



SANTA FE PREVENTION ALLIANCE

Protecting Our Community, Building A Positive Future

NICE GUYS / NICE GALS GO TO JAIL – PROMOTING AWARENESS OF THE FOURTH DEGREE FELONY

High School prom and graduation are a tradition, rites of passage and truly a reason for celebration. Parents and families often feel nostalgic during this time and think that it is acceptable for young adults to include alcohol in their celebrations. Not only is serving alcohol to minors alcohol (a 4th degree felony), it is extremely unsafe, too often leading to tragic, irreversible consequences. According to the National Highway Traffic Safety Agency, this brief timeframe is when more than one-third of alcohol-related youth vehicle crashes occur.

The Santa Fe Prevention Alliance takes a leadership position in our community to stop these tragic losses with our annual prom and graduation season campaign. Since 2008, the Alliance has implemented multi-component approach to increase community awareness during this season.

Project Objectives:

1. Reduce the prevalence of adults who provide alcohol to minors.
2. Reduce youth access to alcohol so that fewer youth obtain alcohol from older family members, friends or strangers.

In 2014, the program expanded to incorporate new bilingual “Nice Guys/Nice Gals go to Jail” advertising clings and “bottle neckers”, reminding adults that providing alcohol to minors is a 4th degree felony. Student Wellness Action Team (SWAT) youth visited 13 off-premise alcohol retail locations in Santa Fe, placing these visually dynamic clings on glass coolers, doors, windows, and advertising panels. They also placed bottle neckers on alcohol containers in coolers, on shelves and behind counters. AAA New Mexico promoted the campaign by distributing bottles of water with bottle neckers to members visiting their offices.

Alcohol outlet training is another part of this campaign. Nice Guys/Nice Gals was presented to local and regional alcohol retail managers, providing materials and data to support responsible alcohol sales practices. This provides a valuable opportunity to recognize their role as responsible corporate citizens and caring community members.

Letters from our law enforcement partners are sent to alcohol retail establishments, lodging establishments, event venues, and neighborhood associations outlining their role, responsibilities and penalties around providing alcohol to underage persons. Penalty information also include social host consequences. In addition, Bilingual postcards are sent to parents from schools in Santa Fe, Tarrant, and San Miguel counties, to encourage their teen to make good choices, remind them of their role in setting expectations, and to provide alcohol-free celebrations.

MEMBER PARTNERS

- Santa Fe Police Department
- Santa Fe County Sheriff’s Office
- New Mexico Department of Public Safety’s Special Investigations and State Police divisions
- Santa Fe Student Wellness Action Teams (SWAT)
- Santa Fe County DWI Program

OUR VISION: *Santa Fe County where no one drinks alcohol before the age of 21, where adults model low risk use, no one drives while impaired and no one abuses drugs.*



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2014 COMMUNITY PARTNERS

- Brewer Oil Company
- Allsup's Convenience Stores
- CVS Pharmacy
- Smith's Cerrillos Road
- Albertsons Zafarano
- KSWV 810 AM-Que Suave
- KSFR 101.1FM
- AAA New Mexico (Santa Fe location)

RESULTS

- 13 local retail establishments displayed messages about the 4th degree felony for providing alcohol to minors in 2014
- 600 letters were sent to alcohol retailer and their corporate entities, event venues, and neighborhood and homeowner associations.
- NM Lodging Association to distribute letters to their 200 members.
- SFPD distributed the neighborhood association letter to their Neighborhood Watch captains (65) and their respective communities.

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