CASAA and Prevention

25 Years of Collaboration and Engagement
CASAA and Prevention

• Thanks and Acknowledgments
• CASAA watchwords: Collaboration and Community Engagement
• Kurt Lewin: “There is nothing so practical as a Good Theory”
• The Obverse: There is nothing so theoretical as a Good Practice
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• An early focus at CASAA on:
• what community colleagues were doing,
• how we could engage with them,
• and how we could collaborate with them
• To discover what works, and then to translate that into policies and practices in the community that would be adopted
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• A Special Acknowledgment to Ev Rogers – friend, mentor and colleague
• A seminal scholar in the Diffusion of Innovations
• His work informed much of our translational efforts at CASAA
• His involvement at CASAA furthered our efforts to achieve our goals
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- A specific story to be told today
- DWI in New Mexico in the last 25 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 1989-2012

Source: Division of Government Research/BBER, UNM
New Mexico Rank Among 50 States for Percentage of Alcohol-Related Crashes

Source: NHTSA Center for Statistics and Analysis
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
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• 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

- Pre Server Training Act: 18.90%
- Post Server Training Act: 33.30%
- WayToServe Trials Baseline: 35.50%
- WayToServe 1 Year Follow-up: 68.70%
Alcohol in New Mexico

• WayToServe has now trained over 19,000 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 “Broken Good” on alcohol
• A story for all New Mexicans, written by New Mexicans, to be told with pride
• There are still more chapters to be written in this story – further DWI reductions, reducing Opioid Deaths
• Those chapters are in CASAA’s next 25 years