



**DWI Planning Council
Meeting Minutes
May 14th, 2015
12:30 PM
MATS Facility
5901 Zuni Street SE**

Voting Members:

Billy Baldwin
Harris Silver, MD
Keith Hartnett
Thomas Scharmen
Linda Son Stone

Guests:

Ruben Garcia
Phil Baca
Jorge Gonzales
Ben Lewinger
Frank Magourilos

Non - Voting Members:

Alex Dominguez
Elena Rodriguez

1. CALL TO ORDER

The meeting was called to order at 12:50 pm by Acting Chair Baldwin.

2. APPROVAL OF AGENDA

Agenda was not approved. Quorum was not present.

3. APPROVAL OF MINUTES

Minutes were not approved. Quorum was not present.

4. NEW BUSINESS

a. Jorge Gonzales-MADD/PYPM

Jorge Gonzales, Program Manager for Underage Drinking Prevention, introduced himself and proceeded to review status of MADD programs including the Protecting You

Protecting Me initiative, an elementary aged school prevention program that is administered nationally. In this County he explained, our scope of work includes two sessions of training the trainers. That meant we would bring in a Hazeldine facilitator to do the training for teachers, counselors and after school programs. Schools would then determine what grade level they would teach. To date, we have had four training sessions and as an incentive, the class recipients are offered six credit hours towards credentialing requirements. In return, we asked them to complete a survey. Getting those surveys returned has been a struggle. Last year we also sent out "survey monkeys" to all the contacts we had. Unfortunately, there were very few responses as well. Keith asked what they thought of those types of response rates. Ben stated that considering all the requirements, testing, etc. required of teachers now, it is not surprising. They see things like that as taking away from their requirements and simply don't have time. What we did last year was offer up a "fee for service" where an educator would actually implement the training and report back to us. What happened then was that educators would implement the program. The program itself is outdated stated Ben. What we know though is that the curriculum works and we think the educators are implementing the curriculum, they're just not reporting it back to us. Thomas stated that it is difficult working with the schools.

Jorge then stated that MADD's contract with Hazeldine will end at year's end so MADD will take the program back and revamp it. We will keep it in-house and offer it to all the chapters. Ben stated that the problem with updating curriculum is that it will have to be approved again through SAMHSA, but right now it is not cost effective to use Hazeldine. We pay all the expenses of their facilitator to come out for trainings and buy all the materials. Our goal with taking the program back is to be more cost efficient and have a little more flexibility. We all know that underage drinking prevention is going to be the reason we start seeing effect on DWI's statewide, but it'll take time.

Jorge then quickly reviewed two other programs included in their Scope of Work: Power of Youth and Power of Parents. For Power of Parents, we hold a workshop to teach parents how to discuss the use of alcohol with their children by giving them an evidence based handbook. Our contract is to hold 15 workshops, we've done 23 so far. For Power of Youth, we present information to teenagers about making good choices, surrounding themselves with positive people and the effects/dangers of alcohol. Again, we've been contracted to hold 20 sessions and to date have held 64, reaching approximately 3000 teens. MADD will soon be rolling out Power of Community—a community based initiative to reduce the sale of alcohol to minors. We will incorporate our "sticker shock" program into this this initiative. We currently put stickers on alcohol that remind people that it is a felony to purchase alcohol for minors. We've had good response from retailers on this program. We will also support certain liquor law bills including tax increases that would go before the Legislature.

Keith asked if they thought the message to the elementary aged students really resonated into their teens. There's a desire as they get older to experiment, he said. How effective do you think these messages really are? Thomas stated that there are many studies on the theory of behavioral change. It seems that at an early age, there are longer term effects not only in regards to alcohol/drugs, but other things such as diet, smoking, driving, etc. Frank stated that one thing that has been learned is that

scare tactics don't work. It has been proven through SAMHSA that early intervention does work but you can't just teach it once. It has to be reinforced continuously. That's why evidence based prevention is from birth to death. It's about addressing root causes and symptoms afterwards and a matter of looking at data, he said. I can provide you any information you would like to see. Thomas stated that we need approach this at societal level, not just individual. Prevention never gets the credit and there are always challenges with prevention, he said.

Jorge stated that he is currently working on a PSA that will run on TV. We are looking at running it during the holiday season.

Billy then asked a few questions that Chair Sarate had requested: what are the administrative costs for running PYPM? After brief discussion about what should be considered admin costs, it was determined that it's approximately \$2K per training. He then asked how MADD was doing globally. Jorge stated that he would email the national MADD information. He also said that New Mexico, on a scale of 1-5, is a 3 star state. The rating is based on support of ignition interlocks, sobriety checkpoints, license revocation, child endangerment and no refusal events. Ben stated that we don't have specific child endangerment laws regarding DWI even though there's plenty of case law that substantiates it. I would also push back on the refusal issue because if you are pulled over for DWI in New Mexico and refuse a breathalyzer, you are automatically charged with an Aggravated DWI. I truly believe we should have those 2 stars as well, stated Ben.

5. Public Comment

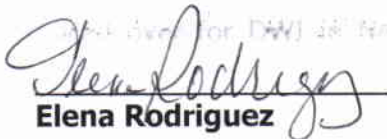
No other comments offered.

6. Adjournment

Meeting adjourned at 1:35 p.m.

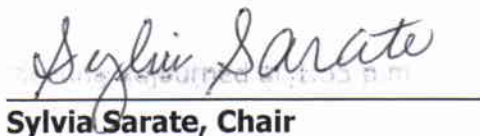


SUBMITTED BY:


Elena Rodriguez

6-11-15
Date

APPROVED BY:


Sylvia Sarate, Chair

6-11-15
Date