

NEW MEXICO DEPARTMENT OF
TRANSPORTATION
MOBILITY FOR EVERYONE

TRAFFIC SAFETY NEWS

NMDOT TRAFFIC SAFETY DIVISION

NEW MEXICO DEPARTMENT OF TRANSPORTATION [MOBILITY FOR EVERYONE]
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JUL-SEP 2019

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NMDOT Unveils New ENDWI Campaign

SOURCE: MARISA MAEZ, COMMUNICATIONS
DIRECTOR, NMDOT



The New Mexico Department of Transportation (NMDOT) continues to work tirelessly to stop drunk driving. NMDOT's ENDWI campaign was created in

2012 to help reduce the number of drunk driving-related crashes and fatalities by promoting designated drivers, safe rides and responsible consumption with the goal of ending drunk driving in New Mexico.

According to NMDOT's Traffic Safety Division, in 2018, 113 people were killed in alcohol-related crashes in New Mexico. While this is a 23 percent reduction in alcohol involved fatalities compared to 2017, there is still a lot of work to do.

NMDOT is releasing a new, summer ENDWI campaign focusing on emulating generational behaviors. The commercial spots are called "Like Father, Like Son." According to the latest finding from a 2017 Youth Risk and Resiliency Survey, New Mexico teens are at a greater risk of drinking and driving compared to the rest of the United States.

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APD Partners with mifold to Provide Safe Travel for Children

The Albuquerque Police Department (APD) recently partnered with mifold, a national Child Safety Seat manufacturer to provide compact, portable booster seats, and training sessions on how to properly use them, to Police Service Aids (PSAs) and APD officers trained as Child Passenger Safety Technicians.



APD purchased 70 mifold units, and Matt Dawes, mifold's Vice President of Global Sales traveled to the State to conduct three two-hour training sessions for more than 40 PSAs and officers. Commander Donovan Rivera is credited with the partnership after meeting Mr. Dawes at this year's annual Buckle Up New Mexico Recertification Training held in March.

"APD takes Child Passenger Safety seriously," said Commander Rivera.

"Unfortunately, officers or PSAs have to transport children to various locations for interviews or to access services.

There is frequently no room in police vehicles to keep child safety seats on hand. But these compact booster seats fit almost anywhere and help reduce the liability for the police department. Most importantly using these seats increase the safety of the precious cargo."

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New Mexico Law Enforcement Coordinators' Symposium

More than 162 New Mexico law enforcement personnel from 79 agencies statewide, gathered along with numerous exhibitors and sponsors, for the Law Enforcement Coordinators' Symposium (LECS) held May 8-9, 2019 at the Sandia Resort in Albuquerque. The annual event is hosted by the New Mexico Department of Transportation Traffic Safety Division (NMDOT TSD) and Safer New Mexico Now (Safer), a nonprofit organization that leads effective efforts to advance traffic safety by coordinating innovative traffic safety programs, and maintaining meaningful partnerships with law enforcement agencies, healthcare providers, injury prevention specialists, advocates, educators, and families.

The symposium featured local and national speakers presenting on a variety of topics, including how the legalization of marijuana in neighboring states affects traffic safety, influencing traffic safety through criminal highway enforcement, drugged driving challenges and solutions, strategic verbal de-escalation skills for traffic officers, a legal update, and how law enforcement agencies can recruit and retain the resources to adequately staff their departments.

The keynote address was presented by retired Lieutenant Brian Murphy of the Oak Creek Police Department (WI) and BAM Training. Lieutenant Murphy was the first officer on the scene on August 5, 2012, after 40-year-old Wade Michael Page fatally shot six people and wounded four others at a Sikh temple in Oak Creek, Wisconsin. Lieutenant Murphy provided a dynamic, powerful, and emotional presentation focused on successfully dealing with inevitable and unpredictable obstacles in the line of duty and in life. Lieutenant Murphy received a standing ovation for his presentation.

During the symposium, the NMDOT TSD presented awards to numerous agencies that, through hard work and dedication, have made an impact in their community by reducing traffic related deaths and injuries on New Mexico Highways. Awards were presented to the New Mexico State Police, The Los Lunas Police Department, and the Cibola County Sheriff's Office. Additionally the Roosevelt County Sheriff's Office received an Agency Recognition Award and an Intoxilyzer breathalyzer for their commitment to enhanced enforcement efforts to advance the ENDWI Program.

Additionally, New Mexico Department of Transportation Cabinet Secretary Michael Sandoval presented the Jim R. Allison Exemplary Leadership Award to Chief Rodney Paris of the Logan Police Department. This award honors a member of the traffic safety community who has exhibited exemplary and profound leadership, inspired significant change in the community, who has created and set standards of excellence and fostered an atmosphere of trust and respect. Cabinet Secretary Sandoval praised Chief Paris for remaining a visible leader in his community, prioritizing the wellbeing and safety of his community members, and his leadership in law enforcement.



“The commitment to this campaign has proven to be effective in keeping New Mexico drivers and passengers more accountable and aware of their actions.”

NMDOT CABINET
SECRETARY MIKE
SANDOVAL

100 Days and Nights of Summer Promotes Safe, Sober, Responsible Driving

SOURCE: MARISA MAEZ, COMMUNICATIONS DIRECTOR, NMDOT

According to the New Mexico Department of Transportation's Traffic Safety Division, more DWI arrests and traffic violations occur during the summer months. The 100 Days and Nights of Summer campaign began 10 years ago in an effort to reduce drunk and reckless driving during a 100 day span. Beginning June 23rd through September 30th, NMDOT in partnership with state and local law enforcement will commence their annual, aggressive action plan surrounding the 4th of July and Labor Day holidays.

In 2018, 100 Days and Nights of Summer resulted in more than 5,000 speeding tickets, 26 DWI arrests and number of other traffic violations listed below.

- 5,226 speeding tickets
- 1,445 uninsured motorist citations
- 707 seat belt or child restraint citations
- 283 suspended or revoked license citations
- 314 cell phone citations
- 85 texting citations
- 12 reckless driving citations
- 26 DWI arrests; 31 drug arrests
- 135 misdemeanor arrests
- 21 felony arrests
- 26 fugitives apprehended
- 3,747 other traffic violations
- Only cross at designated crosswalks
- Wear bright and/or reflective clothing
- Walk in groups

For more information [CLICK HERE](#)

Mark Your Calendars for National Seat Check Saturday

In conjunction with National Child Passenger Safety Week, the New Mexico Department of Transportation Traffic Safety Division and Safer New Mexico Now will host Car Seat Inspection Clinics from 10 a.m. to noon, Saturday, September 21, 2019 at various locations throughout the State.

“Three out of four car seats are installed and used incorrectly,” said Michael Sandoval, NMDOT Cabinet Secretary. “Through these clinics, parents and caregivers are given the opportunity to play a hands-on role in the safety of their children. Our goal is to ensure children – and all vehicle occupants – are properly buckled and leave safer than when they arrived. Just a few minutes can help save your child’s life.”

According to the National Highway Traffic Safety Administration, motor vehicle-related injuries remain a leading cause of death for children ages 15 and younger. Properly using child safety seats decreases the risk of death by an estimated 71 percent for rear-facing infants and 54 percent for older, forward-facing

children. Additionally, belt-positioning booster seats reduce the likelihood of significant injury for 4 to 8 year-old children over the use of seat belts alone.

At the statewide event, parents and caregivers will spend approximately 30 minutes per seat working one-on-one with a certified child passenger safety technician. During each seat check, technicians will provide education about the proper selection, installation, and use of child safety seats. To ensure the best possible fit, parents and caregivers should bring their car seat, and if possible, the child.

The clinics are a public service funded by the NMDOT TSD and are available to everyone. There is no charge for the service, however a seat replacement fee may apply. For more information, or to find the nearest clinic to you, visit www.SaferNM.org or call (800) 231-6145.



NMDOT Unveils New ENDWI Campaign

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NM high school students were more likely to initiate alcohol use before age 13 than US students (20.7 percent vs. 15 percent)

NM high school students were more likely to report they rode in car with a drunk driver than US students (20.4 percent vs. 16.5 percent)

“By reaching out, being proactive and spreading the message, I firmly believe we will see a continued decrease in the rates of alcohol-involved crashes, injuries and deaths,” Gov. Michelle Lujan Grisham said. “I ask all New Mexicans to look out for one another, look out for family members and friends, even strangers - encourage alternative means of transportation and make sure your loved ones don’t endanger themselves and others on the road.”

“We can’t do this alone,” said NMDOT Cabinet Secretary Mike Sandoval. “Law enforcement and DWI prevention teams are essential in the collective mission to ENDWI, but the key is to reach every current and future driver and instill responsible behavior.”

Belt Reminders Can be Just as Effective as Interlocks

SOURCE:
[HTTPS://WWW.IIHS.ORG/
API/DATASTORE
DOCUMENT/STATUS-
REPORT/PDF/54/3](https://www.iihs.org/API/DATASTORE/DOCUMENT/STATUS-REPORT/PDF/54/3)

Persistent audible belt reminders are no less effective at promoting belt use than interlocks, which drivers often circumvent, and may raise fewer concerns for drivers, new IIHS research suggests.

Encouraging belt use through this technology is a simple intervention that would help move the U.S. closer to the goal of zero fatalities. The researchers found that persistent reminders could save nearly 1,500 lives a year if all vehicles were equipped with them.

IIHS researchers conducted two studies that build off earlier research about the best ways to close the remaining belt use gaps. Seat belts reduce the risk of death among front-row occupants in crashes by 45 percent. About 90 percent of drivers and front passengers use seat belts, but nearly half of front-seat occupants killed in crashes weren’t belted.

In the first of the new studies, 49 part-time belt users who had recently received a seat belt citation drove two vehicles with different seat-belt reminders or a speed-limiting interlock for one week each. The data were combined with data from an earlier study, also involving part-time belt users with recent citations that compared a gear-shift interlock with an audible belt reminder from Chevrolet consisting of three seven-second periods of chiming, a minute or more apart (see Status Report, Nov. 21, 2017)

In the latest round of data collection, some participants first drove a Chevrolet with the same fairly minimal belt reminder as used in the first study. They then drove either a BMW with a 100-second audible reminder or a Subaru with an audible reminder that lasted indefinitely, until the person buckled. A third group drove BMWs with the 100-second reminder first and then a BMW equipped with a prototype speed-limiting interlock. This interlock restricted vehicle speed to 15 mph if either the driver or front passenger was unbelted.

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Due to ongoing updates to the calendar of events, please **CLICK HERE** or visit www.safernm.org for the most current list.

UPCOMING Events

July

- 100 Days and Nights of Summer,
JUN 23-SEP 30
- 1-8 Mini Superblitz: ENDWI and BKLUP
- 8-19 Traffic Crash Reconstruction Training –
ALBUQUERQUE
- 12 DWI Checkpoint Operation Training –
LAS CRUCES
- 13 Child Safety Seat Clinic: GRANTS
12:00 p.m. to 3:00 p.m., Cibola General
Hospital, 1016 E. Roosevelt
- 19-30 At-Scene Traffic Crash Investigation
Training – ALBUQUERQUE
- 20 Child Safety Seat Clinic – LAS CRUCES
9:00 a.m. to 11:00 a.m.,
Farm Bureau Financial Services
2220 North Telshor Blvd.

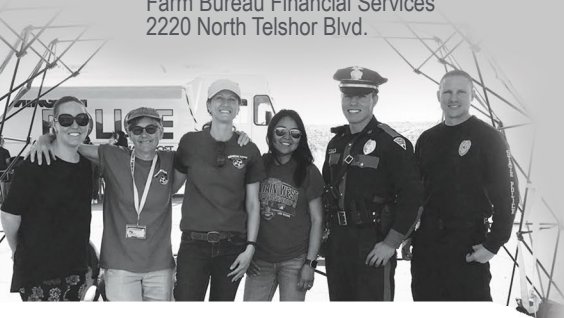
August

- 100 Days and Nights of Summer,
JUN 23-SEP 30
- 6 National Night Out
- 8 Law Enforcement Executive
Committee Meeting –
ALBUQUERQUE
- 15-16 Child Passenger Safety Instructor
and Senior Tech Annual Meeting:
ALBUQUERQUE
- 15 Transportation Commission
Meeting – RUIDOSO
- Aug 16-
Sep 2 Superblitz: ENDWI and BKLUP
National DWI Crackdown – Drive
Sober or Get Pulled Over
- 17 Child Safety Seat Clinic –
ALBUQUERQUE
10:00 a.m. to 12:00 p.m.,
Mercedes Benz
8900 Pan American Frwy NE
- 21-24 Kidz in Motion Conference,
ORLANDO, FL
- 23 Child Passenger Safety Renewal
Course: RIO RANCHO

- 24 Child Safety Seat Clinic - RIO RANCHO
Casey's Clinic

September

- National Baby Safety Awareness Month
- 100 Days and Nights of Summer,
JUN 23-SEP 30
- Aug 16 Superblitz: ENDWI and BKLUP
- Sep 2 National DWI Crackdown – Drive Sober
or Get Pulled Over
- 1-7 National Childhood Injury Prevention Week
- 15-21 National Child Passenger Safety Week
- 16-27 Advanced Traffic Crash Investigation
Training – ALBUQUERQUE
- 19 Transportation Commission
Meeting – MILAN
- 21 National Seat Check Saturday
Statewide Child Safety Seat Clinics
[LOCATIONS TO BE ANNOUNCED](#)
- 25-27 Radar/LIDAR Instructor Training –
Location TBD



Say Hello to Your Neighbors and Goodbye to Crime

The city of Albuquerque and cities throughout the State will be hosting National Night Out events in a neighborhood near you on August 6, 2019. Held annually on the first Tuesday of August, neighbors gather to host block parties, festivals, parades, cookouts, and various other community events with one goal in mind – fighting back against crime.

National Night Out is a national community-building campaign that promotes police-community partnerships. During National Night Out events, neighbors come together to socialize, meet new neighbors, and join fellow citizens in your community to fight against crime. Often organized by neighborhood watch groups, local law enforcement personnel, and often city officials, visit with community members to better understand needs of the community, heighten crime and drug prevention awareness, and generate support for, and participation in, local anti-crime efforts.

Currently there are 23 cities hosting events throughout the State. If there's not an event near you – this is your opportunity to organize one! Contact your local law enforcement office or visit, www.nno.org for more information.

APD Partners with mifold to Provide Safe Travel for Children

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mifold manufactures small, portable booster seats that are 10 times smaller than regular booster seats but meets or exceeds regulatory standards for booster seats. “mifold would like to thank Commander Rivera and APD for taking a day to train PSAs and officers on how to use mifold. They now have a way to safely transport children during occasions when a child restraint is required,” said Mr. Dawes.



Fitting Stations offer child safety seat inspection appointments during regular hours of operation at nine permanent New Mexico locations.

Alamogordo Third Saturday of each month	(505) 439-4300	Albuquerque: Central First Friday of each month	(505) 272-6024	Las Cruces First Wednesday of each month	(800) 231-6145
Albuquerque: NE 2nd Friday of each month	(505) 856-6143	Artesia Third Saturday of each month	(800) 231-6145	Rio Rancho First Friday of each month	(800) 231-6145
Albuquerque: SW Third Thursday of each month	(505) 856-6143	Farmington Third Saturday of each month	(800) 231-6145	Santa Fe 2nd and 4th Fridays of each month	(505) 471-3965 (800) 231-6145



Frank W. Yates Jr. Family Foundation Donates \$5,000 to Safer New Mexico Now

The Frank W. Yates Jr. Family Foundation recently donated \$5,000 to Safer New Mexico Now to continue to raise awareness of the proper selection and use of car seats. The donation was made in memory of 7-year-old Cy Palmer of Artesia, who tragically lost his life as the result of a motor vehicle crash when the car he was in was broadsided by a truck on Highway 285. While he was wearing his seat belt, he was not using a booster seat, which ensures the seat belt fits correctly and the passenger is properly restrained in the event of a crash.

The National Highway Traffic Safety Administration reports that using child safety seats decreases the risk of death by an estimated 71% for infants and 54% for older children. When a car, truck, or van suddenly stops in a crash, everyone and everything inside keeps moving. Child safety seats and seat belts help manage that energy so our bodies don't need to. New Mexico state law states that all occupants *must* be properly restrained in all seating positions. For each child riding in your vehicle, be sure you are using the correct child

safety seat. Any restraint device must meet federal standards and must be appropriate for the age and size of the child. The Frank W. Yates Jr. Family Foundation is a nonprofit organization serving the citizens of Artesia. All funds donated will be utilized to support child passenger safety programs. Starting this year, a car seat inspection clinic in Artesia will be held annually in October to honor Cy's birthday.



Belt Reminders Can be Just as Effective as Interlocks

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Comparing belt use with these four different technologies, the researchers found that the speed-limiting interlock, the indefinite reminder from Subaru and the 100-second constant reminder from BMW all increased belt use by 30-34 percent compared with the intermittent reminder from Chevrolet. The gear-shift interlock increased belt use 16 percent relative to the intermittent reminder.

Increasing belt use by 34 percent in all vehicles on U.S. roads would save 1,489 lives each year, the researchers calculated. "We expected the interlocks to be more effective than any type of belt reminder, but that didn't turn out to be the case," says HLDI Senior Research Scientist David Kidd, the study's lead author. "Many people simply forget to buckle up, so a persistent reminder works well for them. For those who are really averse to using the seat belt, an interlock doesn't always help because they can find a way to get around it, for example by buckling the belt behind their back or sitting on top of it."

In a complementary study, some participants were invited back to give their opinions about three different reminder systems and three different interlock systems after experiencing each during a short drive. Based on their experience, participants felt the interlocks were more effective for increasing belt use.

Surprisingly, when asked how acceptable each technology would be to them in their personal vehicle, interlocks were no less acceptable than belt reminders.

Interlocks were previously so hated that Congress passed a law banning them in the 1970s. That was after the National Highway Traffic Safety Administration required them on all vehicles without airbags. The law also limited how persistent seat belt reminders could be.

A 2012 highway reauthorization law relaxed these restrictions. Now NHTSA can permit automakers to equip vehicles with belt interlocks as an alternative means to comply with a federal safety standard. The agency also can require belt reminders with auditory warnings that last longer than the prior eight-second limit.

"Attitudes toward belt interlocks seem to have softened as the culture surrounding seat belts has evolved," Kidd says. "However, participants in the study raised safety concerns about interlocks that were not expressed for reminders."

The main concerns people voiced were that interlocks could prevent someone from operating a vehicle in an emergency or that limited vehicle function could increase crash risk. Some of these concerns are well-founded. In survey responses from the two-week on-road study, two participants described how the speed-limiting interlock suddenly slowed the vehicle because groceries or other objects were mistaken for an unbelted front-seat passenger. Another two participants felt that a sudden slowdown caused by the speed-limiting interlock almost resulted in a crash.

For copies of "The effects of persistent audible seat belt reminders and a speed-limiting interlock on the seat belt use of drivers who do not always use a seat belt" and "Consumer acceptance of enhanced seat belt reminders, a gearshift interlock, or different speed-limiting interlocks to encourage seat belt use following a brief hands-on experience," both by D.G. Kidd and J. Singer, email StatusReport@ihs.org

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