



DWI Planning Council Meeting Minutes
March 14, 2013
12:30 PM
MAT Facility
5901 Zuni, SE

Voting Members:

Sylvia Sarate, Chair
George Richmond, Vice Chair
Sam Howarth
Thomas Scharmen
Ben Lewinger
Adam Stern
Susan Casias
Clara Pena

Guest:

Peter DeBenedictis
Melissa Valles
Susan McKee
Michael Robertson

Non - Voting Members (Program Staff):

Katrina Hotrum
Fran Martinez-Romero
Yvonne Valencia
Gregg Sanchez

1. Call To Order

The meeting was called to order at 12:37 pm by Vice Chair George Richmond.
The record will reflect a quorum was present.

2. Approval of Agenda

A motion was submitted by George Richmond to approve the agenda – Adam Stern 1st ; Clara Pena 2nd. The agenda was approved as submitted.

**3. Approval of Minutes
February 14, 2013**

A motion was submitted to approve the minutes for February 14, 2013 – Ben Lewinger 1st; Susan Casias 2nd. The minutes were approved as submitted.

4. New Business

A. Peter D. for Media Literacy

Peter D. presented the Media Literacy for Youth program which was renewed in 2012 to the DWI Planning Council; with an update that Comcast provided Peter D. with a great deal on contracts for counter ads in working with schools; teachers & students within Bernalillo County on Commercial Production to change person's beliefs in regards to drinking. Presented was that conditioning through TV alcohol commercials influence kids in an inappropriate manner. Per the presentation; drinking teaches a relationship with the bottle for teens also called conditioning through advertising of alcohol. Alcohol consumption is related to inappropriate actions such as violence, injuries, assaults, and sexual assaults and even death can and has occurred. There is violence in advertising of alcohol; there is comedy in advertising of alcohol which equals brain conditioning of teens. Girls have a lowered self-esteem when consuming alcohol to where boys show a higher self-esteem (Liquid courage) and are more pronged to inappropriate actions than before consuming alcohol. Peter D. provided Alcohol advertisements for viewing and commented/explained on the inappropriateness of these commercials for teens or persons which when intoxicated can and has led to inappropriate actions by both boys and girls. He also presented a controlled study where a group of college students were placed in a bar and only 2 out of the 20 were provided alcoholic beverages while others were provided with non-alcoholic drinks. As the night progressed all of the students seem to be intoxicated. At the end of the night the professor let the participants know that only two of them were really drinking although all of them felt intoxicated. Peter D. informed the Planning Council Members that there is a 40% increase of knowledge from pre to post tests. Peter D. currently presents to freshman students at six (6) local High Schools: Valley, Rio Grande, La Cueva, Manzano, Cibola and Del Norte. He would be willing to pick up a few more school if funding allowed.

Enrap (Sampsu) provides yearly training to teacher – DVD's are provided for refreshers.

5. Old Business

A. DSAP Update

Katrina presented the following informational updates:

- Notified DWI Planning Council Member that her husband Lt. Tim Lopez with the Albuquerque Police Department will be taking over Party Patrol which DSAP funds. Katrina let the Council Members

know that she has excused herself from any and all issues, concerns regarding Party Patrol.

- Notified DWI Planning Council Members that Gregg Sanchez has started the UNM Student Athlete Presentations with Media Literacy.
- Notified DWI Planning Council Member of the voluntary SIIP (Serial Inebriate Intervention Program) which is now in the testing stages but will go live on April 30, 2013. DSAP is partnering up with BCSO, BCFD, UNM Hospital, APD and AFD. The intention of this program is to alleviate overcrowding at UNM Hospital. BCSO, BCFD, APD and AFD drive around for public inebriates to bring to MATS. MATS will except up to 30 clients at a time. Once at MATS clients are given something to eat, drink and a place to sober up.

6. Public Comment

George Richmond stated that he would like to recognize Gregg Sanchez for starting up the UNM Student Athlete Presentations. He also stated that he would like for all DWI vendors information be available on the Bernalillo County Website.

7. Adjournment

A motion was made by Vice Chair George Richmond to adjourn the meeting 1:37 PM. Adam Stern 1st; Clara Pena 2nd



SUBMITTED BY:

Yvonne M. Valencia

Date

APPROVED BY:

Sylvia Sarate, Chair

Date