

MINUTES OF THE
SANTA FE COUNTY
DWI PLANNING COUNCIL

August 14, 2014

Santa Fe, New Mexico

This meeting of the Santa Fe County DWI Planning Council study session was called to order by Chair Tom Starke at approximately 9:00 a.m. on the above-cited date at 2052 S. Galisteo, Santa Fe, New Mexico.

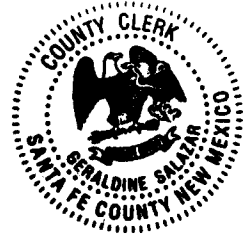
A quorum was achieved with the following members present:

Members Present:

Tom Starke
Erica Abeyta
Richard De Mella
Loralee Freilich
John Mowen
Leah Tafoya

Member(s) Excused:

David Saldivar



Staff Present:

Lupe Sanchez, DWI Program Coordinator
Peter Olson, DWI Program
Diolinda Roybal, DWI Prevention Specialist

Others Present:

Jennifer Romero, Teen Court
Ted Collins, NM State Police
Christa Kongs, CSV Nurse, MSN student Western Government University
Shelley Mann-Lev, SF Prevention Alliance/SFPS
Eric Griego Firestik Studio
Clarissa Lovato, Firestik Studio
Ted Lovato, JPO
Mark Lewandowski, SF Police Department

Those present introduced themselves.

COUNTY OF SANTA FE)
STATE OF NEW MEXICO) ss

DWI MINUTES
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I Hereby Certify That This Instrument Was Filed for
Record On The 22ND Day Of October, 2014 at 11:22:10 AM
And Was Duly Recorded as Instrument # 1749008
Of The Records Of Santa Fe County

Deputy _____
Witness My Hand And Seal Of Office
Geraldine Salazar
County Clerk, Santa Fe

III. Approval of Minutes: July 10, 2014

Chair Starke corrected the caption under VII. A to read “Agenda items for ~~next~~ future meetings.” It was noted that it is Kristin not Christine Carmichael.

As an update to the information provided at the previous meeting, Mr. Mowen said the survey for the criminal justice system has been approved by Highlands.

Mr. Mowen moved to approve the minutes. Mr. De Mella seconded and the motion to approve the minutes of the July 10th meeting was unanimously approved by voice vote.

IV. Approval of Agenda

Mr. Mowen moved to approve the agenda as published. Ms. Abeyta seconded and the motion passed by unanimous voice vote.

V. Matters from the Council/Action Items

A. Additions to the DWI Plan

Mr. Sanchez said at last month’s meeting the DWI plan was reviewed and the question before the Council is whether they want to continue to add to the DWI plan as actions are accomplished.

Mr. Mowen said the plan should serve as a living document and as new information surfaces it should be considered as a possible addition to the plan. Chair Starke concurred and asked the Council members to communicate any omissions or additions with Mr. Sanchez. He requested that Mr. Sanchez bring any suggestions back to the Council at the next meeting.

Chair Starke requested an expansion of the status column to include specifics of what has been completed.

2. Firestik Studio – Public Awareness

Eric Griego, Firestik Studio, said the firm was anxious to make a difference with the problem of drinking and driving in Santa Fe County. They researched how to reach the public about the subject and determined there were three audiences: the primary or non-drinkers, the secondary or casual drinker and tertiary or known-abusers. Firestik is striving to talk to that secondary audience and educate them not to drive if they have been drinking.

“Think SaFe” is a position awareness campaign. The color palette and message is distinctive from the State’s message which usually portrays someone in handcuffs. The color scheme is bright and upbeat with a positive message.

Clarissa Lovato, Firestik Studio, said the new campaign is being launched to reach the target audience through local transportation (buses), a 15-second video at local movie theaters, signage at the Santa Fe Place Mall, radio programming, and social media.

Ms. Lovato said Firestik is also promulgating a grassroots effort starting with the local bars and restaurants to carry the collateral advertising pieces which include t-shirts, coasters, bumper stickers, and cab ride home information. At this point there are 10 businesses participating in the program.

Chair Starke requested a one-page bullet summary of Firestik's campaign for the County DWI program. He said the Council has a social media subcommittee that would like to meet with Firestik.

Ms. Freilich mentioned the City of Santa Fe has an email blast and the Chamber of Commerce has an extensive list that could be tapped for DWI awareness. She said large social events/fundraisers may provide an additional untapped audience for distribution of the campaign materials.

Chair Starke mentioned survey data from the offenders group may be valuable in developing an additional audience. He offered to forward meeting dates of the Victims' Impact Panel – a powerful experience providing a wealth of information about the human cost of a DWI.

Firestik was commended for producing the information in Spanish and improving outreach to the immigrant community.

3. Social Media Update

Mr. Sanchez said he sits on the subcommittee with Ms. Tafoya, Ms. Abeyta, and Mr. Olson. Ms. Abeyta said the idea is to increase the DWI Planning Council's social media presence via the County's Face Book page. The idea is to include mug shots and generally improve awareness of the cab ride home program and the overall consequences of a DWI.

The subcommittee will develop a plan and meet with Kristine Mihelcic the County's PR specialist.

In an attempt to reach the community youth the idea of a video contest surfaced. Mr. Griego said Firestik also brainstormed the idea of highlighting designated drivers as heroes.

Ted Lovato, JPO, strongly advised against including high school youth in designated driver campaigns. The message to youth is abstinence and smart choices. A designated driver campaign should be geared to those 21 and older.

Mr. Lovato mentioned there has been some compelling work conducted on the use of alcohol and high school athletics.

Ms. Freilich mentioned the value of talking to young new drivers. Mr. Sanchez said the Santa Fe Public School Student Wellness Action Team (SWAT) is involved in that type of work and the DWI Program helps to fund that program.

Ms. Mann-Lev suggested that SWAT coordinator Phil Lucero participate in the social media subcommittee.

As a subsequent expansion step drugs should be considered within the Council's portfolio.

In an attempt to make contact with the families, Ms. Freilich suggested contacting neighborhood association and local libraries for distribution of materials and/or presentations.

NM State Police Captain Ted Collins said the dates and locations of check points should not be advertised. There is no doubt that once the check point is established the location is released on social media. Captain Collins said DWI arrests are on the rise and advertising the date of a check point merely displaces the drunk drivers.

Chair Starke recommended reviewing the data and added that it was his understanding from national evidence that sharing the information is an effective tool. He asked that this discussion occur with the data.

Mr. Olson said when check points are present crashes in that area are reduced by 20 percent or more for six months following the check point effort. The threat of arrest makes a difference; people change their behavior and check points serve as a tool in so doing.

Ms. Abeyta said it is a requirement of the New Mexico Higher Education Prevention Consortium Grant that the community college post check point occurrence.

Mr. Sanchez said the program does not provide location or time of a check point.

Chair Starke requested that check point notification remain on the agenda to build a community view.

VI. Information Items

A. Parental alcohol and substance abuse and how it impacts the family

Chair Starke reminded the members that at a previous meeting Ms. Freilich brought up the issue that abuse of substance and alcohol appears to be a generational issue within families.

Teen Court Director Jennifer Romero and District JPO Ted Lovato were present to open this discussion. Ms. Romero said a tremendous amount of the problem with youth is modeling the behavior of their parents or adult figures. A question to ask the parents is what are they teaching by example and where do they want their youth to be in 5 years, 8 years, etc

The access to alcohol during events was a discussion topic at the last Prevention Alliance meeting, stated Mr. Lovato. The culture of New Mexico and how it utilizes alcohol needs to be recognized and modified. The schools are part of the process in educating our youth on making better decision; however, the culture is responsible for the accessibility of substances.

Mr. Lovato said the campaign about the athlete drinking – Life of an Athlete – is one of the best. The campaign clearly illustrates the athlete's change in behavior and performance. Within his district – Santa Fe, Los Alamos and Rio Arriba – alcohol and drugs are the highest referral they receive. Alcohol is at the top of the list with controlled substances/opiates becoming a tremendous concern. He advised the Council that the problem of youth and heroin extends outside of Chimayo and is a problem in Santa Fe.

Mr. Lovato said the Alliance discussed quinceañera, Holy Communion, baptismal, etc. recognizing alcohol is part of the culture. Understanding the culture will help to bring about change.

Mr. Lovato said there needs to be more emphasis on the youth making the right decisions.

Ms. Freilich reminded the Council of an acquaintance of hers that works with youth in a very position enlightened manner. Youth need more alternatives and activities.

Mr. Lovato said when youth are placed on probation it is likely that there is a family situation and the courts have been making the parents party to the petition/orders of the youth.

Chair Starke suggested re-introducing the Life of an Athlete, consider eliminating alcohol at youth-friendly events and develop services that work with the family and the offending youth as one unit.

Mr. Lovato said the Every 15 Minutes program is also very effective and challenges youth to think about personal safety and making responsible decisions.

Ms. Mann-Lev said Life of an Athlete was funded through DOT and could be reinstated with the help of the director of athletics. Prevention Alliance would be interested in helping.

She mentioned that the Alliance has been working with faith-based communities and developed a list of best practices for family celebrations, an intervention opportunity is called Middle School Parent Involvement program and there is also Kids with Clear Minds that Diolinda Roybal presents in the Pojoaque.

Ms. Roybal outlined the four session Kids with Clear Minds program. There is take home material that creates an interactive dialogue with the family. She distributed program material for the Council's examination.

Mr. Lovato said school is the best avenue to reach the youth. With greater community involvement in the schools there will be success with our youth.

From a policy point of view, Chair Starke said the Council needs to determine the best ways it can support youth and family-based programs. He suggested preparing a one-page listing of the available youth/family programs.

B. Coordinator's Report

Mr. Sanchez updated the Council on the following items:

- The random urine testing program began. There are 98 offenders in the program. Failing to report for the test will be handled as a positive test. A six-panel observed test is \$6
- Julie Krupecale is the new DFA Bureau Chief and oversees the DWI funding
- DFA will be auditing the County's DWI Program – the audit occurs every three years
- A DWI safety insert will in the *New Mexican* for Zozobra weekend

- Research to purchase the pelican lights for officer safety at checkpoints continues
- A courtesy letter advising an establishment that they were the last known place of service before an individual was arrested for a DWI has been approved and will be sent out under the Chair's signature

VII. Miscellaneous

A. Agenda Items for Future Meetings

- Invite Julie Krupecale to attend a meeting
- Dashboard discussion – statistics and rise in crash numbers
- Discuss the hospital screening program, Kristin Carmichael
- Social media subcommittee report
- Consider Juvenile Justice on the September agenda

The next meeting was scheduled for September 11th.

VIII. Adjournment

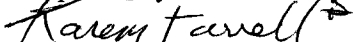
Having completed the agenda and with no further action to come before the Council, Chair Starke declared this meeting adjourned at approximately 10:30 a.m.

Approved by:



Tom Starke, Chair
DWI Planning Council

Respectfully submitted by:



Karen Farrell, Wordswork

2014 AUG 10 10:30 AM