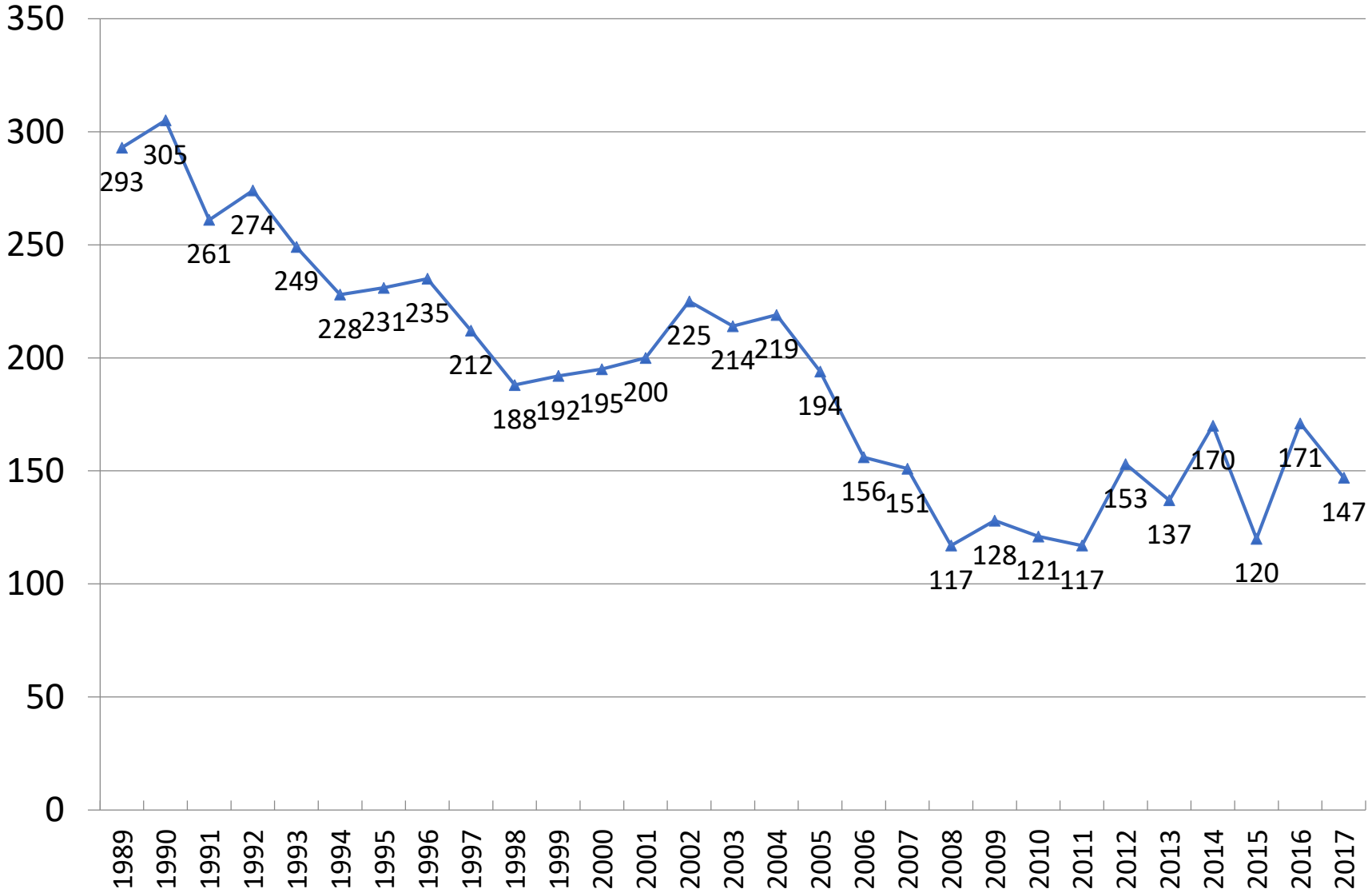


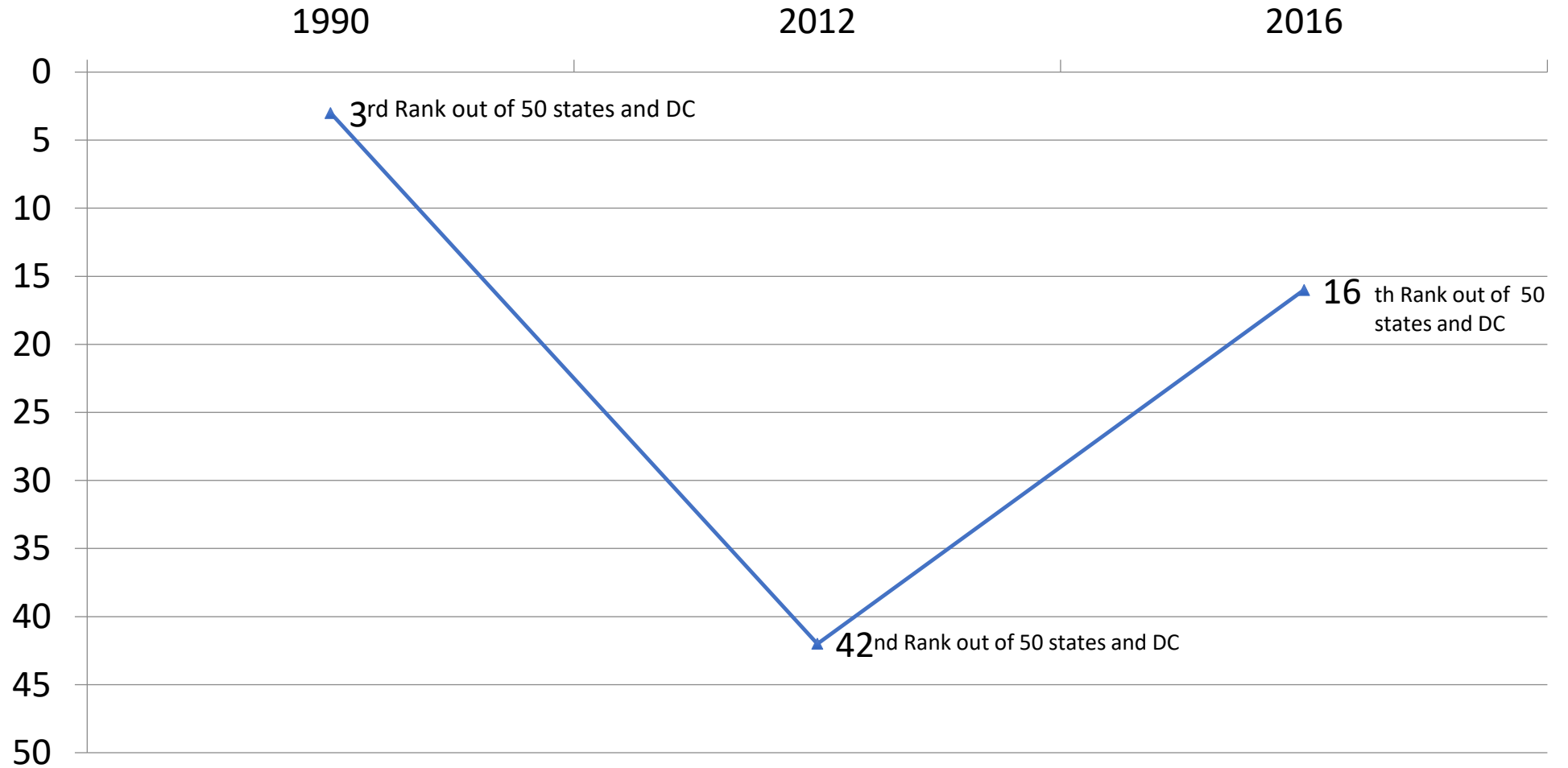
# Prevention of Alcohol-Related Traffic Deaths in New Mexico: 30 Years of Progress

- DWI in New Mexico in the last 30 years
- What has happened, what we now know, and what do we have yet to do
- Here is one part of the story

# Alcohol-Related Crash Deaths in New Mexico 1989-2017



# New Mexico Rank Among 50 States for Percentage of Alcohol-Related Crashes



# Factors that impact these trends

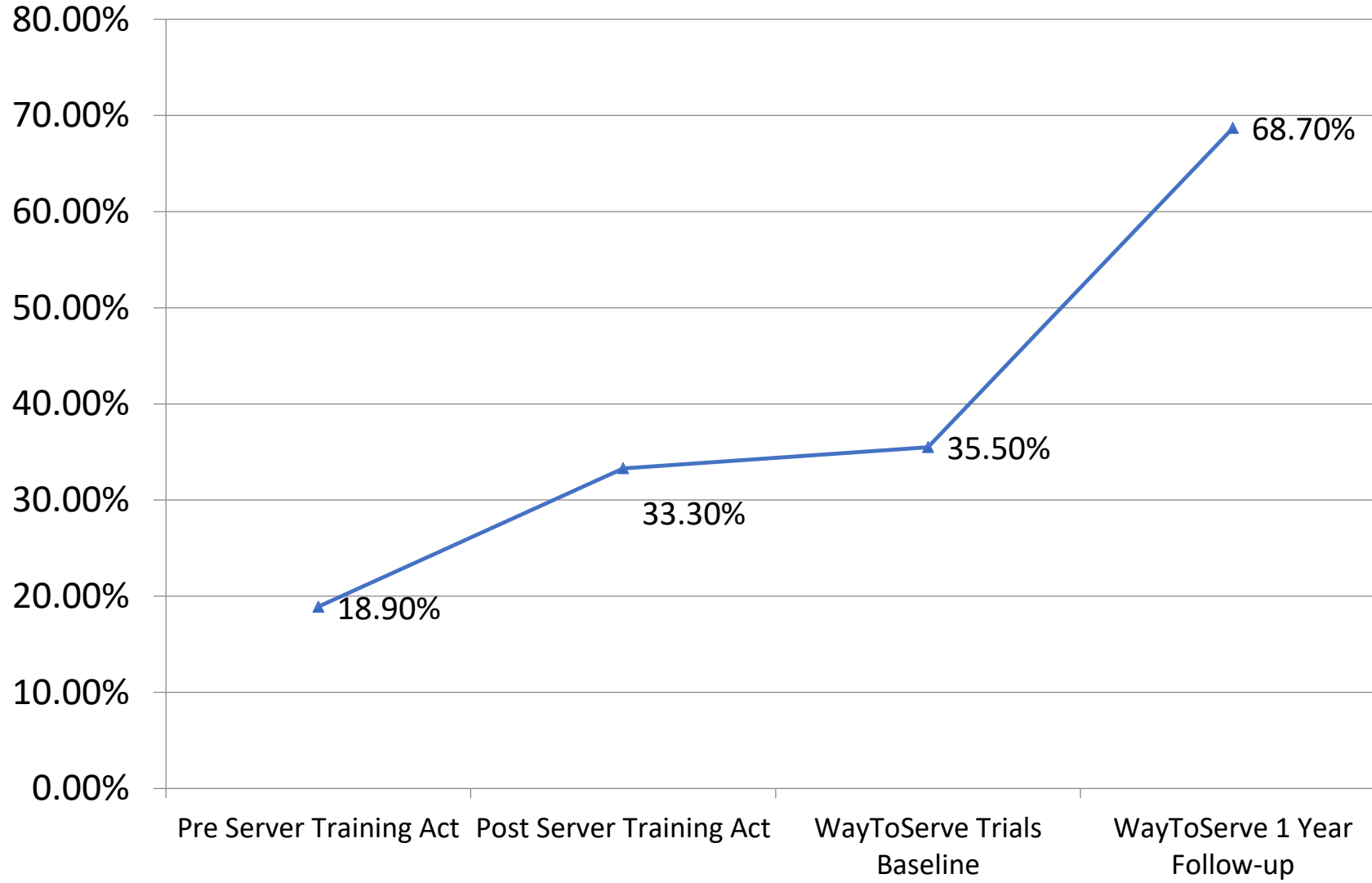
- Tougher DWI Laws
- Roadside DWI Checks
- DWI Media Campaigns – EnDWI
- Mandated Treatment for multiple offenders
- Tougher Alcohol Regulations – 3 strikes
- Ignition Interlocks
- Greater Public Awareness – MADD
- Enforcement
- DWI Czar and Inter-Agency Cooperation
- Alcohol Server Training

# CASAA and Prevention

- History of Server Training in New Mexico
- Gordon House crash as an Index Event - 1992
- Mandatory Training – 1993-1994
- NewMAST Training Curriculum: 2004
- Web-Based Server Training: WayToServe
- What *is* a pseudo-patron anyway??



# Pseudo-Patron Percent Refusals



# Alcohol in New Mexico

- WayToServe has now trained over 75,000 alcohol servers and sellers in New Mexico
- A change in the culture of drinking
- A change in the culture how alcohol is served and sold
- Stories from Pseudo-Patrons and Servers

# Summary

- New Mexico has improved its Alcohol Traffic Fatality Outcomes
- There is still progress to be made – our current progress has plateaued
- Continue to support and further strengthen effective policies, regulations, practices
- Your Questions?