

'Heat is On' campaign returns

Written by Holyoke Enterprise

As Coloradans make plans for the Fourth of July, 96 law enforcement agencies and Colorado State Patrol troops across the state fire up plans for sobriety checkpoints and increased patrols to keep our roads safe from impaired drivers.

The crackdown begins Wednesday, July 3 at 6 p.m. and runs through 3 a.m. Monday, July 8. The effort is part of the Colorado Department of Transportation's "Heat Is On" campaign, which pairs heightened enforcement with public education.

"Be smart about your decisions this weekend," said Darrell Lingk, Director of the Office of Transportation Safety at CDOT. "Planning ahead to designate a sober driver is the easiest way to make sure you keep yourself and others out of harm's way."

This summer's "Heat Is On" campaign features a new approach to educating the public on impaired driving. In the past, CDOT has focused on enforcement-related messages as a way to deter impaired driving. The new approach acknowledges that many Coloradans do drink when celebrating holidays with family and friends. The goal is to affect whether or not they make the decision to drive.

The "Heat Is On" runs the entire year with 12 specific DUI enforcement periods centered on national holidays and large public events. More details about the DUI enforcement plans and arrest results can be found at HeatIsOnColorado.com.

The Holyoke Enterprise July 4, 2013

'Heat is On' campaign returns

Written by Holyoke Enterprise
