

Santa Fe Underage Drinking Prevention Alliance **RETROSPECTIVE**



*Santa Fe County where no one drinks alcohol before the age of 21,
where adults model low risk alcohol use, and no one drinks and drives*



SFUDPA MEMBERS

- Cathedral Basilica of St. Francis of Assisi*
- CHRISTUS St. Vincent Regional Medical Center*
- Mothers Against Drunk Driving (MADD)*
- NM Children, Youth & Families Department / Youth and Family Services Juvenile Probation*
- NM Department of Public Safety / Special Investigations Division*
- NM Department of Public Safety / State Police Department*
- Presbyterian Medical Services*
- Santa Fe City Attorney's Office*
- Santa Fe City Police*
- Santa Fe County DWI Program*
- Santa Fe County Sheriffs Office*
- Santa Fe Fire Department*
- Santa Fe Public Schools Office of Student Wellness*
- Teen Court of Santa Fe County*



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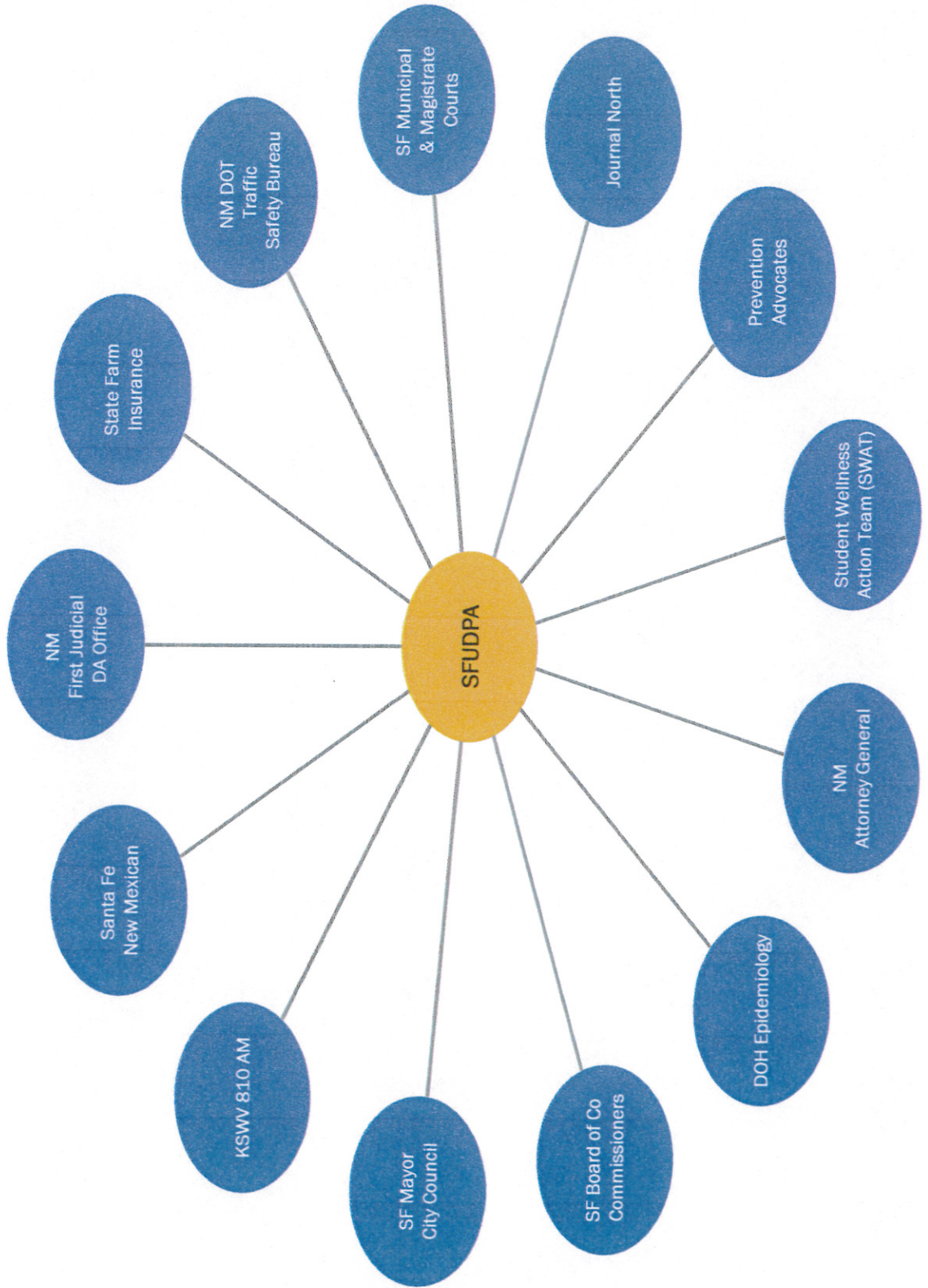
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Tommy Rodriguez, Policy Chair
Rebecca Beardsley
Frank Magourilos

► Technical Advisor

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SFUDPA PARTNERS





UNDERAGE DRINKING IN SANTA FE

► HIGH SCHOOL %

- 47% of high school students reported being a current drinker
- 51% of girls and 42% of boys were current drinkers
- 68% of current drinkers were binge drinkers
- 34% of high school students had their first drink before the age of 13
- 24% of drinkers usually drank alcohol in their own home. 62% of drinkers usually drank alcohol in someone else's home
- Among current drinkers, girls (47%) are more likely to be given alcohol than boys (31%)

► MIDDLE SCHOOL %

- 24% of middle school students reported being a current drinker
- 25% of girls and 22% of boys were current drinkers
- 54% of current drinkers were binge drinkers
- 22% of middle school students had their first drink before the age of 11
- 37% of middle school students responded that it "was easy for me to get alcohol"
- 39% of middle school students have ridden in a car with a drinking driver



DWI IN SANTA FE

► Alcohol Abuse Report for Santa Fe County

- The total number of **alcohol related crashes** this year in Santa Fe County is 93, a **12% increase** in the number of alcohol related crashes that occurred in January through August of 2010.
- The total number of **DWI arrests** this year in Santa Fe County is 643, a **7% increase** in the number of DWI arrests that were made through July 2010.

Report for Santa Fe County
As of August 2011

	SHERIFF			SFPD			STATE POLICE			TOTAL		
	2009	2010	2011 YTD	2009	2010	2011 YTD	2009	2010	2011 YTD	2009	2010	2011 YTD
DWI Arrests	357	257	147	344	318	128	285	356	150	986	931	643
DWI/DUI Crashes	66	59	29	67	61	30	24	5	2	157	125	93
MUI/MIP	21	39	5	106	97	29	38	27	15	165	163	70
Seized Vehicles	55	83	35	167	487	199	N/A	N/A	N/A	222	570	368

POLICY



Gray Matters
Challenging Drinking in the Gray Matters of the Adolescent Brain

Alcohol Harms the Adolescent Brain

National Institute on Alcohol Abuse and Alcoholism (NIAAA) researchers have found that drinking alcohol during adolescence can lead to long-term brain damage, including changes in brain chemistry and structure that can affect learning, memory, and behavior.



Underage Drinking in New Mexico: Out of Control



What is New Mexico's Future?



Mandatory Seat Belts and Enhanced Fines

Media / Letters to the Editor

DWI REPORT

Year	DWI Arrests	Fatalities
2009	1,100	15
2010	1,200	18
2011	1,300	20
2012	1,400	22
2013	1,500	25
2014	1,600	28
2015	1,700	30
2016	1,800	32
2017	1,900	35
2018	2,000	38
2019	2,100	40
2020	2,200	42
2021	2,300	45
2022	2,400	48
2023	2,500	50

N.M. DWI case headed to high court

A New Mexico Supreme Court case involving a DWI conviction is set to be heard by the high court. The case involves a challenge to the state's DWI laws and the potential for a landmark ruling.

Solidarity against drunken driving

A coalition of organizations is calling for stronger action against drunk driving. The coalition includes law enforcement, medical professionals, and community groups.

Noise Violation Amendment Clears Hurdle

A proposed amendment to the state constitution regarding noise violations has cleared a major legislative hurdle. The amendment aims to provide more consistent and effective enforcement of noise laws.

Boost drink tax

Thanks to Gov. Bill Eustace's leadership, the state is considering a boost in the alcohol tax. This move is seen as a key strategy to generate additional revenue for the state's budget.

WE'RE STILL IN THE TOP 10 THAT!

A cartoon by Zepherus depicting a car with a speech bubble that says "WE'RE STILL IN THE TOP 10 THAT!". The car is shown in a state of motion, possibly representing a state's ranking in a specific category.

LETTERS

A collection of letters from readers, including one titled "White on..." and another titled "Challenging the...".

Underage drinking not a rite of passage

Opinion piece by My View: Shelley Givens, LV. The author argues that underage drinking is not a necessary part of growing up and that society should focus on prevention and education.

Parents best at discouraging underage drinking

Opinion piece by My View: Jeff Grealy. The author emphasizes the role of parents in setting a good example and providing guidance to their children regarding alcohol consumption.



POLICY

- ▶ **Santa Fe County Resolution: Supporting the Vision**
(Passed 1/2009)
 - Resolved by the governing body of the county of Santa Fe that this year and each year forward, the county of Santa Fe will continue to support the vision that in Santa Fe county no one drinks alcohol before the age of 21, adults model low risk alcohol use, and no one drinks and drives

- ▶ **Santa Fe City Resolution: “May” Underage Drinking Prevention Month** (Passed 2/2009)
 - A resolution proclaiming the month of May this year and each year forward as “underage drinking prevention month” and taking efforts to educate the city employees and the public regarding the dangers of underage drinking and encouraging parents to educate their children regarding these dangers



POLICY

► Santa Fe City Council

- Ordinance Amending Article 23-6 SFCC 1987 Regarding the Sale or Consumption of Alcoholic Beverages on City Property (Passed 12/2009)
 - *The sale or consumption of alcoholic beverages on [public] property owned or controlled by the city shall [be prohibited unless specifically authorized as follows] be permitted only in the following locations: (1) The Santa Fe community convention center and adjacent outdoor spaces under the center's control; (2) That area of the Santa Fe municipal airport main terminal building and adjacent areas operated as a restaurant; (3) The Marty Sanchez Links de Santa Fe (golf course); (4) Buildings owned by another party located on land owned by the city; and (5) Land or buildings owned by the city for which the city has entered into a long term lease with another party excluding the Railyard park, plaza and alameda. A long term lease is a lease exceeding 30 days.*



POLICY

► **Santa Fe City Nuisance Abatement Ordinance (Social Hosting)**

- Ordinance Amending Article 10-9 SFCC 1987, The City of Santa Fe's Nuisance Abatement Ordinance (Passed 2/2011)
 - To include loud or unruly gatherings as a public nuisance; and to authorize the City to collect for the costs of responding to a public nuisance; and to make such other changes as are necessary
 - Nuisances addressed, loud or unruly parties, underage drinking, drug trafficking, illegal gambling, prostitution, abandoned properties, litter & trash



POLICY

▶ **Airport Road Alcohol Access Project**

- Collaboration with SWAT on an alcohol retail density and alcohol advertising presentation to the Santa Fe City Council (2/2011)
- Oppose alcohol license transfer on Airport Road for the Conoco/Giant gas station (corner of Airport and Meadows Roads)



POLICY

- ▶ **SFUDPA / SFCCAAA Statewide Policy Initiatives (2009-2010)**
 - Attorney General Legislation
 - *HB 36 Prohibit Certain Alcoholic Beverage Sales*
 - *HB 57 & SB 487 Local Liquor Excise Tax Authority & Limits*
 - *HB 78 & SB 665 Malt Beverages As Spirituous Liquor*
 - *HB 420 Prohibit Alcohol Intoxication by Minors*
 - *SB 514 Regulate Alcohol Advertising to Minors*
 - *SB 172 Prohibit Intoxication By People Under 21*
 - *SB 214 Small Winery Production Capacity (Local Option)*
 - Governor / DWI Czar DWI Crime Package
 - *SB 3 DWI Incarceration Requirements Sen. Peter Wirth (D)*
 - *SB 4 DWI Plea Agreements & Refused Chemical Tests Sen. Peter Wirth (D)*
 - *SB 5 Increase DWI Penalties & Fines Sen. Peter Wirth (D) / Rep. Brian Egolf (D)*

LAW ENFORCEMENT



Media/ Letters to the Editor

Journal Santa Fe
56 Cars Seized in 6 Weeks
 Santa Fe, N.M. (AP) — Police in Santa Fe, N.M., have seized 56 cars in the last six weeks, a record for the city, according to a police spokesman. The spokesman said the cars were seized for various reasons, including illegal modifications, expired registrations, and safety issues. The city has been proactive in addressing these issues to ensure public safety on the roads.

Police step up DWI vehicle seizures
 Police in Santa Fe, N.M., have stepped up their efforts to seize vehicles involved in DWI incidents. This initiative is part of a broader strategy to reduce the number of drunk driving accidents and fatalities. Officers are conducting more frequent stops and using advanced technology to detect alcohol in drivers' systems.

4 Adults Strung in Milrose House Bay
 Four adults were found strung in a house in Milrose Bay, N.M., during a police raid. The individuals were arrested on charges of illegal gambling and possession of controlled substances. The house was found to be a hot spot for these activities, and the raid was a significant enforcement action.

DWI REPORT
DWI CrimeStoppers rewards information that aids in arrests
 CrimeStoppers is offering a reward for information that leads to the arrest of a DWI offender. The program is designed to encourage the public to report suspicious vehicles or drivers. Rewards are given in cash and are based on the value of the information provided.

State police set DWI report tonight
 State police will release their annual report on DWI incidents in the state. The report provides a comprehensive overview of the problem, including trends in arrests, fatalities, and the economic impact of drunk driving. It also offers recommendations for future prevention efforts.

Seizure Law Ups the Ante
 A new law regarding vehicle seizures has taken effect, giving law enforcement more power to act against repeat offenders. The law allows for the immediate seizure of vehicles involved in multiple DWI incidents, which is a significant deterrent for those who repeatedly drink and drive.

DWI REPORT
Judge Upholds City's Vehicle Forfeiture Law
 A judge has ruled in favor of a city's law that allows for the forfeiture of vehicles owned by individuals with multiple DWI convictions. The ruling is a landmark decision that supports local law enforcement's efforts to remove dangerous vehicles from the road.

Police Get More Power in DWI Cases
 Law enforcement agencies are receiving additional authority to handle DWI cases more effectively. This includes the ability to conduct more extensive searches and to use a wider range of evidence in court. These changes are intended to streamline the legal process and ensure that offenders are held accountable.

Judge: City OK to seize vehicles
 A judge has ruled that a city's law allowing for the seizure of vehicles from repeat DWI offenders is constitutional. This decision is a major victory for the city and its law enforcement partners, as it removes a significant barrier to the forfeiture process.

Operation Descansos
 Law enforcement agencies are conducting a large-scale operation to target DWI offenders in the state. The operation involves coordinated efforts between police, sheriff's offices, and state troopers. The goal is to identify and arrest individuals who are a high risk for causing accidents and fatalities.

Police Get More Power in DWI Cases
 Justice Lawton, Attorney General, has announced that law enforcement agencies will have more power in DWI cases. This includes the ability to seek warrants for vehicle searches and to use a wider range of evidence in court. These changes are intended to streamline the legal process and ensure that offenders are held accountable.

Operation Descansos
 Law enforcement agencies are conducting a large-scale operation to target DWI offenders in the state. The operation involves coordinated efforts between police, sheriff's offices, and state troopers. The goal is to identify and arrest individuals who are a high risk for causing accidents and fatalities.

Bursts: Operations around Northern N.M. net 25 citations
 Police conducted several operations in Northern New Mexico, resulting in 25 citations for DWI and other offenses. The operations were part of a broader effort to reduce the number of drunk driving incidents in the region. Officers were seen conducting stops and using advanced technology to detect alcohol in drivers' systems.

DWI arrest-warrant roundup in the works in S.F. County
 Law enforcement agencies in San Francisco County are planning a large-scale operation to target DWI offenders. The operation involves the issuance of arrest warrants for individuals who have been identified as high risk. The goal is to remove these individuals from the road and prevent further incidents.

Operation Descansos
 Law enforcement agencies are conducting a large-scale operation to target DWI offenders in the state. The operation involves coordinated efforts between police, sheriff's offices, and state troopers. The goal is to identify and arrest individuals who are a high risk for causing accidents and fatalities.



LAW ENFORCEMENT

- ▶ **Vehicle Forfeiture**
 - Santa Fe City and County
 - Complete and publicize City of Santa Fe vehicle forfeiture program
 - Committee evaluated both City and County to achieve an understanding of the ordinances

Report for Santa Fe County
2009, 2010, 2011 YTD (August)

	SHERIFF		SFPD			TOTAL	
	2009	2010	2009	2010	2011 YTD	2009	2010
Seized Vehicles	55	83	167	487	199	222	570
					2011 YTD		
							368



LAW ENFORCEMENT

► NM Department of Public Safety, Special Investigations Division Operations

Report for Santa Fe County
2009, 2010, 2011 YTD (June)

	2009	2010	YTD 2011
Total No. of Operations	7	16	14
Sale to Minors	26	48	3
Sale to Intoxicated	14	14	4



LAW ENFORCEMENT

► **DWI Warrant Round-up: Operation Descansos**

- Operation Descansos is funded by the New Mexico Department of Transportation to the New Mexico Department of Public Safety, a program to reduce impaired driving. The Department of Public Safety (SID) joined with the Santa Fe Police Department and the Santa Fe County Sheriffs Office to conduct warrant roundups for DWI offenders who refuse to comply with the law

Report for Santa Fe County
As of August 31, 2011

No. of Individuals to Surrender	210
No. of Individuals Arrested	449
No. of Individuals Deceased	2
<i>Total</i>	661



LAW ENFORCEMENT

- ▶ **Increase public information access regarding law enforcement activities to influence social norms regarding alcohol use among adults and juveniles. Awareness activities must be consistent and frequent**
 - Monthly DWI Dashboard to report arrests, vehicle seizures, and underage drinkers, for publication in local media
 - Community Awareness Program for the City of Santa Fe Nuisance Abatement Ordinance
- ▶ **Calendar for DWI checkpoints that incorporates the City of Santa Fe Police Department and the Santa Fe County Sheriffs Office as well as other jurisdictions such as State Police**

EDUCATION



Media / Letters to the Editor

Journal Santa Fe
 Santa Fe, N.M., Sept. 10, 2013
 Editor: Journal Santa Fe
 Santa Fe, N.M. 87501

Students Use Every Day Funds
 The Santa Fe High School students have been using their Every Day Funds to purchase items for the school. The funds are used for a variety of purposes, including purchasing supplies, books, and other educational materials. The students are proud to use their funds to support their school and community.

Right Against DWI
 The Santa Fe community is proud to support the Right Against DWI program. This program is designed to reduce the number of drunk driving incidents and save lives. The community is committed to supporting this program and ensuring that everyone stays safe on the roads.

Group tests liquor sales practices in county
 The Santa Fe community is proud to support the group that is testing liquor sales practices in the county. This group is working to ensure that liquor sales are conducted in a responsible and safe manner. The community is committed to supporting this group and ensuring that everyone stays safe.

White worms athletes their alcohol can lead to prison, death
 The Santa Fe community is proud to support the group that is testing liquor sales practices in the county. This group is working to ensure that liquor sales are conducted in a responsible and safe manner. The community is committed to supporting this group and ensuring that everyone stays safe.

Local news
 The Santa Fe community is proud to support the group that is testing liquor sales practices in the county. This group is working to ensure that liquor sales are conducted in a responsible and safe manner. The community is committed to supporting this group and ensuring that everyone stays safe.

Kids get picture: Sports and booze don't mix
 The Santa Fe community is proud to support the group that is testing liquor sales practices in the county. This group is working to ensure that liquor sales are conducted in a responsible and safe manner. The community is committed to supporting this group and ensuring that everyone stays safe.

Underage drinking is problem beyond DWI
 The Santa Fe community is proud to support the group that is testing liquor sales practices in the county. This group is working to ensure that liquor sales are conducted in a responsible and safe manner. The community is committed to supporting this group and ensuring that everyone stays safe.

What percentage of LGB ADULTS in New Mexico Report binge drinking?

20%



EDUCATION

► Prom and Graduation Awareness: Promoting Safe and Sober Celebrations (2009-2011)

- Letters to Lodging Establishments and Alcohol Retailers
- Season Reminder Cash Register Display Cards
- Postcards to Parents of Students Attending Prom
- Postcards to Parents of Graduating Seniors
- Cinema and Newspaper Ads
- Radio Interviews (KSWV 810 AM and Hutton Broadcasting)





EDUCATION

- ▶ **Physicians: Talking to Your Patients, Addressing Alcohol and Substance Abuse with Adolescents**
 - The physicians training on adolescent screening was developed to introduce and educate physicians on using the brief screening and intervention tool, CRAFFT
 - Trainings presented to 80 healthcare professionals at CHRISTUS St. Vincent Regional Medical Center and La Familia Medical Center (2011)



EDUCATION

- ▶ **DWI Awareness Day at the Roundhouse (2009-2011)**
 - Organize 75 New Mexico Youth to Educate Legislators on the NM Attorney General's UAD Legislation (2009)
 - SFUDPA Display Table Providing Information on UAD and the NM Attorney General's UAD Legislation (2009-2011)

- ▶ **DWI March of Sorrow (2010-2011)**
 - Collaboration with Santa Fe Public and Private Schools
 - Collaboration with SWAT–Youth Petition in Support of Governor's Crime Package
 - Press Conference Participation
 - Testimony at NM Legislature Committee Hearings

► Life of an Athlete

- The American Athletic Institute's *Life of an Athlete* prevention and intervention series is a five step program designed to confront chemical health issues and impact the problems that face today's student-athlete. *Life of an Athlete* is a promising program which has been shown to have a significant impact on youth alcohol use

	2010-11 School Year	2011-12 School YTD
Number of Students	1,012	527
Number of Parents	876	459
Number of Coaches/Teachers	77	52
Total Number of Participants	1,965	1,038
Total Number of Schools	9	8



EDUCATION

► Additional Events and Activities

- Underage Drinking Prevention Public Service Announcements with Youth, City Councilors & County Commissioners
- Youth Forums at Santa Fe, St. Michael's, Capital and Monte del Sol High Schools on Underage Drinking
- St. Michael's High School SWAT Cinema Ad Production
- Airport Road Alcohol Access Project
- Wal-Mart Parent Insert and Family Day Flyer Distribution (in collaboration with Teen Court of Santa Fe County)
- Talk to Your Children Campaign: CHRISTUS St. Vincent Regional Medical Center
- Santa Fe Public Schools Board Study and Parent Forum on Underage Drinking
- PRIDE Festival

▶ Responsible Retailing: Santa Fe Retailing Project

- Pseudo-intoxicated Mystery Shopper Visits: 48 Santa Fe County Retail Establishments inspections were conducted once per quarter in 2009 with 49 retail establishments inspected in 2010; 49 establishments inspected in 2011
 - *5 Egregious retailers were encouraged to receive SID training; 4 of 5 Complied (6/2009)*
 - *Premiered pilot program of releasing specific results to media (11/2009)*
- Alcohol Retailer Interviews: Assess retailer perspectives & practices to enforce local liquor laws which prohibit sales to minors and intoxicated customers
- 7 articles in the Journal North and The New Mexican
- Santa Fe model presented at the 2009 RRF Annual Meeting in New Orleans, LA



VISION

*Santa Fe County where no one drinks alcohol before the age of 21,
where adults model low risk alcohol use, and no one drinks and drives*