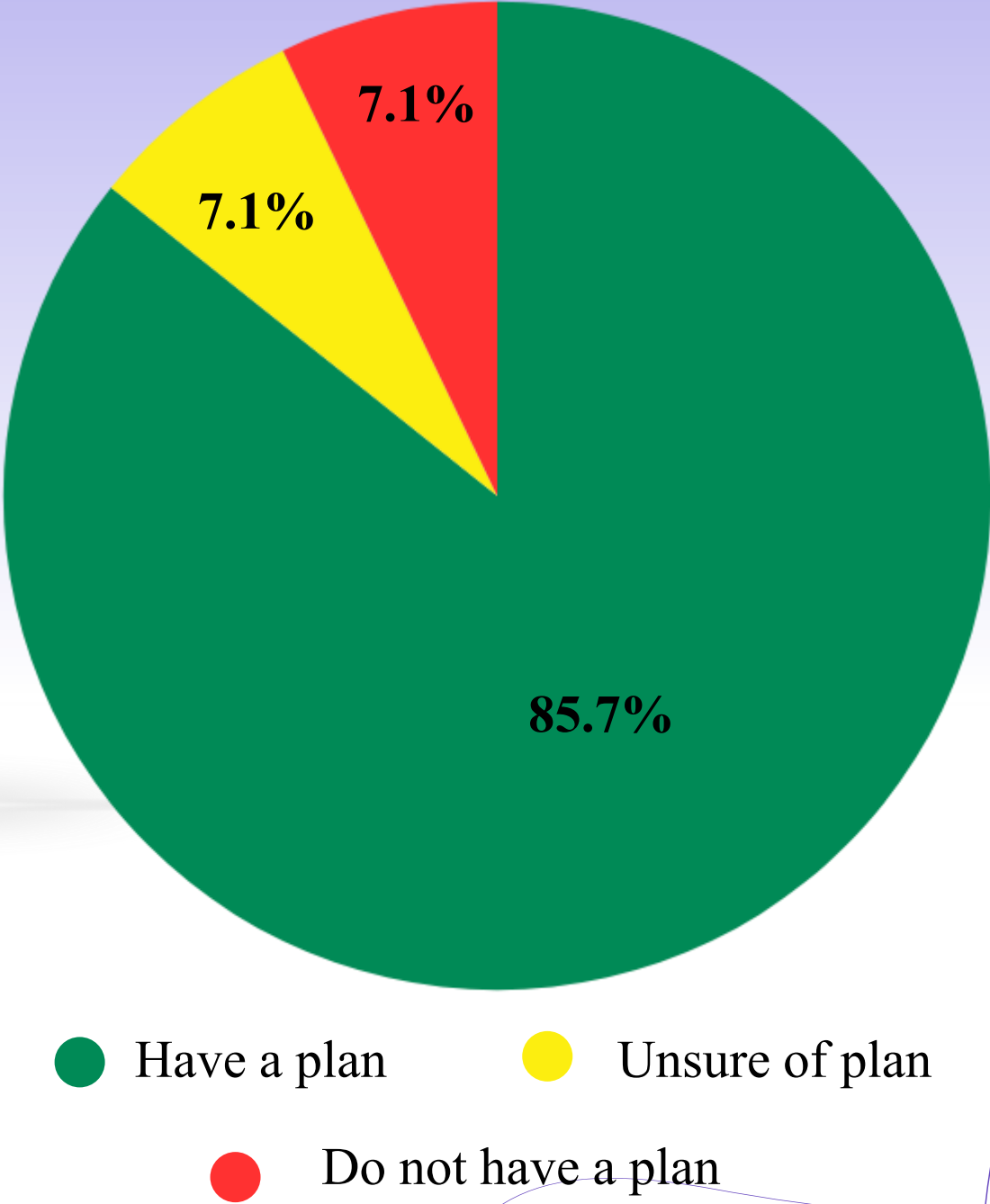
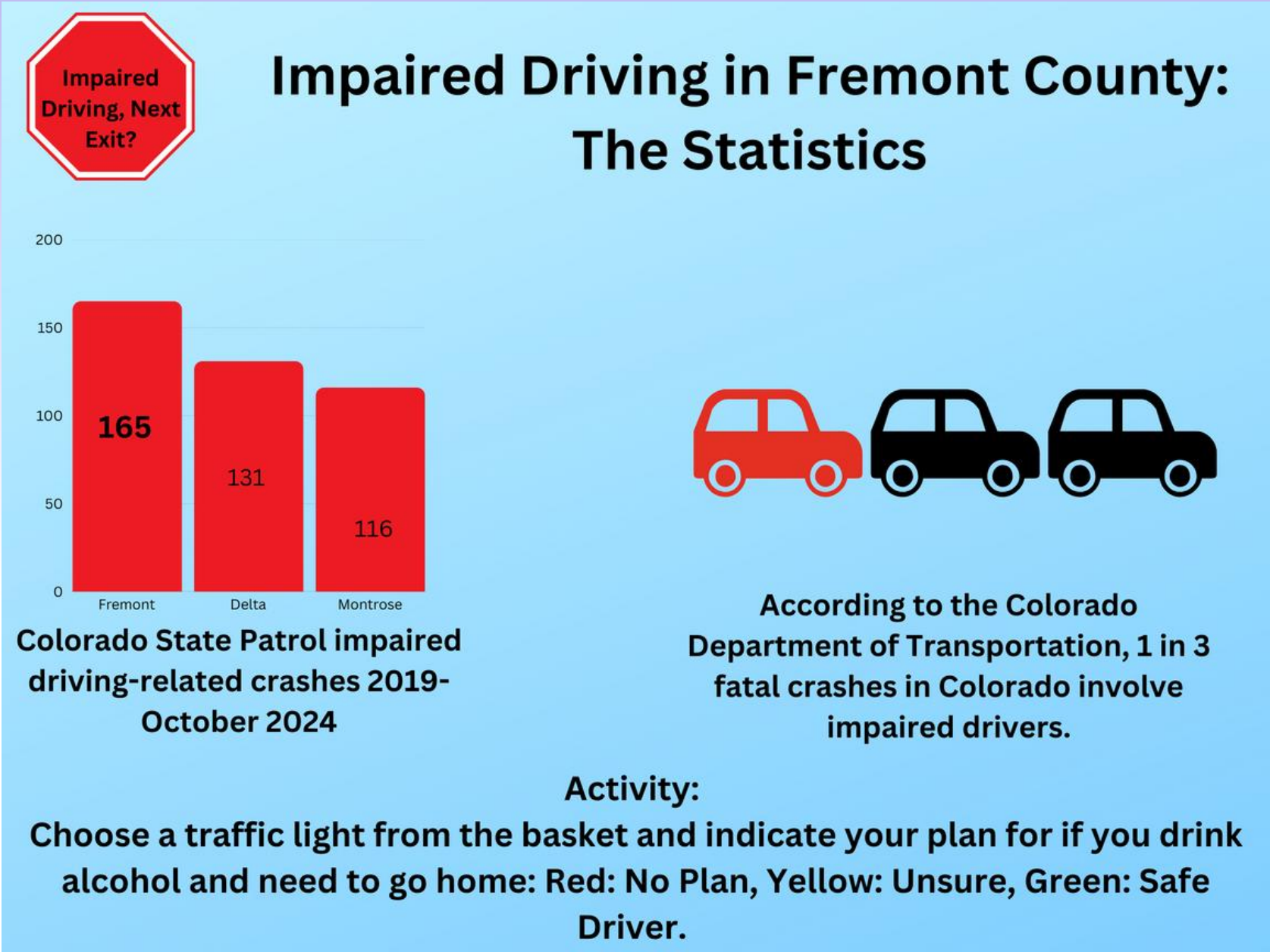
How We Gathered Insights



- ## ➤ Cause-and-Effect Web

Community Preparedness for Safe Rides

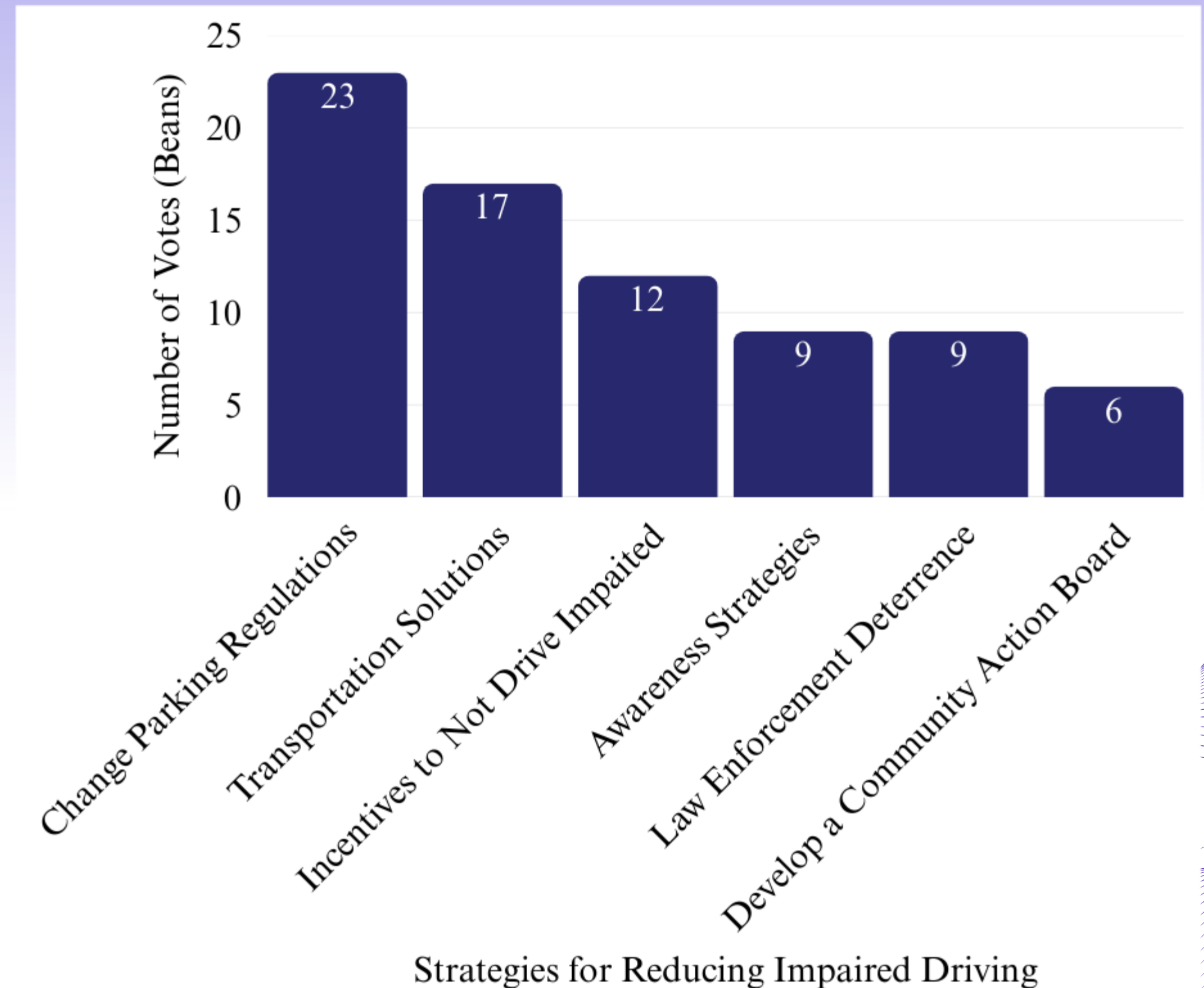
Do you have a safe driver plan?



Community Priorities for Reducing Impaired Driving

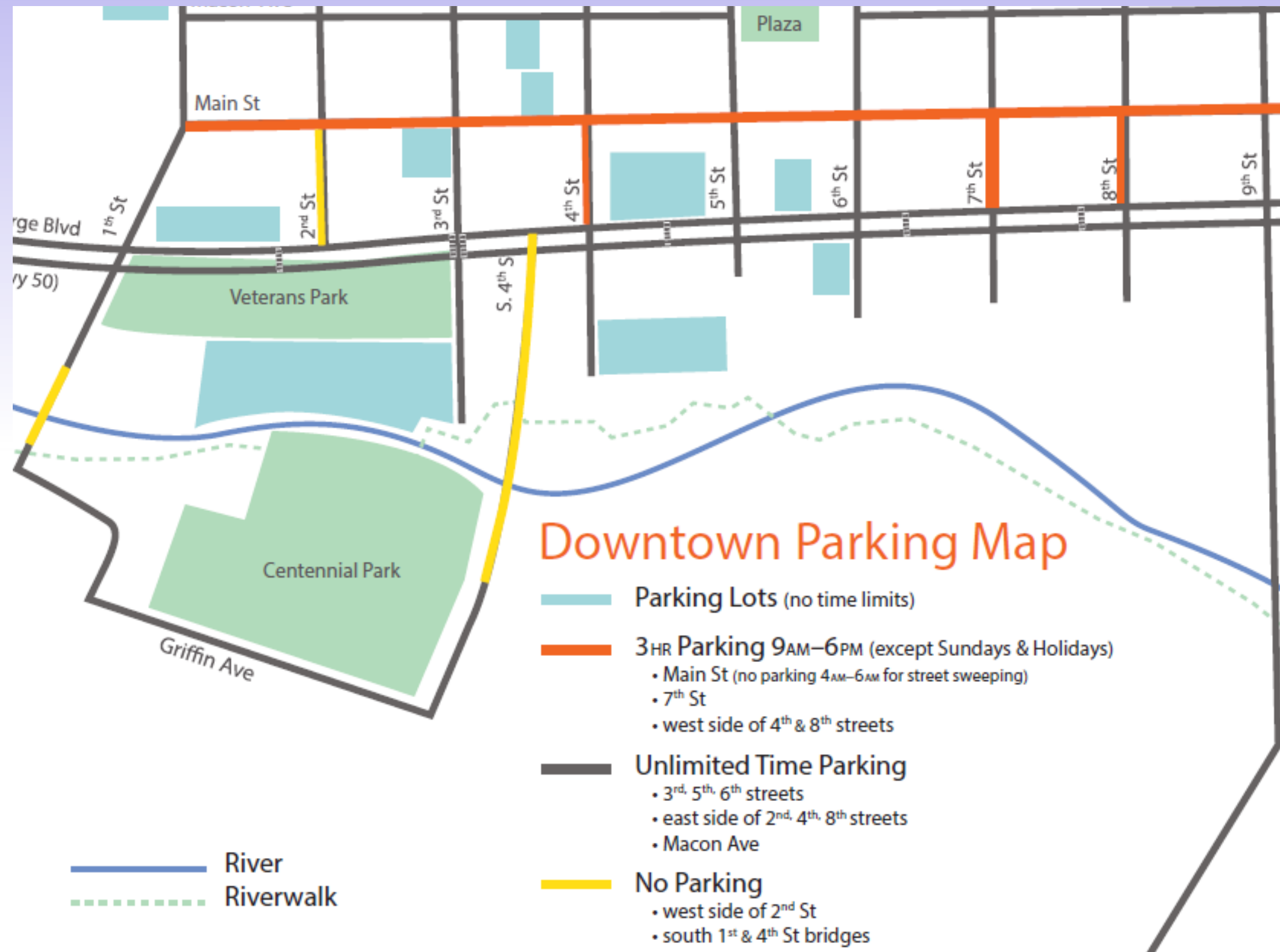
6 Strategies for Reducing Impaired Driving

- **Change Parking Regulation**
- **Transportation Solutions**
- **Incentives to Not Drive Impaired**
- **Awareness Strategies**
- **Law Enforcement Deterrence**
- **Develop a Community Action Board**



Community Themes: Parking Regulations

Downtown Parking Map



Quote from Brainstorming Wall: “Allow overnight parking in designated areas downtown”

Quote from Brainstorming Wall: “Change parking regulations downtown”

Community Themes: Transportation Alternatives

- Participants emphasized a need for more accessible, affordable, and convenient transportation options.
- Ridesharing services, designated driver programs, and community carpools were highlighted as potential solutions.

Quote from Brainstorming Wall:
"Taxi vouchers funded by DUI Fees"

Quote from Cause-and-Effect Web:
"Lack of readily available alternative transportation options."

Quote from Brainstorming Wall:
"Fremont needs a transportation system"



Community Themes: Youth Education and Norm Change

"Start Young! Normalize
being sober."

- Reach young people with targeted education initiatives.
 - Age-appropriate, evidence-based curricula that address the risks and consequences of impaired driving.
 - Skill development to resist peer pressure, make safe choices, and normalize sobriety as a positive lifestyle.
 - Challenge prevailing social norms surrounding alcohol and drug use.

Community Themes: Individual Risk Factors and Support

- **Participants recognized that underlying issues, such as mental health challenges, substance abuse disorders, and lack of social support, can significantly increase an individual's risk of impaired driving.**
- **Emphasis on accessible and affordable mental health services, substance abuse treatment programs, and community-based support networks.**
- **Recognizing that addressing individual needs and providing adequate support systems is critical to preventing impaired driving at its root.**

**Quote from Cause-and-Effect Web:
"Personal circumstances, traumas
leading to alcohol abuse as means of
'coping'."**

**Quote from the Cause- and-Effect Web:
"Discussion why do people drink? What
is the pain or emptiness?"**

Personal Stories: The Real Impact

“My father was arrested for DUI numerous times when I was a child. My older brother was involved in numerous DUI crashes.”

“My ex-husband is an alcoholic. He used to take my kids with him while I was at work and drive drunk with them.”

“A friend of mine was killed in his senior year of high school for drunk driving. This impacted his family, friends, and others driving with him that were seriously injured.”

“In high school three friends had been drinking alcohol at a party. They left the party and drove impaired. They were in a one car accident...essentially rolled the truck on a curve in the road. One person who was ejected from the truck was killed, he was 18. The driver who was 17 was charged and convicted with involuntary manslaughter and imprisoned. This was 35 years ago and the impact on my friend group is still seen and felt.”

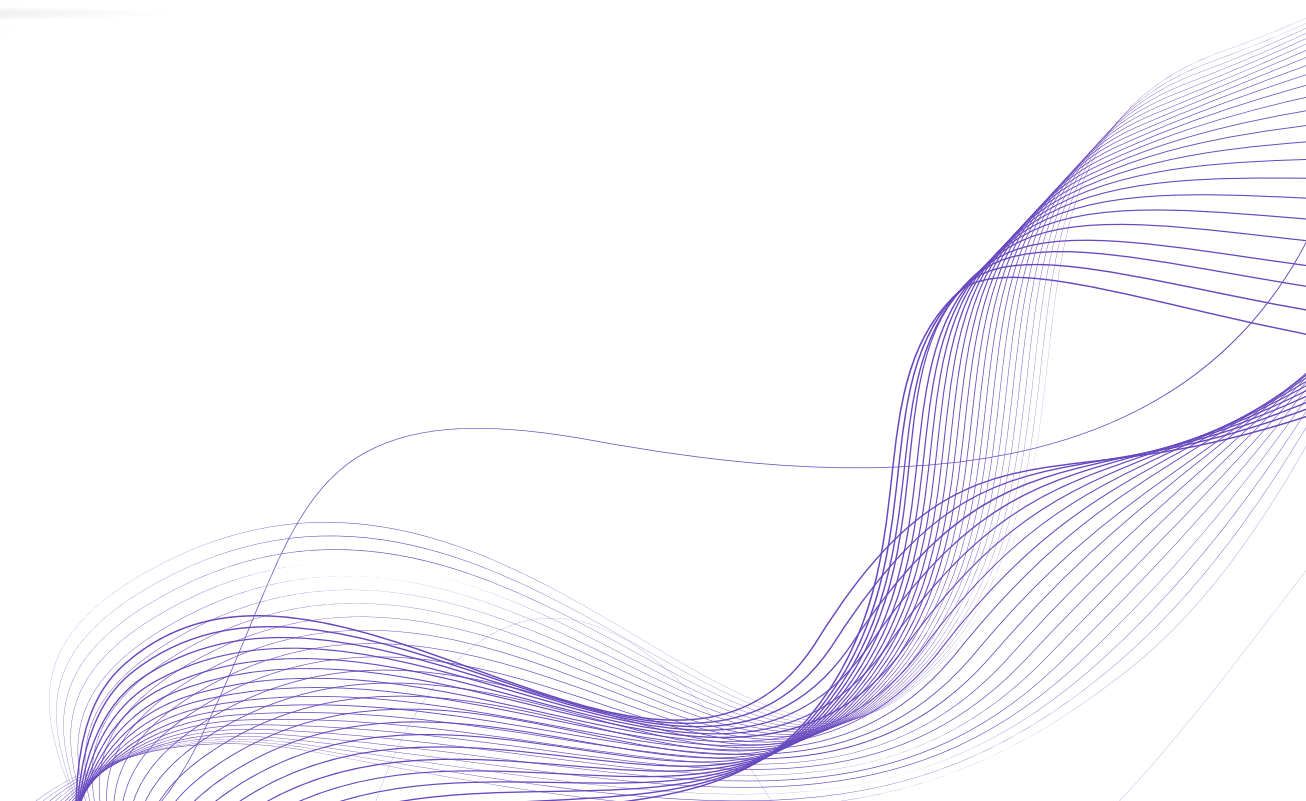
Action Plan: Moving Forward

Key Recommendations

High Priority

- **Conduct a thorough review of existing data sources**
- **Engage existing community organizations**
- **Develop targeted action plans**

Medium Priority

- **Establish a collaborative task force**
 - **Sustained data collection and sources**
 - **Facilitate targeted community dialogues**
- 

Ensuring Long-Term Impact

➤ **Continued Community Engagement**

➤ **Data-Driven Decision-Making**

➤ **Policy Advocacy**

➤ **Resource Diversification**

➤ **Capacity Building**

➤ **Partnership Development**



A Community United for Safe Roads



- **Prioritize community initiatives to create a culture of safe driving and reduce impaired driving incidents.**
- **The potential to improve public health outcomes in Fremont County is made stronger if implementation of sustainable initiatives and continued collaboration are the focus.**

Thank You!



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<https://www.fcdphe.com/>