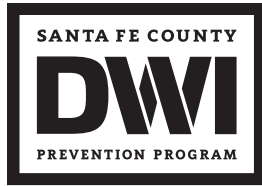


SANTA FE COUNTY

DWI

PREVENTION PROGRAM





YOU CAN'T OUTRUN DWI.

Don't get shackled by a DWI.

Even the fastest roadrunner can't outrun shackles—neither can you.

Choose a safe ride home.



YOU CAN'T OUTFLY

DON'T GET SHACKLED BY A DWI.

Even the fastest roadrunner can't outrun shackles—neither can you. Choose a safe ride home.



TAKE A RIDE ON US



COMMUNITY SERVICES DEPARTMENT



T-shirts



Cocktail Napkins



Coasters



TAKE A RIDE ON US





SANTA FE COUNTY
DWI
PREVENTION PROGRAM

TAKE
A RIDE
ON US

Don't get shackled by
a DWI. Choose a
safe ride home.

YOU CAN'T OUTFIGHT D.W.I.

Stickers



ROADRUNNER CAMPAIGN | MATERIALS



Bottle Opener



Air Freshener



Takeout Bag



Hoodie



Patch



Hats





DWI MEDIA OUTLETS

FISCAL YEAR 2023-2024

SOCIAL MEDIA

- Facebook
- Instagram

PRINT

- Santa Fe New Mexican
- Run of Newspaper ads - 3c x 10" color
- Craft Wrap full color
- Digital e-newsletters

DIGITAL/VIDEO

- Over-The-Top/
Connected TV:
video ads on television
via national applications
(Hulu, Tubi, Peacock,
PlutoTV, etc.)
- Digital Display:
banner ads appearing
on top websites/
applications

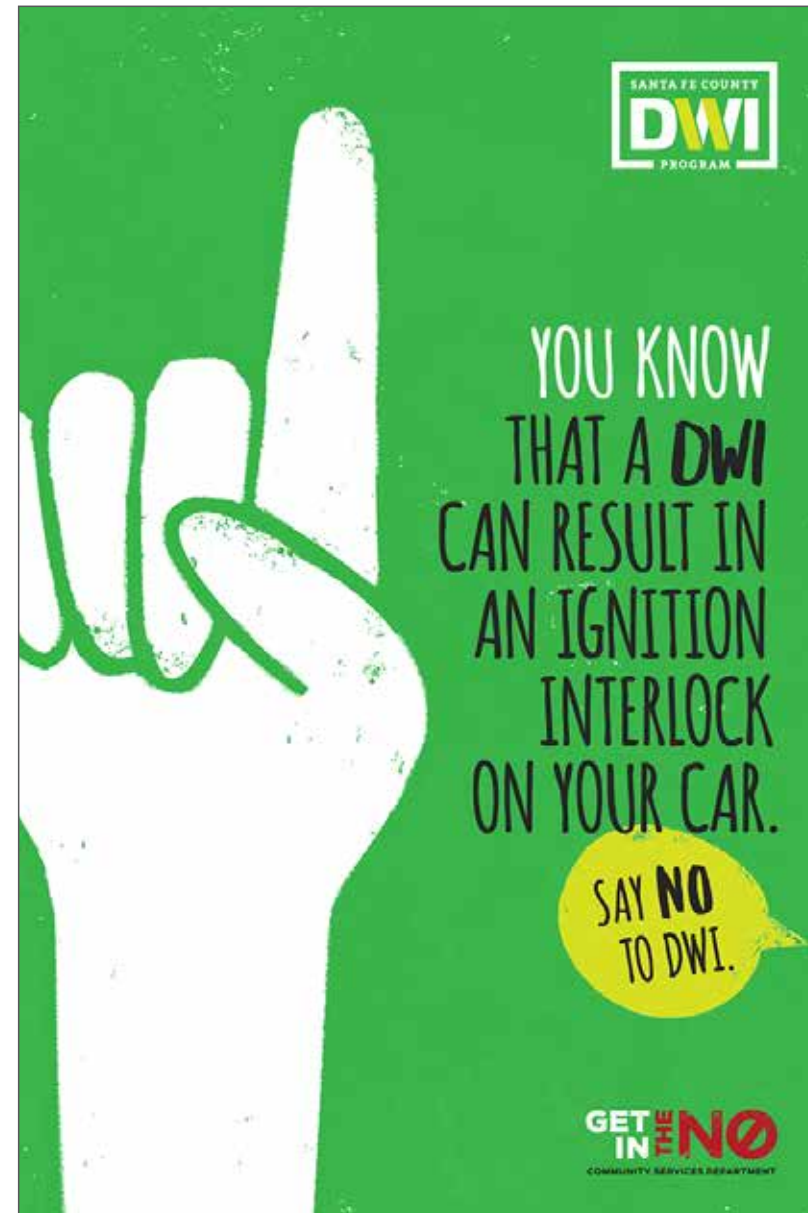
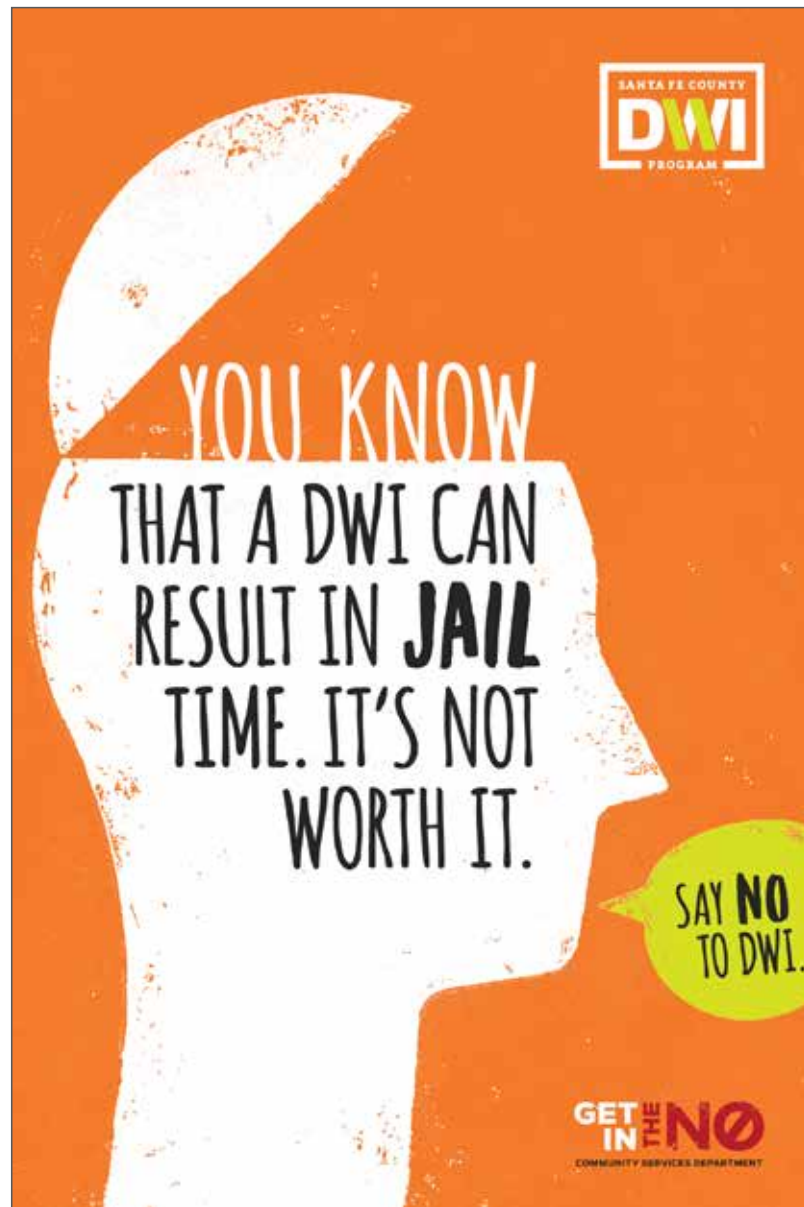
OUT-OF-HOME

- Bus Wrap
- Bathroom/
Indoor signage

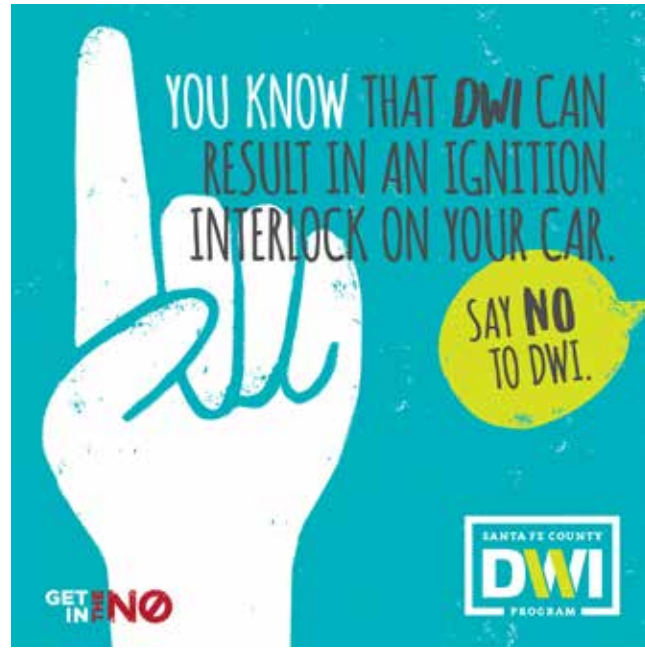
YOU KNOW
YOU SHOULDN'T
DRIVE **AFTER**
DRINKING.



SAY NO
TO DWI.



Digital Johnny Boards



Social Media Images



Video



SANTA FE COUNTY
DWI
PROGRAM

YOU KNOW
THAT GETTING
ARRESTED FOR
DRINKING & DRIVING
DOESN'T MAKE FOR
HAPPY HOLIDAYS.

SAY NO
TO DWI.

GET IN THE NO
COMMUNITY SERVICES DEPARTMENT

SANTA FE COUNTY
DWI
PROGRAM

YOU KNOW
CELEBRATING THE
BIG GAME WON'T
BE **SUPER** IF YOU
GET ARRESTED
FOR A DWI.

DON'T
DRINK AND
DRIVE.

GET IN THE NO
COMMUNITY SERVICES DEPARTMENT

SANTA FE COUNTY
DWI
PROGRAM

YOU KNOW HOW TO BE
SMART AND LUCKY ON
ST. PATRICK'S DAY?
IF YOU DRINK,
DON'T DRIVE.

DON'T
DRINK AND
DRIVE.

GET IN THE NO
COMMUNITY SERVICES DEPARTMENT

DWIny?



This Memorial Day weekend,
remember: if you've been drinking,
driving can land you in jail.

DWWhy?

It's not worth the risk.
Just get a ride home.



COMMUNITY SERVICES DEPARTMENT

INJURY, DEATH,
JAIL TIME, FINES,
REVOKED LICENSE,
IGNITION INTERLOCK,
RANDOM DRUG AND
ALCOHOL TESTING,
DWI SCHOOL,
MANDATORY
TREATMENT,
COMMUNITY SERVICE,
EMBARRASSMENT

Remember, the
consequences of a
DWI are severe.

Why not plan for a
safe ride home?

Nationwide, over the
2021 Memorial Day
Weekend, the amount
of fatalities involving
alcohol jumped to

40%

DID YOU KNOW?

In New Mexico, you can be
convicted of DWI even if the
breath or blood test is below
the legal limit if it is proven
that your ability to drive was
impaired to the slightest
degree by drugs or alcohol.

It's just not worth it.

Use DWI offenders
outstanding warrants
as arrest. They have
to comply with court
mandates. If you
information about the
of these people
ACT CRIMESTOPPERS
5-5050.



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COMMUNITY SERVICES DEPARTMENT

Graduation is a time of celebration and new
beginnings. Remember to celebrate responsibly
and never drink and drive.

DWWhy?

Plan ahead, designate a driver, or use a
ride-sharing service to ensure everyone's safety.
Your future is too bright to risk with one bad decision.

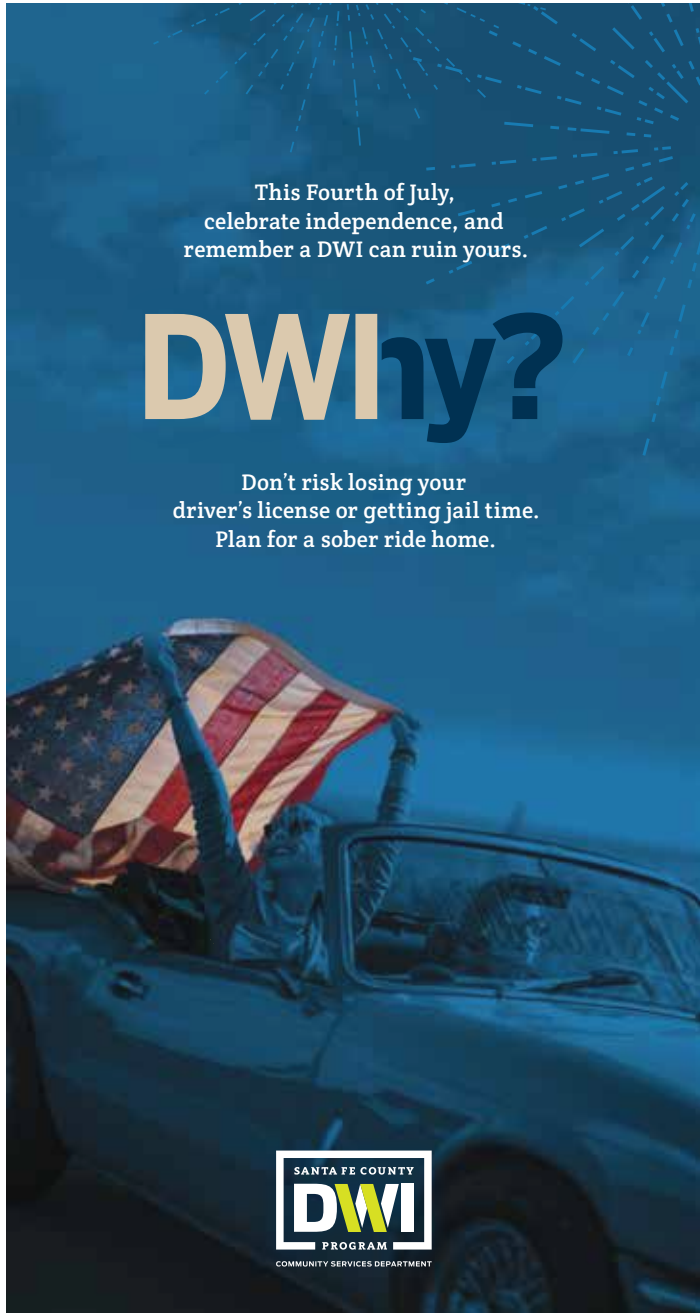


COMMUNITY SERVICES DEPARTMENT

This Fourth of July,
celebrate independence, and
remember a DWI can ruin yours.

DWWhy?

Don't risk losing your
driver's license or getting jail time.
Plan for a sober ride home.



SANTA FE COUNTY
DWI
PROGRAM
COMMUNITY SERVICES DEPARTMENT

Print Advertising



TIP:
Even if you've had only one drink, let someone
who hasn't been drinking take you home.

**A SOBER DRIVER IS ONE WHO
DOES NOT DRINK AT ALL –
not the one who's had the least to drink.**

From 2017 to 2021, there
were **1,460 drivers killed** in
motor vehicle traffic crashes
over the Fourth of July
holiday period.

38%

of the drivers killed
were drunk.

DID YOU KNOW?
Even a blood alcohol
concentration of .02
can affect someone's
ability to perform two
tasks at one time – and
that affects your ability
to drive safely.

These DWI offenders
have outstanding warrants
for their arrest. They have
failed to comply with court
ordered mandates. If you
have information about the
location of these people
contact CRIMESTOPPERS
at 955-5050.

SANTA FE COUNTY
DWI
PROGRAM

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COLLEEN
MORRISON
FERMIN

SHARON M.
GARNICO

JOSUAR
SILVA

JOSEPH
DUBAN

JOSE
VEGA-LUNA

JOHN LEE
HARLEY

ENRIQUE
SOLIS



It's summer!
 Barbeques,
 picnics, and
 outdoor events.
 Remember: if
 your celebration
 includes alcohol,
 plan ahead for a
 sober ride home.

DWhy?

20% Alcohol sales and consumption spike during the summer months, with beer sales alone increasing by nearly 20%.*

SANTA FE COUNTY
DWI
 PROGRAM

Take
 a ride
 on us.

COMMUNITY SERVICES DEPARTMENT

*Source: National Institute on Alcohol Abuse and Alcoholism

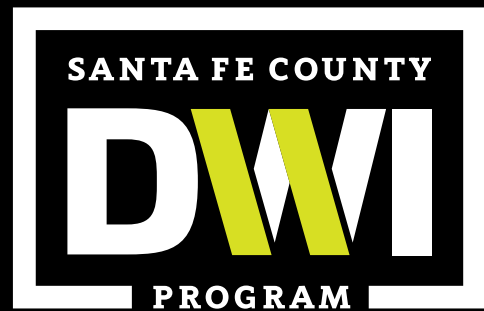
Print Advertising

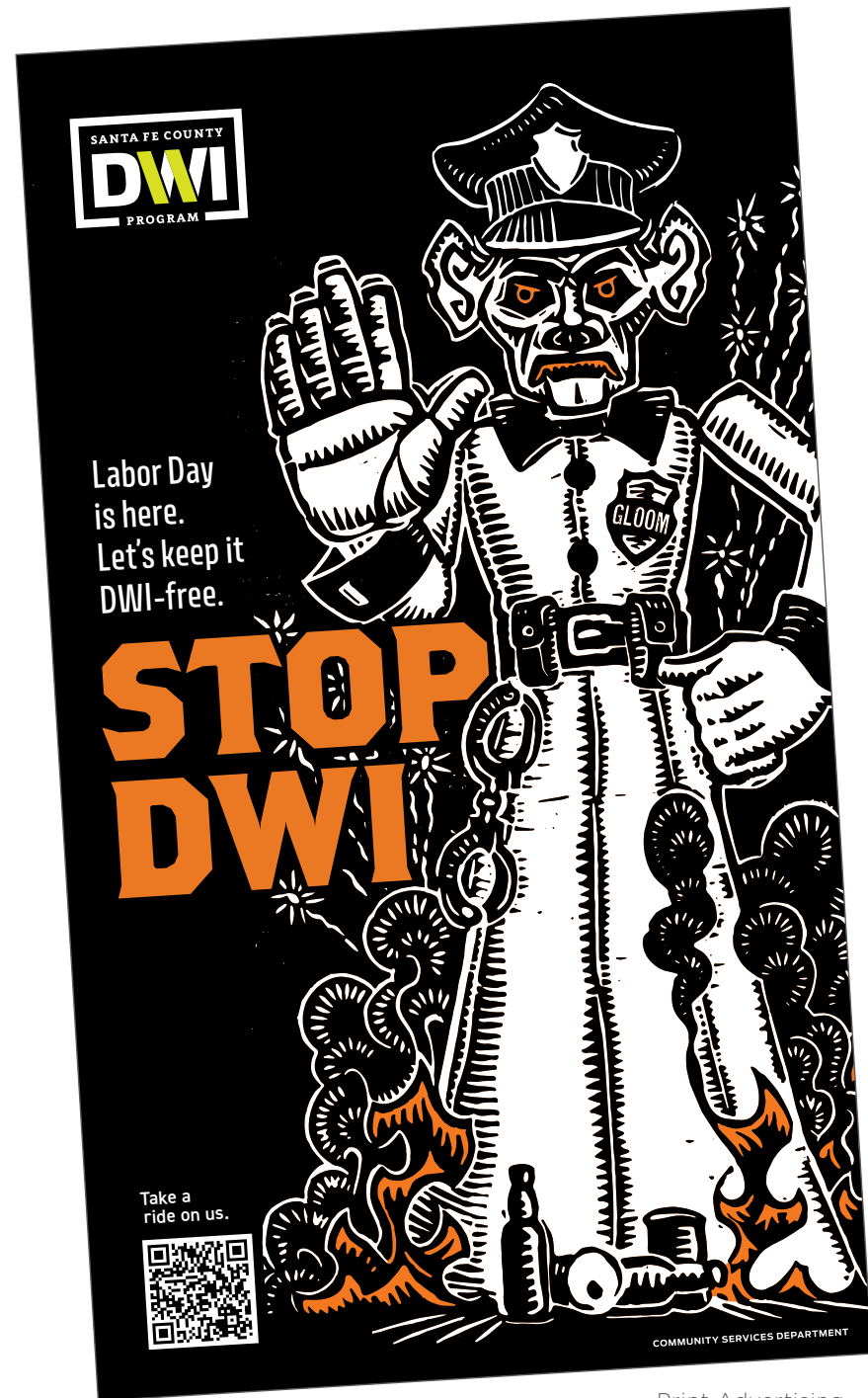
DWhy? Get a ride home. SANTA FE COUNTY DWI PROGRAM

DWhy? Don't risk your future. SANTA FE COUNTY DWI PROGRAM

Digital Advertising

STOP DWI

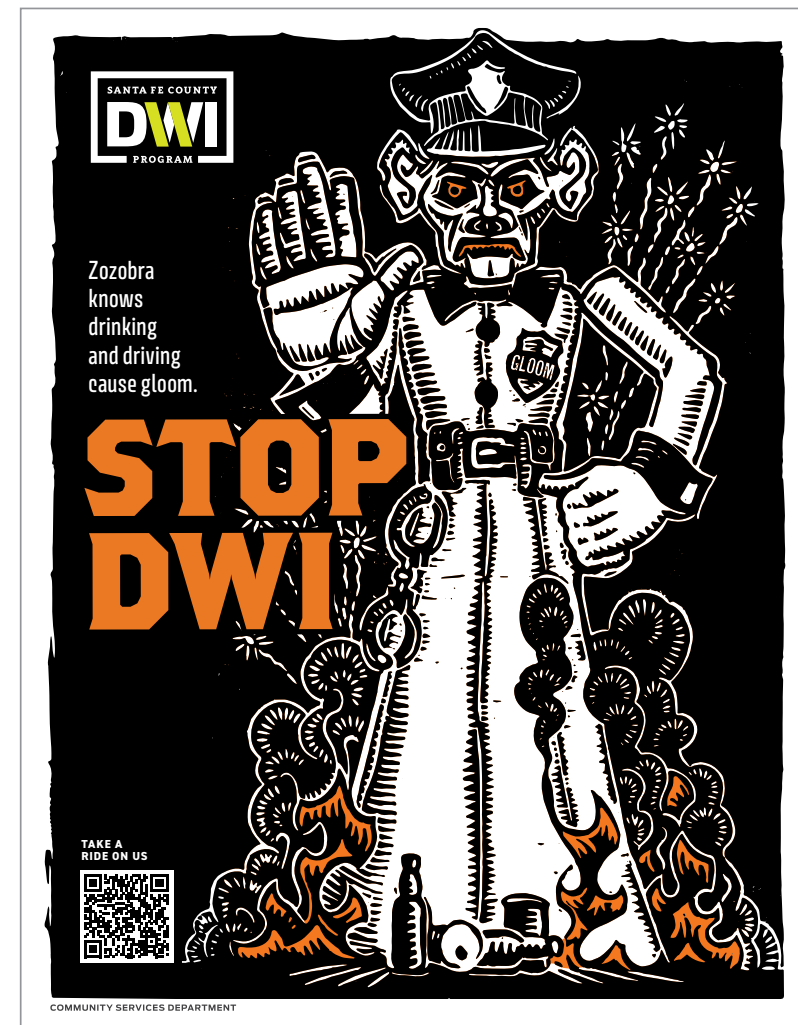




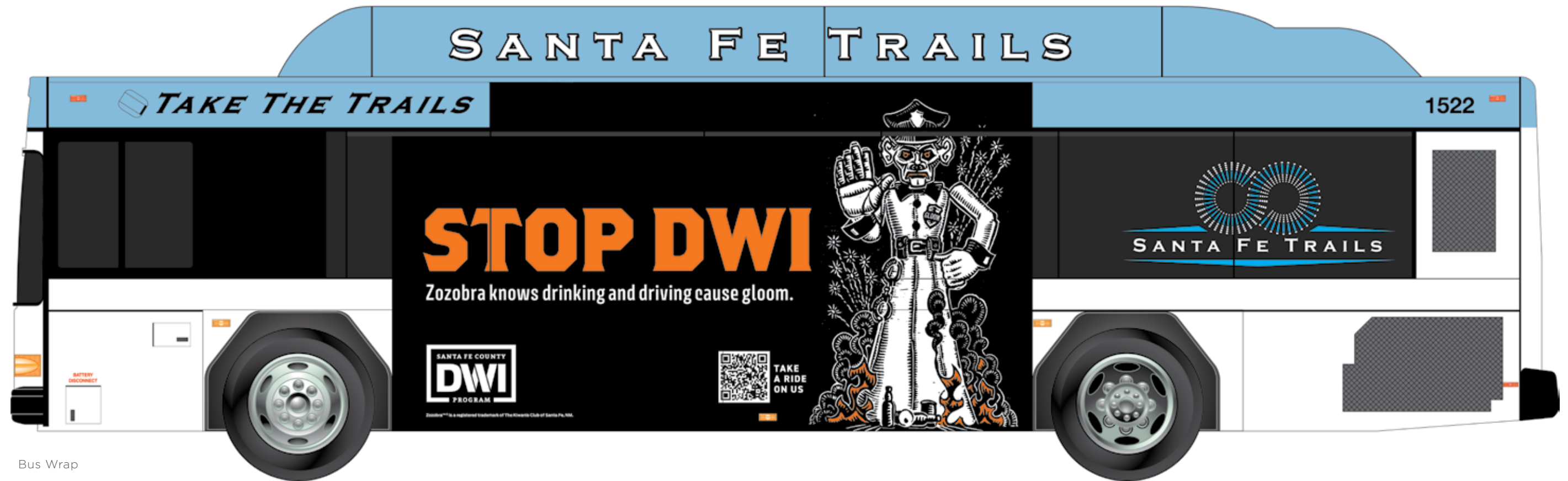
Print Advertising



Digital Advertising



Johnny Boards



Bus Wrap



T-shirts



Air Freshener



Stickers



Bumper Sticker



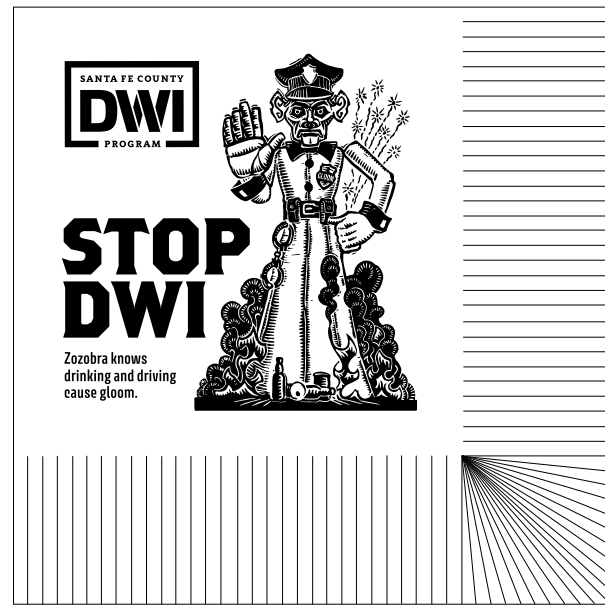
Coasters



Coffee Sleeves



Souvenir Cups



Cocktail Napkins



Takeout Bags



STOP DWI

Zozobra knows
drinking and driving
cause gloom.



TAKE
A RIDE
ON US



Zozobra™ is a registered trademark of The Kiwanis Club of Santa Fe, NM.

Banner



**OVER THE
LIMIT
UNDER
ARREST**





SANTA FE COUNTY DWI PROGRAM

**OVER THE LIMIT
UNDER ARREST**

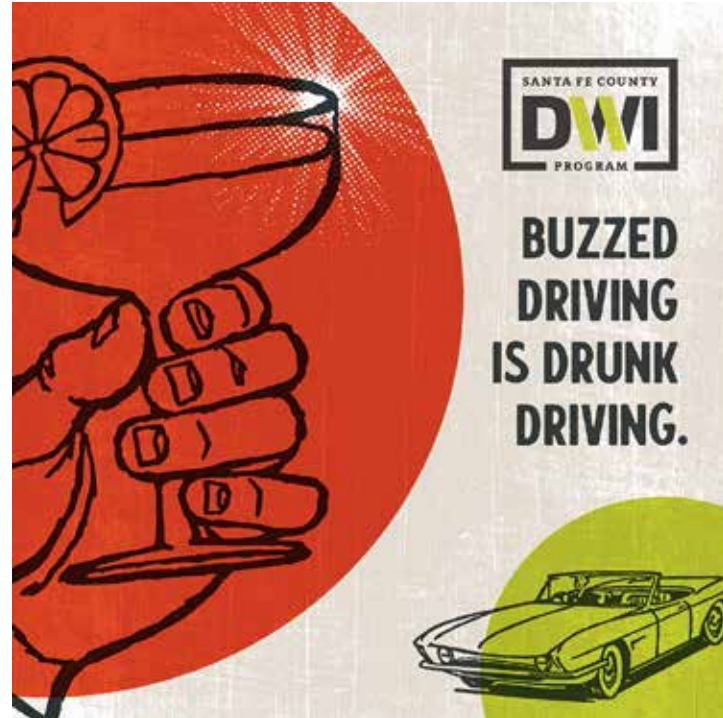
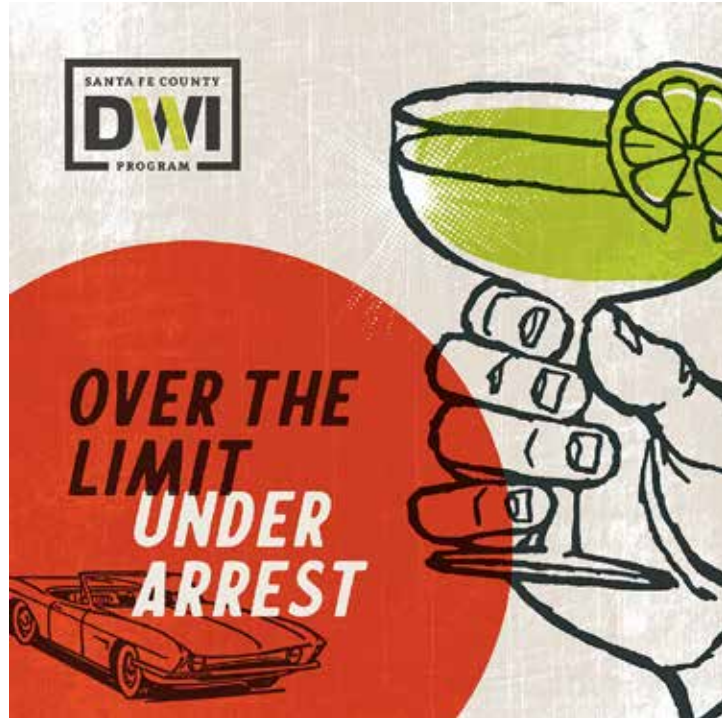
THIS HOLIDAY SEASON, KEEP A LEVEL HEAD ABOUT DRINKING AND DRIVING. BUZZED DRIVING IS DRUNK DRIVING.

Johnny Boards

SANTA FE COUNTY DWI PROGRAM

**ARRIBA DEL LIMITE
BAJO ARRESTO**

EN ESTAS FIESTAS, SEA SENSATO A LA HORA DE BEBER Y CONDUCIR. CONDUCIR ALCOHOLIZADO ES CONDUCIR EMBRIAGADO.



Social Media Images



Digital Advertising



Video



SANTA FE COUNTY
DWI
PROGRAM

**OVER THE LIMIT
UNDER ARREST**

THIS HOLIDAY SEASON, KEEP A LEVEL HEAD ABOUT DRINKING AND DRIVING. BUZZED DRIVING IS DRUNK DRIVING.

ARRIBA DEL LIMITE / BAJO ARRESTO EN ESTAS FIESTAS. SEA SENSATO A LA HORA DE BEBER Y CONDUCIR. CONDUCIR ALCOHOLIZADO ES CONDUCIR EMBRIAGADO.

COMMUNITY SERVICES DEPARTMENT

Print Advertising

**THIS DECEMBER,
GET A SOBER
RIDE HOME**

The drinking limit for driving exists for safety. However, impairment can begin even before reaching that limit. Always plan for a designated driver, a safe-ride, or other sober ways to ensure you get home safely.

.08 BAC IS SERIOUS.
If you've been drinking, don't get behind the wheel.

BE EXTRA CAREFUL WHEN DRIVING AT NIGHT.
In December 2022, driving at night was much more dangerous than during the day. During the hours of 6:00 p.m. to 5:59 a.m., **31%** of drivers involved in fatal traffic accidents were under the influence of alcohol. trafficsafetymarketing.gov

LOS EFECTOS DE LA CONCENTRACIÓN DE ALCOHOL EN LA SANGRE **.08** **THE EFFECTS OF BLOOD ALCOHOL CONCENTRATION**

La coordinación muscular se vuelve escasa (por ejemplo; equilibrio, habla, visión, tiempo de reacción y oído), detectar el peligro es más difícil, el juicio, el autocontrol, el razonamiento y la memoria están deteriorados

Muscle coordination becomes poor (e.g., balance, speech, vision, reaction time, and hearing), harder to detect danger; judgment, self-control, reasoning, and memory are impaired

nhsta.gov

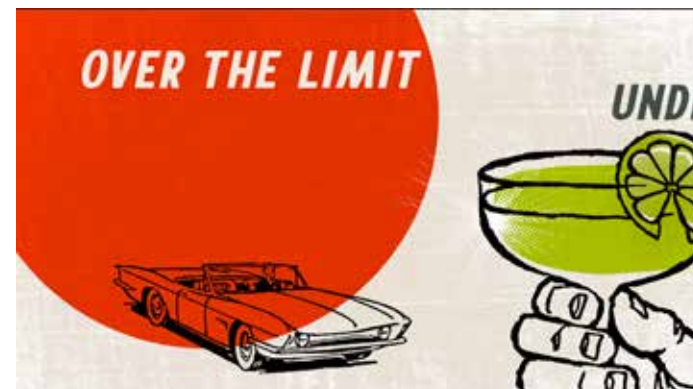
These DWI offenders have outstanding warrants for their arrest. They have failed to comply with court ordered mandates. If you have information about the location of these people contact **CRIMESTOPPERS** at 955-5050.

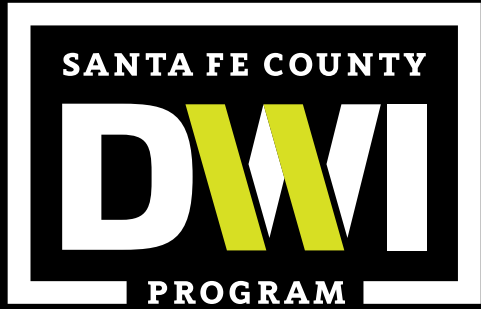
**SANTA FE COUNTY
DWI
PROGRAM**

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Video





ALCOHOL CAN BE **COSTLY**
WHEN MIXED WITH DRIVING.





ALCOHOL
CAN TAKE
**YOUR
FREEDOM**
WHEN
MIXED
WITH
DRIVING.

*DON'T RISK LOSING
YOUR DRIVER'S LICENSE.*





Think SaFe | COMMUNITY SERVICES DEPARTMENT

Johnny Boards

ALCOHOL CAN BE
COSTLY WHEN MIXED
WITH DRIVING.

*DON'T RISK
CONSEQUENCES
LIKE A VEHICLE
INTERLOCK DEVICE.*



Think SaFe | COMMUNITY SERVICES DEPARTMENT




Video






ALCOHOL
CAN BE
DEADLY
WHEN
MIXED
WITH
DRIVING.



*DON'T RISK
A CRASH.*



Think SaFe | COMMUNITY SERVICES DEPARTMENT

Print Advertising



Instagram Images

SANTA FE COUNTY
DWI
PROGRAM





Johnny Boards



Print Advertising



Social Media Images





Checkpoint Card

**STANDARD
DRINK SIZES**

In the United States, one standard drink contains 14 grams (0.6 fluid ounces) of pure alcohol, which is found in:



12 ounces
5% ABV
beer



8 ounces
7% ABV
malt liquor



5 ounces
12% ABV
wine



1.5 ounces (1 shot)
40% ABV (80 proof)
distilled spirits (gin, vodka,
tequila, whiskey, etc.)

ABV = Alcohol by volume



Table Tents



Don't drink and drive

DWI





T-shirts



Air Freshener



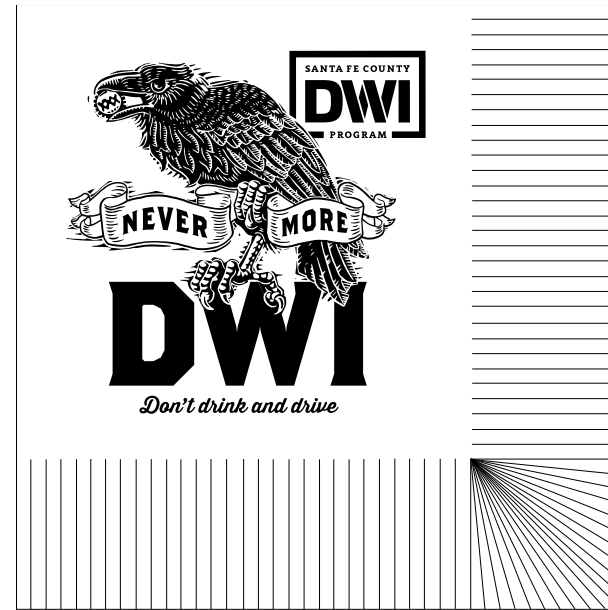
Stickers



Bumper Sticker



Coffee Sleeves



Cocktail Napkins



Coasters



Packable Tote



Souvenir Cups



Takeout Bags





Vehicle Wrap

