

Neighborhood Action Plan: A Citizens' Guide to Fighting DWI

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Highlights from Baseline Survey Mailed To Bernalillo County Neighborhood Association Leaders

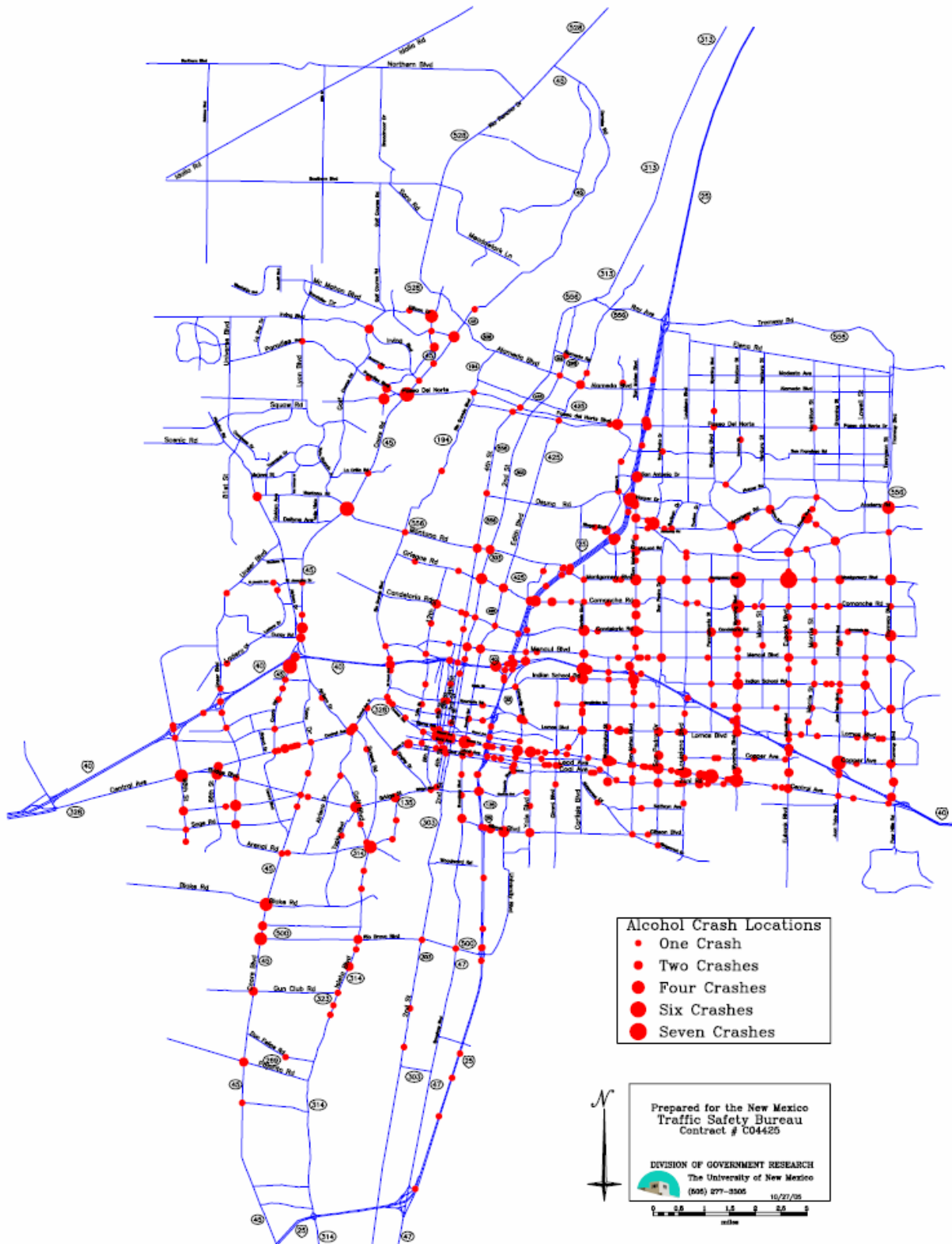
The following baseline survey was mailed to leaders of Bernalillo County neighborhood associations in January 2006 to assess the level of awareness of DWI information and enforcement activities. Among the most interesting results of the survey is the fact that more than half of respondents do not believe DWI is a problem in their neighborhood, while data indicates there are few neighborhoods in Albuquerque without DWI offenders as residents (see enclosed map of DWI Offender Residencies). Similarly, while 46 percent of respondents do believe DWI is a problem in their neighborhood, only 8 percent are actively involved in addressing the problem. Finally, the survey indicates the general public perception that judges are performing poorly in DWI law enforcement efforts.

Total Number of Surveys Mailed / Total Neighborhood Associations	605 / 291
Number of Responding Neighborhood Associations	59
Total Number of Respondents	80
Percentage of Neighborhood Associations Responding	20.30%
Number of members in the responding neighborhood associations:	10894
How active is your neighborhood association? Scale of 1 to 5.	3.5
Are you aware of any alcohol advertising in your neighborhood? (% who responded Yes out of total respondents)	34%
How familiar are you with locations of alcohol retailers in your neighborhood? Scale of 1 to 5.	4.1
Do you know of any businesses in your neighborhood that are a drug-free workplace? (% who responded Yes out of total respondents)	18%
Does your place of employment have a drug-free workplace program? (% who responded Yes out of total respondents)	70%
Do you think DWI is a problem in your neighborhood? (% who responded Yes out of total respondents)	46%
Do you know anyone in your neighborhood who has been arrested for DWI? (% who responded Yes out of total respondents)	25%
How many DWI arrests were there in your neighborhood during 2005? (% of respondents answering "I don't know")	84%
How well are the Police enforcing DWI laws? (scale 1-5)	3.80
How well are the Judges enforcing DWI laws? (scale 1-5)	1.97
How well are the Prosecutors enforcing DWI laws? (scale 1-5)	2.36
How well are the Alcohol Retailers enforcing DWI laws? (scale 1-5)	2.08
What % of people arrested are first time offenders? % respondents answering:	
0%:	4%
25%:	51%
50%:	29%
75%:	15%
100%:	0%
Are you currently engaged in any activities designed to reduce DWI in your neighborhood? (% of respondents answering "yes" out of total respondents)	8%

**PAGE LEFT BLANK FOR
DWI OFFENDER RESIDENCY MAP**

For a copy of the DWI Offender Residency Map
specific to your neighborhood, please
call the DWI Resource Center at
(505) 881-1084

-- The Geographic Road Network Data Base --
City of Albuquerque, NM – Major Roads
Alcohol-Involved Crash Locations
Calendar Year 2004



Tracking DWI Information, Gathering Neighborhood Data, & Creating Indicator Reports

*For additional data on DWI offenders and alcohol-related crashes
in your neighborhood, please see the previous maps.*

*For additional information on alcohol retailers in
your neighborhood, please see the Appendix.*

Tracking DWI Information, Alcohol Outlets, and Alcohol Advertising: A Guide to How and Why

Introduction

If your neighborhood association is interested in helping to reduce DWI death and injury, keeping track of DWI and alcohol-related information can be an important first step in taking local action. Tracking the number of DWI offenders, DWI crashes, alcohol outlets, and alcohol advertising in your neighborhood helps your local community identify potentially harmful trends and paints a broad picture of the local impact alcohol may be having on your neighborhood. The data you collect can be assembled and presented in the form of what is called an “**indicator report**”, and it can be used to bring together concerned leaders and community activities to address the problems you’ve found and identified in your report.

An indicator report is simply a report that indicates trends in your neighborhood. Included in your neighborhood action packet is information about the number of DWI offenders living in your community, a map of alcohol-related crashes in Albuquerque, and a list of alcohol outlets in your community. In addition, attached to this guide are instructions for identifying and tracking alcohol advertising in your community. This data can be incorporated into an indicator report for your neighborhood association, and presented to your association members as the first step toward adopting a comprehensive strategy to reduce DWI in your neighborhood.

What is your strategy?

Strategy is an essential tool needed to address alcohol-related problems. Community groups with a written strategy are more likely to report greater citizen involvement, greater influence on public policy change, better knowledge of alcohol treatment resources, and increased diversity of funding sources. Since you are considering developing indicator reports on alcohol outlets and alcohol advertising, now is a good time to review your current strategy for preventing and reducing the harms from alcohol use in your neighborhood. Answering these questions can help you affirm your strategy:

- 1. What specific harms from alcohol use and drunk driving are we trying to prevent and reduce in our community?** *Some answers might include reducing DWI death and injury, creating safer neighborhood streets, insuring the safety of neighborhood members, and preventing underage drinking.*
- 2. What resources (human and capital) can we commit to this project and what action are we willing to take?** *Some answers to this question might be volunteers to start a neighborhood designated driver program, neighborhood association members willing to track and record advertising each quarter, asking neighborhood alcohol retailers to participate in a “responsible retailers” program, or pressuring local bars and restaurants to card all patrons.*
- 3. What other groups are already involved or could we get involved?** *These groups might include the DWI Resource Center, police officers or sheriff’s*

deputies, churches, health care providers, elected officials, the Albuquerque Partnership, and local businesses.

4. **How will we know we are making a difference? How will we measure our success?** *Answers to this question might include a decrease in the number of neighborhood DWI arrests, decreases in alcohol advertising, an increase in age verification at local bars and restaurants, and increased signage in alcohol outlets promoting designated drivers or SafeRide programs.*

Regularly incorporating your indicator data on alcohol outlets and alcohol advertising into your overall strategy to help reduce DWI death and injury in your neighborhood can:

- Provide valuable information for deciding upon local action;
- Show trends/progress over time;
- Provide a comparison of the level of local problems to those in similar communities; and
- Generate community-wide support for targeted programs and policies.

Who is your target audience?

Collecting data is only the first step in the process. That data can be used locally by your neighborhood association to implement local programs, or it can be used to try to implement change on a larger scale. If you intend to use the data you collect to encourage alcohol retailers, advertisers or elected officials to make a policy change or take specific action in your neighborhood, you should determine the intended target audiences for your reports before you even begin collecting information. Your indicator reports can be targeted for specific audiences:

Target Audience	Key reporting components
Media	Factoids; personal stories
Policy makers (town officials, county commissioners, legislators)	Trends; policy recommendations
Foundations and other funders	Examples of how your activities are making a difference in the community
Community leaders of institutions (schools, faith, criminal justice, medical, department of public health)	In-depth, specific information on the populations they serve

Consider creating a data assessment committee for your neighborhood

Gathering the data needed to create indicator reports requires a team effort. A community-wide data assessment committee can be useful in brainstorming ideas and collecting data. To collect indicators of alcohol use, you need volunteers to collect such data. In addition, it is useful to invite people to join your committee who have access to

the local data and information you need to join your committee. These may be members of your neighborhood association, or they may be experts from outside organizations. It is also important to have these individuals buy into the process early in the development of your indicator reporting program so they will be more likely to disseminate the information and advocate for change in the community. Finally, your community alcohol issues will change over time. Having an established group with access to data will ensure that you report those changes and adjust your strategy appropriately.

Creating an Indicator Report

What do you do after you gathered all your relevant data? Now it's time to put together your indicator report. Before you start this process, it is important to decide what message you want to communicate in your report. What did the indicator data tell you about DWI and alcohol problems in your community? How does this relate to your strategy and activities to reduce the harms from alcohol use? How do you want to communicate the information and steps for action to the broader community? Data on its own will not move people to take action, but putting data into the context of a compelling story can motivate action. These four questions can help you organize the information in your report and tell your story in a compelling way. The best reports combine indicator data with stories.

1. What specific harms are you reporting?

Set the stage with the scope and scale of the problem, then move to indicators that show specific harms that the problem is causing the community. Be sure to report only on indicators that best tell your story.

2. How is your target audience affected?

The harms from substance use affect us all. Include interesting information on cost implications and quality of life in your community.

3. How could the trends be changed?

Suggest practical programs and policies that could reduce these harms, decrease community costs, and increase quality of life for residents.

4. Does your audience feel a connection to the story?

It is important to connect the numbers to real people. Add a personal story or quote that will catch the attention of the media and community members.

Reporting Formats

The format you choose for your community report will depend on your overall strategy. A variety of reporting styles can be used to communicate your main points to your target audience. Report cards are easy to understand and often appeal to the media. Showing changes over time and community comparisons help illustrate progress on issues or how your community compares to similar communities. You may choose one or a variety of these formats for the report. Aim for a publication that is short enough to be read easily in one sitting at the time it is received or viewed, and attractive enough that the reader will want to take the time to look through it. If your product goes on the "to read" pile, you probably have lost the opportunity.

Once you have decided on the message, it is time to organize the information into a readable and engaging report. The format you select for communicating the indicator information must be simple and direct. Charts and graphs, which present a clear picture of the main points, are more useful than narrative detail that explains the subtle characteristics and trends of the data.

Making strategic use of your report

Your report can be used to take local action, or it can be used to encourage elected officials or other community organizations to take action on your behalf. Within your neighborhood association, your report can be used to spur members of your association to take action within your neighborhood and encourage them to volunteer to participate in community-wide solutions such as a neighborhood designated driver program.

Your report can also be used to bring concerned leaders and community activists together to address the problems you highlighted in your neighborhood. Any strategy to reduce DWI in your community will most likely involve working with the police, members of your neighborhood association, outside organizations, media, and policy makers. These avenues will be different in each community. Here are some general guidelines for making your efforts count.

Working with Community Leaders

Before you release your report to the public, identify important groups, such as business and legislative leaders, who can take action on the issues your findings highlight. Schedule briefings with these groups and then announce their involvement in an action plan when you release the report. If you are releasing your report to the media, you may be able to use the exposure to recruit additional groups that may not be interested in the issue

until it is in the media spotlight. For example, if your data reveal a sharp increase in alcohol outlet licenses, you may want to meet with city officials about zoning changes or to promote responsible server training. If your data show an increase in DWI arrests over time, you may want to use this information to bring together the police, local legislators, and treatment professionals to devise a multi-faceted solution for your neighborhood.

Working with the Media

You will want to work with your local media, including television stations, newspapers, and radio stations to get your findings out. It is helpful if you have a person on your data assessment committee who is experienced in working with the media. The media will likely be receptive to your pitch for two reasons:

- 1. Drug and excessive alcohol use is generally recognized as an important local issue.**
- 2. Most reporters like reporting stories with strong data.**

Tips for working with the media:

- Send out a press release to selected news directors, reporters, and editors outlining the very basic facts. Follow up with phone calls to make sure your media contacts received it. Reporters get volumes of paper each day -- make yours stand out.
- Appoint an articulate spokesperson who can keep media focused on your report. Anticipate “left field” or devil’s advocate questions from reporters.
- Keep it simple. Craft three main points to be reflected in the press release that you want to get across to the public.
- Include action steps that people can take to help solve the problems highlighted in your report.

More Information

This document was created from a larger report produced by Join Together entitled “*How Do We Know We Are Making A Difference: A Community Alcohol, Tobacco, and Drug Indicators Handbook, 2005 Edition.*” This handbook contains complete instructions on how to create indicator reports, and can be found online at the DWI Resource Center website at:

http://www.dwiresourcecenter.org/downloads/naap/Indicators_Handbook-v1.pdf

or from the author’s website at:

http://www.indicatorshandbook.org/Indicators_Handbook-v1.pdf

FACE, a national non-profit organization that supports sensible alcohol policies and practices, has created a variety of useful “Community Action Kits” to help organizations take local action in alcohol-related issues. Download their complete kits at:

<http://www.faceproject.org/Resources/CommunityActionKits.html>

The DWI Resource Center, the New Mexico Department of Transportation and your local law enforcement agencies are your allies in the fight to reduce DWI death and injury. We’re here to help you every step of the way. If you have any questions, would like additional information, or would like help in assessing or gathering data for your community, please contact us at:

P.O. Box 30514
Albuquerque, NM 87114

Phone: (505) 881-1084

Fax: (505) 881-1301

Email: info@dwiresourcecenter.org

Web: <http://www.dwiresourcecenter.org>

Indicator Report: Alcohol Outlets

Indicator Description

Research has shown that a high number and concentration of alcohol outlets are often associated with increased alcohol and drug problems. Liquor licenses are issued by governments to several different types of establishments: private or state-run liquor stores, grocery stores, restaurants, bars, clubs, etc. An increase in the number of licenses within a community over time may be interpreted as evidence that the availability of alcoholic beverages has increased.

What to Measure

- Number of active alcohol outlet licenses in the community. In control states, the location of state retail stores, rather than licenses, would be measured.
 - License State: The state licenses private businesses or individuals to conduct wholesale and retail sales of all alcoholic beverage types and subtypes sold within the state.
 - Control State: The state sets the price of, and gains profit/revenue directly (rather than solely from taxation) from the sale of, one or more alcoholic beverage types or subtypes.
- Number of state licenses per 100,000 population.
- Number of new licenses issued and number of licenses revoked during a year or other relevant time period.
- Number of different types of outlets in the community (retail v. bars).
- Concentration of outlets in a neighborhood or community.

Where to Find Local Data

- The New Mexico Licensing and Regulation Department, Alcohol and Gaming Division, offers an online search feature to look-up liquor licensees at:
<http://www.rld.state.nm.us/AGD/Licensee%20Search/server%20info%20&%20search.htm>
- The Alcohol and Gaming Division also publishes a summary of state laws and regulations with detail on taxation, advertisement, and hours of sale.
- At the beginning of your Neighborhood Action Plan, the DWI Resource Center provided a map of alcohol establishments within your neighborhood. In addition, the Appendix to your Neighborhood Action Plan contains a list of alcohol outlets with complete contact information. This information can be used to create your alcohol outlet indicator report. For additional information or explanation of either the enclosed map or the provided list, please contact the DWI Resource Center at: (505) 881-1084, or email Thomas Beretich at:
tberetich@dwiresourcecenter.org.
- GIS mapping of alcohol outlets in the community may also show neighborhood concentrations (perhaps near a school or university). If you would like to do additional neighborhood mapping, you may call the DWI Resource Center and

get your data in electronic format. You will need a GIS mapping application such as Microsoft MapPoint 2004 to display the results of your data. Once you have the raw data, there are several ways to display this data:

- Geographical density: the number of outlets in a specific land area;
- Economic density: the number of outlets as a percentage of other businesses in a geographical area; or
- Population density: the number of outlets in relation to the population of a specific geographic area.

Interpretation Guidelines

- Tracking alcohol outlets is only an indirect measure of alcohol sold. One large store may sell more than several small stores.
- This measure cannot capture the sale of alcohol to underage groups.

Resources

Gruenewald PJ, Remer L, and Lipton R. "Evaluating the Alcohol Environment: Community Geography and Alcohol Problems." *Alcohol Research & Health*, 26(1): 42-48, 2002.

Examples



Source: Washington State Liquor Control Board. *Annual Report*, 2002.

Indicator Report: Alcohol Advertising

Indicator Description

Alcohol advertising exposes young people to alcohol messages. Research has shown that long-term exposure to advertising and promotional activities increases the likelihood that children will drink. First document any restrictions on alcohol advertising, including any policies that limit advertising of alcoholic beverages. These restrictions may be in the form of a local ordinance or state law, or may be voluntarily implemented by a business, event, or organization.

What to Measure

- Monitor any violations of local ordinances on alcohol advertising.
- Record other places advertising is permitted, such as on public transportation, at community events, and near schools.
- Measure alcoholic beverage advertising expenditures.

Where to Find Local Data

- Contact the New Mexico Licensing and Regulation Department, Division of Alcohol and Gaming, for information on local ordinances, violations, and alcoholic beverage advertising expenditures:

2550 Cerrillos Road, 2nd Floor
P.O. Box 25101
Santa Fe, New Mexico 87504

Main Line: (505) 476-4875
Fax: (505) 476-4595
Email: AGD@state.nm.us

- Use observational data collection to count the number of alcohol billboards and other prominent advertising in the community.

Interpretation Guidelines

- Changes in the amount of advertising can help assess how successful a community has been in reducing youth exposure to alcohol.
- Recording and documenting alcohol advertisements in your community can help to enforce local ordinances on advertising. This information can also be used to increase the public's willingness to support advertising restrictions in the community.

Related Stories

Milwaukee Fighting Back's *Erase and Replace Campaign* successfully reduced the number of billboards and signs advertising alcohol in the community.

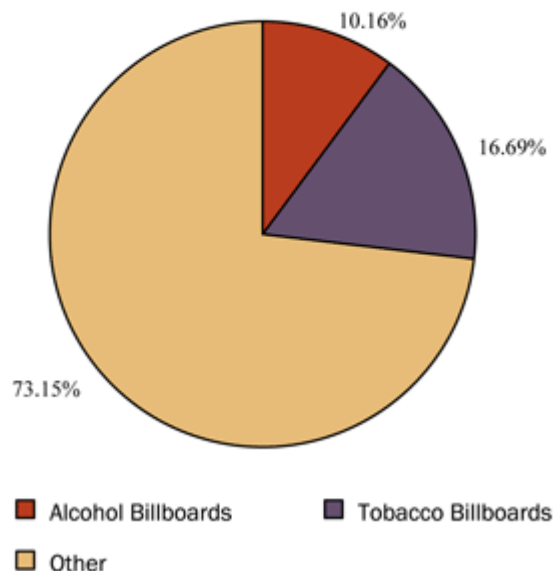
The campaign pressured billboard companies to abide by voluntary advertising guidelines by threatening to advocate for policies that would ban all billboards in the area. Companies complied with voluntary guidelines by agreeing to limit alcohol and tobacco advertising on billboards in Milwaukee County.

Resources

Face Project, Alcohol Billboard Community Action Kit, May 2003. The complete kit can be downloaded from the FACE website at: <http://www.faceproject.org>.

Examples

Types of Billboards within 500 Foot Zone around Schools, Parks, and Playgrounds in Chicago, Illinois

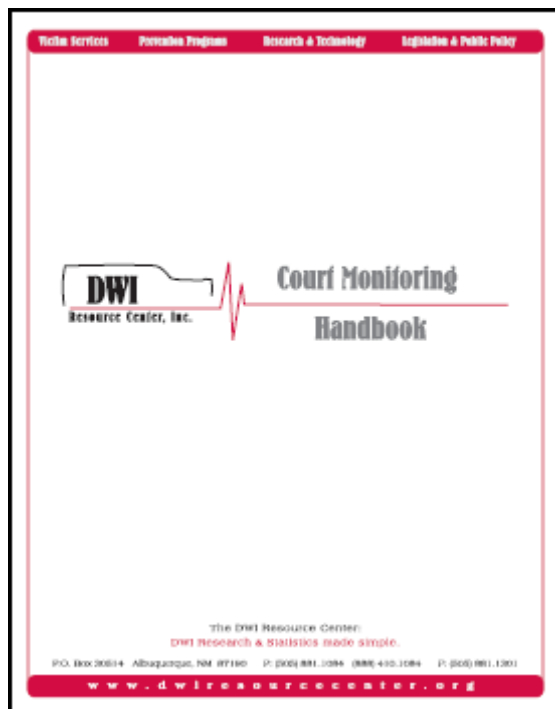


Hackbarth, D, et al. "Collaborative Research and Action to Control the Geographic Placement of Outdoor Advertising of Alcohol and Tobacco Products in Chicago." *Public Health Reports*, 116: 558-567, 2001.

Guides and Toolkits

For samples of Drug-Free Workplace brochures, Responsible Retailer Program letters, a list of targeted drug-free businesses in your area, and a list of alcohol retailers in your neighborhood, please see the Appendix.

Guide to Court Monitoring



The DWI Resource Center and your local law enforcement agencies encourage citizens and interested organizations to actively participate in the adjudication process of DWI offenders. Court monitors are responsible for attending, observing and recording the disposition of DWI court cases as they move through the criminal justice system. In addition to sending a strong message to judges and prosecutors that the public has an active interest in DWI issues, research indicates that consistent court monitoring also has a direct effect on the legal process.

The National Highway Traffic Safety Administration (NHTSA) has published research indicating that court monitoring has several positive effects on DWI adjudication, including a 10 percent higher conviction rate and a 70 percent lower dismissal rate for cases where the driver's blood alcohol levels were at .10 or higher. According to the NHTSA study,

monitored cases where the driver refused the BAC test were 25 percent more likely to be convicted and case dismissal rates were 90 percent lower.

The DWI Resource Center offers a complete guide to courtroom monitoring for individuals, as well as training sessions for those organizations interested in participating in the Center's court monitoring program. The courtroom monitoring guide contains information on:

- Courtroom decorum
 - New Mexico's judicial system
 - The DWI legal process in New Mexico
 - Research on the impact of court monitoring on DWI adjudication
 - Looking up DWI offenders and court dockets
 - Useful forms such as a DWI Court Case Information Sheet and Case Notes
- Court contact information and maps to courts

For an electronic copy of the Center's DWI Court Monitoring Handbook, visit the DWI Resource Center website at:

<http://www.dwiresourcecenter.org/downloads/naap/CourtHandbook.pdf>

If your neighborhood association members are interested in participating in the Center's DWI Court Monitoring program or would like to schedule a training session, please contact Linda Atkinson at (505) 881-1084 for more information.

Guide To Promoting Drug-Free Workplace and Responsible Retailer Programs

Included in the Appendix of your Neighborhood Action Plan, you will find a sample of the Drug-Free Workplace brochure and samples of letters promoting Responsible Retailer programs. This information can help you fight DWI in your neighborhood by reducing alcohol-related crashes in or around the workplace, and at the alcohol point-of-sale.

Why Promote a Drug-Free Workplace?

Everyone involved in running a business—both employers and employees—suffers when there is workplace alcohol and drug abuse. In addition to the obvious costs to business in increased absences, accidents and errors, communities pay a social cost when alcohol abuse translates to harmful off-the-job behavior such as driving while impaired. Up to 40 percent of industrial fatalities and 47 percent of industrial injuries can be linked to alcohol consumption and alcoholism.¹ In New Mexico, the employer's cost of on- and off-the-job alcohol-involved motor vehicle crashes is estimated at \$79 million.²

Research indicates that Drug-Free Workplace programs can significantly influence employee's drinking behavior both at work and beyond the workplace.³ Most individuals who abuse alcohol and other drugs are employed. Alcohol is the most widely abused drug among working adults. By occupation, the highest rates of current illicit drug use and heavy drinking were reported by: food preparation workers, waiters, waitresses and bartenders; construction workers; service occupations; and transportation and material moving workers.

How to promote Drug-Free Workplace Programs

The DWI Resource Center's Drug-Free Workplace program targets specific companies in industries such as construction and transportation which research indicates have the highest incidents of on-the-job alcohol-related accidents. Included in the appendix of your Neighborhood Action Plan is a sample brochure promoting the DWI Resource Center's Drug-Free Workplace Program, and a list of businesses in "at-risk" industries in your neighborhood. To promote a drug-free workplace program at neighborhood businesses, write a letter to each of these businesses expressing your neighborhood's concern over the DWI problem in Albuquerque and requesting their assistance by reviewing the enclosed information. The DWI Resource Center can provide you with additional copies of the brochure found in this packet. Deliver your letter and brochure to the contact listed, and let them know that someone from the DWI Resource Center will be calling to follow up on the material you've delivered. Call the DWI Resource Center and let us know which businesses you've contacted, and we'll take it from there!

Promoting Responsible Retailer Programs

Also enclosed in the Appendix of your Neighborhood Action Plan is a list of alcohol retailers in your neighborhood, and sample letters encouraging alcohol retailers (liquor stores, restaurants and bars) to participate in a "Responsible Retailers" program. Such programs ask retailers to voluntarily adopt written policies on alcohol service, provide alcohol-awareness education and server training, and provide point-of-sale marketing material promoting anti-DWI messages and designated driver/safe-ride programs. Write a letter or visit your neighborhood alcohol retail establishment and encourage them to help fight DWI in Albuquerque by contacting the DWI Resource Center at (505) 881-1084 to participate in our "Retailers for Responsibility" program.

¹ Bernstein, M. and Mahoney, J. (1989). Management Perspectives on Alcoholism: The Employer's Stake in Alcoholism Treatment. *Occupational Medicine*, 4(2).

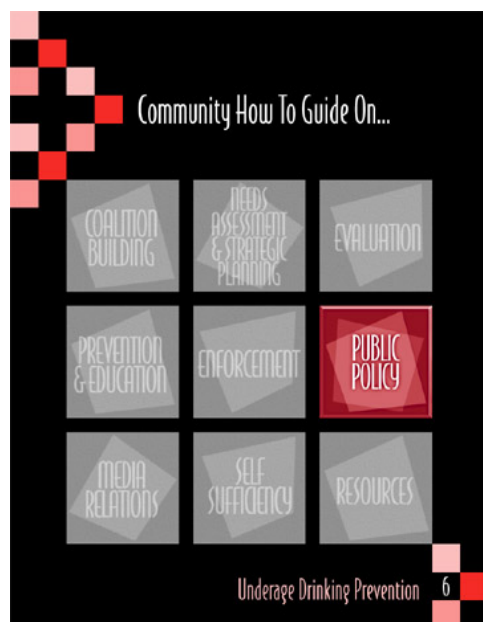
² Ibid.

³ Harvard School of Public Health & The Robert Wood Johnson Foundation, *Study on Worksite Prevention of Alcohol Problems and Its Dissemination*, March 2000.

A Guide To Affecting Public Policy On Underage Drinking

Targeting public policy is a necessary part of a successful underage drinking prevention effort. This “Community How To Guide on Public Policy” details how coalitions and organizations can effectively work to change public policies that impact underage drinking. The booklet first explains the elements of public policy including laws, regulations, and the policies and practices of public institutions. Tips are provided on effective ways to impact each of these elements so that a clear, consistent message can be delivered throughout the community on the dangers of underage drinking.

Because changing laws and regulations are often viewed by many people as a difficult and daunting task, the booklet provides the tools communities can use in dealing with the legislative process at either the federal, state or local level. To clear up any confusion regarding an organization’s involvement in this process, guidelines are given on what is and what is not allowed. To help coalitions and organizations get started, the booklet gives examples of opportunities that can jump start a public policy initiative.



INTRODUCTION

Community How To Guide On...PUBLIC POLICY

- Guidelines for Advocacy
- Six C's of Effective Advocacy
- Techniques for Effective Public Policy Change
- Tools of Public Policy Change
- Other Public Policy Opportunities
- Underage Drinking Laws and Regulations
- Advocacy Efforts With Public Institutions
- Successful Public Policy Initiatives
- Conclusion

APPENDICES

- Appendix #1 – Public Policy Message Development Sheet
- Appendix #2 – Elected Official Inventory Form
- Appendix #3 – Sample Letter
- Appendix #4 – Sample Telephone Script
- Appendix #5 – Underage Drinking Laws and Regulations Checklist
- Appendix #6 – Suggested Model Underage Drinking Laws
- Appendix #7 – Fact Sheet-Minimum Drinking Age Laws
- Appendix #8 – State-by-State Legislative Status Report

RESOURCES

- Resources Cited in Community How To Guide
- Other Public Policy Resources

A PDF version of this toolkit is available on the DWI Resource Center’s website at:

<http://www.dwiresourcecenter.org/downloads/naap/PolicyHowTo.pdf>

or from the National Highway Traffic Safety Administration website at:

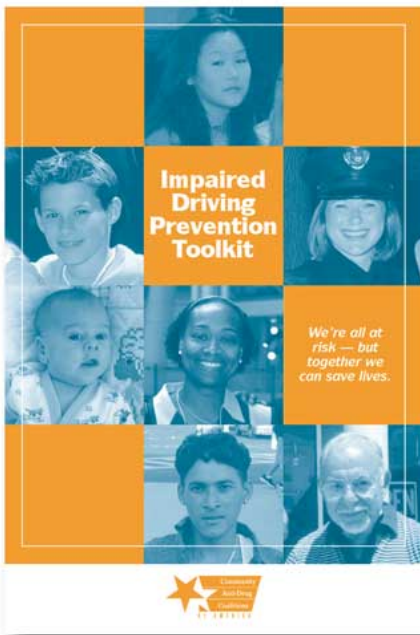
http://www.nhtsa.dot.gov/people/injury/alcohol/Community%20Guides%20HTML/Book6_PublicPolicy.html

If you would like a hardcopy of this document, you may call the DWI Resource Center at **(505) 881-1084**, or you may order one online from NHTSA’s website.

Impaired Driving Prevention Toolkit

The Community Anti-Drug Coalition of America's (CADCA) *Impaired Driving Prevention Toolkit* is a product of a partnership with the National Highway Traffic Safety Administration (NHTSA). It is a "Prevention Primer 101," providing basic facts; ways to evaluate the problem and/or successful initiatives in your community; concrete steps to help integrate this issue into your current activities; and resources you can turn to for additional guidance.

A word of caution — this toolkit is not meant to be an "end all" guide — it is intended to give you a solid foundation, and direct you to sources that will help you develop programs and activities that meet your community's specific priorities. The Impaired Driving Prevention Toolkit contains the following information:



Introduction

The Sobering Facts

Does My Community Have An Impaired Driving Problem?

How Can My Coalition Help Stop Impaired Driving?

- Partnerships
- Prevention and Public Education
- Legislation
- Law Enforcement 14
- Prosecution, Adjudication, and Treatment of Impaired Drivers

Impaired Driving Prevention Tools

- Sample Press Release
- Sample Radio Public Service Announcements
- Letter to the Editor
- Opinion Editorial

Is It Working? Assessing Your Program's Progress

- Evaluation Plan Worksheet
- Tracking Form

Endnotes

Want to Learn More?

For Further Information

- Federal Agencies
- National Organizations

A PDF version of this toolkit is available on the DWI Resource Center's website at:

<http://www.dwiresourcecenter.org/downloads/naap/IDPTToolkit.pdf>

or from the National Highway Traffic Safety Administration website at:

http://www.nhtsa.gov/people/injury/alcohol/IDPToolKit/IDP_index.html

If you would like a hardcopy of this document, you may call the DWI Resource Center at (505) 881-1084, or you may order one online from NHTSA's website.

A Guide to Establishing Community-Based Designated Driver/SafeRide Programs

Designated Driver programs are a key component of a community-based comprehensive impaired driving prevention effort. Combined with highly visible law enforcement, a Designated Driver program gives people the information they need to make informed choices and seek alternatives to driving while impaired. Safe Ride programs provide transportation for persons who plan to drink.

Designated Drivers are effective because many of the risks related to impaired driving are removed. Nine out of 10 Americans who participate in social events where alcohol is available believe that people should use Designated Drivers. Designated driving programs are simple, requiring as few as two people to operate. The only requirement is that people plan ahead and either select one person to refrain from drinking alcohol or arrange for a safe ride home. Designating a sober driver in situations when alcohol is present is something that should always be practiced.

The National Highway Traffic Safety Administration guide to establishing designated driver programs in your local community is a complete "How To" and contains the following information:



Introduction

How to Implement a Community-Based Designated Driver Program

- Program Planning
- Operations
- Partnerships
- Program Marketing
- Evaluation

Incorporating Community Partners & Outside Organizations

- Community Organizations
- Employers
- Educators/College Groups
- Criminal Justice
- Medical and Health Care Community
- Hospitality Industry and Retailers
- Armed Forces

Publicity and Promotion

- Working with the Media
- Calendar of Year Round Ideas
- Media Q&A

Resources

- Partners and Resources
- Publications

A PDF version of this toolkit is available on the DWI Resource Center's website at:

<http://www.dwiresourcecenter.org/downloads/naap/SafeRideGuide.pdf>

or from the National Highway Traffic Safety Administration website at:

<http://www.nhtsa.gov/people/injury/alcohol/DesignatedDriver/>

If you would like a hardcopy of this document, you may call the DWI Resource Center at **(505) 881-1084**, or you may order one online from NHTSA's website.

Alternative Transportation Tools

Encourage Neighborhood Members to Use ABQ RIDE!

Going to Happy Hour after work? ABQ RIDE is committed to providing safe and flexible transportation alternatives to driving. With 28 local bus routes, 10 commuter routes, as well as Rapid Ride service, ABQ RIDE makes it easy to get around Albuquerque. Most routes operate from 6 am - 9 pm, with the exception of Rapid After Dark (RAD).

During summer through early fall, Rapid Ride will operate until 3 am every Friday and Saturday night. If you're planning a night on the town, use Rapid Ride After Dark for a safe trip home! If a hotel or residence is not within walking distance of the Rapid line or other bus stops, the city encourages people to call a taxi or friend/relative to pick them up at the closest bus stop.

Fare Type	Description	Cost
Adult	Excludes Students or Honored Citizens	\$1
Student	Age 5 through College/Vocational School	35¢
Honored Citizen	Age 62+ or mobility impaired	35¢
Child	One child under age 5 accompanied by paying adult	FREE
	More than one child under age 5	35¢

More information is available on our website at www.cabq.gov/transit, or call **243-RIDE** (724-3183 V/TTY) and our Customer Service Representatives will be happy to provide a trip plan.

Bus Routes at a few nightlife destinations:

Downtown

Routes 5, 8, 10, 11, 36, 50, 53, 54, 66, 97, Rapid Ride

Nob Hill

Routes 16/18 "The Bug", 66, Rapid Ride

Old Town

Routes 36, 66, Rapid Ride

For an ABQ RIDE Route Map, please see the Appendix.

Government Contacts & Additional Resources

Alcohol Licensing and Violation Information

The Alcohol and Gaming Division administers the licensing provisions of the New Mexico Liquor Control Act. The Special Investigations Division of the Department of Public Safety administers the enforcement provisions of the Liquor Control Act.

Alcohol & Gaming Division

The Alcohol and Gaming Division serves several functions including administration, licensing, server training and citation disposition. The division is also responsible for providing education to licensees and servers of alcoholic beverages to prevent sales of alcoholic beverages to minors and intoxicated persons, and works to eliminate licensed premises that constitute a public nuisance in the neighborhood in which they are located.

For information on alcohol licensees, the Liquor Control Act or other alcohol-related administrative information, please contact:

New Mexico Licensing and Regulations Department
Alcohol & Gaming Division
2550 Cerrillos Road, 2nd Floor
P.O. Box 25101
Santa Fe, New Mexico 87504

Main Line: (505) 476-4875
Fax: (505) 476-4595
Email: AGD@state.nm.us
Web: <http://www.rld.state.nm.us/AGD/index.htm>

Director Gary Tomada 505-476-4550	Deputy Director Lillian Martinez 505-476-4555
Liquor License Processing Annette Rodriguez - 505-476-4548 Jackie Gallegos - 505-476-4546	Citations Debra Lopez - 505-476-4551 Mark Silva - 505-476-4552
Alcohol Server Education Program Jennifer Vigil 505-476-4556	Special Dispenser Permits, Non-Resident Liquor Licenses Public Celebration Permits Lisa Griego 505-476-4547

Special Investigations Division

The Special Investigations Division (SID) of the Department of Public Safety conducts all investigations and enforcement activities required by the Liquor Control Act. SID agents are commissioned police investigators who conduct criminal and administrative investigations, which often include violations by liquor and gaming establishments, financial crimes involving liquor establishments, unlawful manufacture, transportation or sale of alcoholic beverages ("bootlegging"), sales of alcohol to minors or to intoxicated persons, and theft of alcoholic beverage.

Law enforcement agencies and concerned citizens are encouraged to contact SID with referrals, questions or concerns regarding violations. Investigations conducted by SID agents may result in arrests, criminal charges against the violator, administrative charges against the licensee of an alcohol or gaming establishment, and/or a combination of criminal and administrative charges. Law enforcement agencies and licensed liquor establishments may also contact the SID for additional assistance, including accredited law enforcement training, and educational presentations for merchants and servers.

To report alcohol service or licensing violations, contact:

Department of Public Safety
Special Investigations Division
 6301 Indian School NE, Suite 310
 Albuquerque NM 87110

Main Office: (505) 841-8053

Fax: (505) 841-8062

Web: http://www.dps.nm.org/sid/contact_sid.htm

<p>Office of the Director Ray L. Sisneros, Director Santa Fe (505) 827-9097 ray.sisneros@state.nm.us</p>	<p>Office of the Deputy Director Lt. Jim Plagens Albuquerque 841-8053 jim.plagens@state.nm.us</p>
<p>South Zone Sgt. Lee Mullen Email: lee.mullen@state.nm.us</p> <p><u>Phone:</u> Deming 546-8548 Las Cruces 524-6125 Roswell 622-7200 Clovis 827-9313</p>	<p>North Zone Jessie Carter Email: jessie.carter@state.nm.us</p> <p><u>Phone:</u> Santa Fe 827-9097 Farmington 325-7547 Espanola 827-9318 Las Vegas 425-6771</p>
<p>Central/Metro Zone Lt. Pete Baca Email: pete.baca@state.nm.us</p> <p><u>Phone:</u> Albuquerque 841-8053 Gallup 863-9353</p>	<p>Public Information Agent Suzanne Skasik Public Information Officer Special Investigations Division 505-328-0847</p>

Albuquerque City Government

Mayor Martin Chavez
 One Civic Plaza NW
 Albuquerque, NM 87102
 P: (505) 768-3000

Albuquerque Public Schools
 Board of Education
 P.O. Box 25704
 Albuquerque, NM 87125
 P: (505) 842-3758

Albuquerque Police Department
 DWI Unit - (505) 761-8800
 Police Records – (505) 768-2020

City Legal Dept – Vehicle Seizures
 Stan Harada
 Phone: (505) 768-4500

City Councilor	Staff Assistant
Ken Sanchez District 1	Patricia Galindo , Staff Assistant pgalindo@cabq.gov (505) 768-3136
Debbie O'Malley District 2	Kelly Sanchez-Pare , Staff Assistant ksanchez-pare@cabq.gov (505) 768-3159
Isaac Benton District 3	Javier Benavidez , Staff Assistant jrbenavidez@cabq.gov (505) 768-3152
Brad Winter District 4	Diana Trujeque , Staff Assistant dtrujeque@cabq.gov (505) 768-3101
Michael J. Cadigan District 5	Diana Trujeque , Staff Assistant dtrujeque@cabq.gov (505) 768-3101
Martin Heinrich, President District 6	Javier Benavidez , Staff Assistant jrbenavidez@cabq.gov (505) 768-3152
Sally Mayer District 7	Patricia Galindo , Staff Assistant pgalindo@cabq.gov (505) 768-3136
Craig Loy District 8	Michael L. McCan , Staff Assistant mmccan@cabq.gov (505) 768-3106
Don Harris, Vice-President District 9	Michael L. McCan , Staff Assistant mmccan@cabq.gov (505) 768-3106

Bernalillo County Government

Elected Official	Phone	Email
Mary Herrera County Clerk The Clerk's Office records deeds, mortgages, judgments, satisfactions of judgment, liens, and deeds of trust.	Phone: 505-768-4090 Fax: 505-768-4631	clerk@bernco.gov
Darren White Bernalillo County Sheriff	505-768-4100	sheriff@bernco.gov
Alan B. Armijo District 1 Commissioner (West Mesa and North Valley)	505-768-4027	msalazar@bernco.gov
Dr. Teresa L. Cordova District 2 Commissioner (South Valley, the west side south of central, several downtown neighborhoods and the Kirtland Addition)	505-768-4448	bmiera@bernco.gov
Deanna A. Archuleta Loeser District 3 Commissioner (Highland, Nob Hill, Altura Park, Bel-Air, Parkland Hills and Alta Monte areas)	505-768-4108	sdanciger@bernco.gov
Tim Cummins District 4 Commissioner (North Albuquerque Acres, Sandia Heights, far NE Heights, far North Valley and NW Albuquerque in Bernalillo County including Paradise Hills)	505-768-4001	emckinley@bernco.gov
Michael Brasher District 5 Commissioner (Four Hills, the far SE Heights and the East Mountain Area.)	505-768-4002	rdoucette@bernco.gov

Other County Information:

Agency	Phone Number
County Legal	314-0180
Metropolitan Detention Center (MDC)	839-8700
MDC Records	839-8813
Bernalillo Municipal Court	867-3311

Bernalillo County Metropolitan Court

Case Initiation/File Maintenance

Phone: 841-8214

Fax: 222-4832

Public Information

Janet Blair

Phone: 841-9897

Fax: 222-4800

Drug Court (DWI/Drug Court)

Phone: 841-8248

Fax: 222-4829

Public Defender's Office

Felony Unit: 841-5100

Misdemeanor Unit: 841-5120

JUDGES:

Judge Victor E. Valdez Division 1

Courtroom 620

Phone: 841-8263

Fax: 222-4801

Judge Kevin Fitzwater Division 2

Courtroom 600

Phone: 841-8281

Fax: 222-4802

Judge Cristina Jaramillo Division 3

Courtroom 720

Phone: 841-8225

Fax: 222-4803

Judge Julie N. Altwies Division 4

Courtroom 340

Phone: 841-8285

Fax: 222-4804

Judge Frank A. Sedillo Division 5

Courtroom 920

Phone: 841-8287

Fax: 222-4805

Judge Wayne Griego Division 6

Courtroom 640

Phone: 841-8289

Fax: 222-4806

Judge Sandra Clinton Division 7

Courtroom 500

Phone: 841-8276

Fax: 222-4807

Judge Judy Nakamura Division 8

Courtroom 700

Phone: 841-8293

Fax: 222-4808

Judge Victor Grant Division 9

Courtroom 760

Phone: 841-8261

Fax: 222-4809

Judge Frank W. Gentry Division 10

Courtroom 560

Phone: 841-8297

Fax: 222-4810

Judge Loretta Lopez Division 11

Courtroom 360

Phone: 841-8283

Fax: 222-4811

Judge Daniel Ramczyk Division 12

Courtroom 740

Phone: 841-8220

Fax: 222-4812

Judge Benjamin Chavez Division 13

Courtroom 520

Phone: 841-8193

Fax: 222-4813

Judge Theresa Gomez Division 14

Courtroom 660

Phone: 841-8196

Fax: 222-4814

Judge Anna Martinez Division 15

Courtroom 940

Phone: 841-8291

Fax: 222-4815

Judge Sharon Walton Division 16

Courtroom 540

Phone: 841-8247

Fax: 222-4816

Judge Clyde DeMersseman Division 17

Courtroom 900

Phone: 841-9802

Fax: 222-4817

Judge Rosie Lazcano Alfred Division 18

Courtroom 300

Phone: 841-9860

Fax: 222-4818

Resources For More Information

Research & Statistics

DWI Resource Center: <http://www.dwiresourcecenter.org>

NM Courts (DWI Offender case info): <http://www.nmcourts.com>

Metro Court Case look up: <http://164.64.140.2/casemanagement/>

Institute of Public Law: <http://ipl.unm.edu/traf/>

National Highway Traffic Safety Administration

Crash data - <http://www.nhtsa.dot.gov/people/Crash/crashstatistics/index.htm>

Impaired driving in NM - <http://www.nhtsa.dot.gov/people/injury/alcohol/impaired-drivingusa/NM.pdf>

Accountable Government (DWI Arrest Trends Reports):

<http://www.accountablegovernment.org/dwirpts.htm>

Insurance Institute for Highway Safety (DWI Research Site, State DWI laws)

http://www.hwysafety.org/research/topics/alcohol_drugs.html

Safer New Mexico Now (Clearinghouse of information seatbelt traffic safety):

<http://www.safernm.org/>

UNM Division of Government Research (NM DWI Data) -

<http://www.unm.edu/%7edgrint/tcd.html#data>

Government Agencies & Resources

NM Department of Transportation – Traffic Safety Bureau:

<http://www.nmshtd.state.nm.us/main.asp?secid=14474>

City of Albuquerque: <http://www.cabq.gov>

Bernalillo County: <http://www.bernco.gov>

Bernalillo County DWI Program: <http://www.bernco.gov/live/departments.asp?dept=3842>

Alcohol and Gaming Division: <http://www.rld.state.nm.us/AGD/index.htm>

Governor Richardson's DWI Initiatives:

<http://www.governor.state.nm.us/priorities-dwi.php?mm=4>

Department of Public Safety, Special Investigations Division:
<http://www.dps.nm.org/sid/index.htm>

National Institute for Alcohol Abuse and Addiction:
<http://www.niaaa.nih.gov/Publications/AlcoholResearch/default.htm>

Miscellaneous Resources

Need a car? DWI Seized Vehicle Auction: <http://www.bentleysauction.com/>

Treatment facilities in NM: <http://findtreatment.samhsa.gov/ufds/locchoices>

NM Ignition Interlock Providers -
<http://transportation.unm.edu/lic/ApprovedProviders.aspx?20>

NM Criminal Justice Resource Directory - <http://www.cjjcc.org/directory/>

APPENDIX:

- List of Neighborhood Alcohol Retailers
- List of Drug-Free Workplace target businesses in neighborhood
- Sample Drug-Free Workplace Brochure
- Sample letter to liquor licensees/establishments
- Sample press release on neighborhood Responsible Retailers program
- ABQ RIDE route map
- 8.5" x 11" Law Enforcement Posters (post at schools, community centers, organizations, etc.)

For additional copies of any materials contained in your Neighborhood Action Plan or the following appendices, or to order additional free copies of DWI posters for dissemination in your community, please call **(505) 881-1084**.