

TRAFFIC SAFETY NEWS

NMDOT TRAFFIC SAFETY DIVISION

NEW MEXICO DEPARTMENT OF TRANSPORTATION [MOBILITY FOR EVERYONE]
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JUL-SEP 2022

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DO NOT
LITTER
\$300 FINE
S-30-8-10

Secure your load,
prevent roadside litter,

save lives

NMDOT **endwi**

Summer ENDWI Campaign Takes New
Approach to Promoting Safe Driving

**DISTRACTED DRIVING:
GHSA, GM RELEASE NEW
REPORT CALLING FOR A
CULTURE CHANGE**

**Don't crash
the Party.**

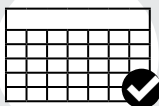
LECS: Part 2

**CHILD
PASSENGER
SAFETY
SPOTLIGHT**

**Designate a Driver In-Person
Car Seat Checks
RESUME IN
ALBUQUERQUE
AND SANTA FE**



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Articles



Calendar
of Events



Contact
and Social Media



Summer ENDWI Campaign Takes New Approach to Promoting Safe Driving

SOURCE

NMDOT unveiled its latest ENDWI campaign on Monday. The summer 2022 campaign takes a slightly different approach than in years past. It features pool parties and the reminder to get home safely, with the slogan "Don't crash the party. Designate a driver."

"This summer we're looking to liven things up, brighten things up... have a different, more positive spin on people making smart choices when they get behind the wheel," said Safety Director Jeff Barela.

The new ads will air on tv and radio and will also be promoted online and on billboards around the state. During a news conference on Monday, officials also kicked off the 100 Days and Nights of Summer campaign that encourages police to conduct checkpoints and patrols through September.

In 2019, 149 people were killed in alcohol-related crashes in New Mexico which made up 40% of total fatal crashes. That same year, 1,466 people were injured in alcohol-involved crashes. There were 10,376 DWI arrests.



DISTRACTED DRIVING: GHSA, GM RELEASE NEW REPORT CALLING FOR A CULTURE CHANGE



For more information, or to view the recommendations, visit:
<https://www.ghsa.org/resources/news-releases/GHSA/GM/Distracted-Driving-Report22>

WASHINGTON, D.C. – The Governors Highway Safety Association (GHSA) and General Motors (GM) today released a new report with a singular goal: Change the social norm around distracted driving to make it completely unacceptable so all road users get home safely. The report, which is one of the most comprehensive examinations to date of how to reduce driver distraction, examines the extent of the problem and provides more than two dozen recommendations to help State Highway Safety Offices (SHSO) and their partners combat this deadly driving behavior.

According to the National Highway Traffic Safety Administration (NHTSA), an estimated 3,142 people died in distraction-related crashes in the U.S. in 2020, the most current year for which data is available. Another estimated 400,000 people are injured each year in distracted driving crashes. However, the true numbers are likely much higher due to underreporting. The most visible form of driver distraction is the use of electronic devices, but distracted driving can take many forms, including grooming, eating and even daydreaming.



Despite the proven risks, distracted driving remains widespread on U.S. roads. A 2021 survey by AAA found that more than half of drivers (51%) admitted they text and/or email on their phone while alone in the vehicle. Multiple national and state surveys indicate that distracted driving is a top road safety concern, but observational studies find that wireless device use behind the wheel is commonplace.

“Distraction is rampant on our roads. Watch the passing cars the next time you’re waiting at a crosswalk or riding in a vehicle – odds are you’ll see someone not paying full attention to the road,” said GHSA Executive Director Jonathan Adkins. “Too many drivers are quick to point the finger at others driving distracted but refuse to look in the mirror and improve their own behavior behind the wheel. Everyone must do their part to help make distracted driving socially unacceptable or inattentive drivers will continue to kill people on U.S. roads.”

The new 50-page report, *Directing Drivers' Attention: A State Highway Safety Office Roadmap for Combating Distracted Driving*, examines data shortcomings and other obstacles impacting efforts to reduce distracted driving, and reviews SHSO initiatives and the challenges impacting those efforts. The report outlines 29 recommendations for the SHSOs that cover a wide range of factors that affect distracted driving, including state laws, data collection, education and public outreach, enforcement, infrastructure, safety funding sources, partnerships, and leadership.



In-Person Car Seat Checks **RESUME IN ALBUQUERQUE AND SANTA FE**

(800) 231-6145

*Did you know three out of four
car seats are used wrong?
Could yours be one of them?*

Find out and keep your children safer on
New Mexico roads. The New Mexico
Department of Transportation Traffic Safety Division
(NMDOT TSD) and Safer New Mexico Now are resuming in-person car seat checks. This
free educational event provides parents and caregivers instruction on the proper selection,
installation and use of their car seats from nationally certified
child passenger safety technicians.

Beginning in June, Car Seat Fitting Stations will be held in ALBUQUERQUE THE FIRST
FRIDAY OF THE MONTH FROM 9 TO 11:30 A.M. AT FIRE STATION #3, 141 GIRARD BLVD.
NE and on the SECOND FRIDAY OF THE MONTH FROM 9 TO 11:30 A.M. AT
FIRE STATION #20, 7520 CORONA AVE. NE, IN ALBUQUERQUE.

Additionally, a Car Seat Fitting station will be held on the FOURTH THURSDAY
OF THE MONTH FROM 10 A.M. TO NOON AT FIRE STATION #1,
200 MURALES ROAD IN SANTA FE.

MORE
▼



In-Person Car Seat Checks

RESUME IN ALBUQUERQUE AND SANTA FE (CONTINUED)

Technicians will spend approximately 30 minutes per seat educating parents on the proper selection, installation, and use of their car and booster seats. Parents and caregivers will also learn important information regarding common errors in car seat safety and be able to ask questions. If a technician determines a car seat to be recalled, expired, or otherwise unsafe, replacement seats will be available.

To participate in a Car Seat Fitting Station, parents and caregivers should bring their car seat, car seat manual, vehicle manual, and the child should be present if possible. Car seat checks are by appointment only, no walk-ins will be accepted. All participants are required to follow COVID-Safe protocols, including mask wearing and social distancing.

Car Seat Fitting Stations are a free public service funded by the NMDOT TSD and are available to everyone. For more information or to make an appointment, please call (800) 231-6145 or (505) 856-6143.

DID YOU KNOW 3 OUT OF 4 CAR SEATS ARE USED WRONG?

Could yours be one of them?

Make an appointment with a certified technician to have your car seat checked.

UPCOMING IN-PERSON
Car Seat Fitting Stations

BY APPOINTMENT ONLY
(800) 231-6145

THIRD THURSDAY
OF EACH MONTH

IN-PERSON
Car Seat Fitting Station
10:00 a.m. to 12:00 p.m.
Artesia Fire Department
3300 W. Main, ARTESIA

THIRD SATURDAY
OF EACH MONTH

IN-PERSON
Car Seat Fitting Station
3:00 p.m. to 5:00 p.m.
Carlsbad Police Department
602 W. Mermod St., CARLSBAD

FIRST THURSDAY
OF EACH MONTH

IN-PERSON
Car Seat Fitting Station
4:00 p.m. to 6:00 p.m.
Sisbarro Buick-GMC
425 W. Boutz Rd., LAS CRUCES

UPCOMING VIRTUAL
Car Seat Fitting Stations

BY APPOINTMENT ONLY
(800) 231-6145

FIRST AND THIRD
WEDNESDAYS OF
EACH MONTH

SECOND
SATURDAY OF
EACH MONTH





Secure your load,
prevent roadside litter,

save lives

DO NOT
LITTER
\$300 FINE
S-30-8-10

Santa Fe – The New Mexico Department of Transportation (NMDOT) recognizes June 6 as “Secure Your Load Day,” a traffic safety campaign encouraging drivers to properly secure their loads to prevent roadway litter and crashes.

“People don’t realize they are putting lives at risk when they don’t take the time to secure their cargo,” said Acting Transportation Secretary Justin Reese. “Dropping trash, or debris from your vehicle is against the law and extremely dangerous.”

According to the U.S. Department of Transportation, at 55 miles per hour, a 20-pound object that falls from a vehicle strikes with an impact of 1,000 pounds. That’s the equivalent of a 6 person hot tub or 4 full-size refrigerators falling on your windshield.

National Highway Transportation Safety Administration (NHTSA) data for 2019 showed unsecured loads and road debris contributed to 739 deaths, more than 17,000 injuries and nearly 90,000 property damage crashes.

Washington resident Robin Abel started the national ‘Secure Your Load’ movement in 2004 after an unsecured load blinded and nearly killed her daughter, who was struck by a piece of particle board that flew out of a trailer ahead of her vehicle. At that time, there were no federal or state laws making unsecured loads a crime.

New Mexico law requires drivers to secure their loads or face a \$300 fine for dropping trash or debris on state roadways.

Fallen material from vehicles makes up about half of the debris littering roads, adding to the public cost of roadside litter pick-up. In 2020, the NMDOT accrued nearly 89,000 labor hours picking up road debris at a cost of \$3.2 million.

To secure cargo in your vehicle or trailer:

Don’t overload or rely on the weight of your cargo to hold objects in place

Tie loads down with rope, netting, or straps

Cover the load with a sturdy tarp, especially when hauling loose material like branches, logs, or miscellaneous objects

Always double check to make sure your load is secure to prevent shifting

Animals should be properly secured as well



secureyourload
.com



CHILD PASSENGER SAFETY SPOTLIGHT

New Mexico CPS Technicians

Congratulations to the newest Child Passenger Safety Technicians in New Mexico! This diverse group of law enforcement officers, fire fighters, nurses and healthcare workers earned their Child Passenger Safety Technician Certifications over four days of rigorous classroom and hands-on training. Thank you for your dedication to keeping children and families safer on New Mexico roads.

LECS: Part 2

The New Mexico Department of Transportation Traffic Safety Division and Safer New Mexico Now will host part two of the Law Enforcement Coordinators' Symposium (LECS): Program Management virtually from 8:30 to 11:40 a.m. on Wednesday, August 17, 2022.

Registration is limited to representatives from New Mexico law enforcement agencies participating in ENDWI, BKLUP/CIOT, JustDrive/DNTXT, STEP, the Summer Enforcement Campaign, and any other NMDOT TSD-sponsored programs. LECS Part Two Program Management also provides law enforcement representatives the opportunity to obtain current program information, legal updates, and the newest trends in traffic safety.

If you have any questions concerning registration, please contact Eileen Rios, Law Enforcement Program Coordinator at elrios@safernm.org or (505) 471-2239. The deadline to register is Friday, August 12, 2022.

VIRTUAL
LAW ENFORCEMENT COORDINATORS'
SYMPOSIUM: PART 2

PROGRAM MANAGEMENT

AUG 17, 2022
8:30-11:40 AM

NMDOT TRAFFIC SAFETY DIVISION
AND SAFER NEW MEXICO NOW

PART 2:
TOPICS

Officer Engagement

New Mexico Crash Data

Administrative Update

New Coordinator Orientation

[▶ CLICK TO REGISTER](#)



Calendar of Events

Click for **CURRENT Event List**
Due to ongoing updates, please click here for the most current list.

All participants are required to follow COVID-Safe protocols.

JUL

July 6	Virtual Car Seat Checks
July 7	Car Seat Fitting Station, Las Cruces, NM
July 9	Virtual Car Seat Checks
July 12-15	National Child Passenger Safety Technician Training, Santa Fe, NM
July 15	Selective Traffic Enforcement Program Training, Española, NM
July 16	Car Seat Fitting Station, Carlsbad, NM
July 20	Virtual Car Seat Checks
July 21	Car Seat Fitting Station, Artesia, NM
July 21	NMDOT Commission Meeting, Las Vegas, NM
July 22	DWI Checkpoint Operation Training, Rio Rancho, NM

AUG

August 3	Virtual Car Seat Checks
August 4	Car Seat Fitting Station, Las Cruces, NM
August 13	Virtual Car Seat Checks
August 17	Virtual Car Seat Checks
August 18	Car Seat Fitting Station, Artesia, NM
August 18	NMDOT Commission Meeting, Farmington, NM
August 19	Selective Traffic Enforcement Program Training, Rio Rancho, NM
August 20	Car Seat Fitting Station, Carlsbad, NM

SEP

September 9	DWI Checkpoint Operation Training, Las Cruces, NM
September 15	NMDOT Commission Meeting, Acoma, NM
September 16	Selective Traffic Enforcement Program Training, Hobbs, NM
September 19-25	Child Passenger Safety Week
September 24	National Seat Check Saturday (Statewide Car Seat Inspection Clinics)

UPCOMING IN-PERSON Law Enforcement Training Courses

Law
Enforcement

Click to Register	FRIDAY JUL 15	Selective Traffic Enforcement Program Training, ESPANOLA	Click to Register	FRIDAY JUL 22	DWI Checkpoint Operation Training, RIO RANCHO
Click to Register	FRIDAY AUG 19	Selective Traffic Enforcement Program Training, RIO RANCHO	Click to Register	FRIDAY SEP 16	Selective Traffic Enforcement Program Training, HOBBS

UPCOMING IN-PERSON Car Seat Fitting Stations

BY APPOINTMENT ONLY
(800) 231-6145

Child
Passenger
Safety

THIRD THURSDAY OF EACH MONTH	THIRD SATURDAY OF EACH MONTH	FIRST THURSDAY OF EACH MONTH
IN-PERSON Car Seat Fitting Station 10:00 a.m. to 12:00 p.m. Artesia Fire Department 3300 W. Main, ARTESIA	IN-PERSON Car Seat Fitting Station 3:00 p.m. to 5:00 p.m. Carlsbad Police Department 602 W. Mermod St., CARLSBAD	IN-PERSON Car Seat Fitting Station 4:00 p.m. to 6:00 p.m. Sisbarro Buick-GMC 425 W. Boutz Rd., LAS CRUCES

UPCOMING VIRTUAL Car Seat Fitting Stations

BY APPOINTMENT ONLY
(800) 231-6145

FIRST AND THIRD
WEDNESDAYS OF
EACH MONTH

SECOND
SATURDAY OF
EACH MONTH



Content and Design by the Safer New Mexico Now Team

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New Mexico Department of Transportation



505
827-0427



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