



# County of Los Alamos

1000 Central Avenue  
Los Alamos, NM 87544

## BCC Agenda - Final

### LOS ALAMOS Los Alamos County DWI Planning Council

*George Marsden, Chair; Judy Lovejoy, Vice Chair; David Griego;  
Jaime Gonzales; Juanita McNeil; Jordan Redmond; Brandi  
Seekins; and Lisa Zuhn, Members*

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Thursday, October 8, 2020

8:30 AM

Due to COVID-19 Concerns, meeting will be  
conducted remotely  
<https://zoom.us/j/94677790269>

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Due to COVID-19 Concerns, Meeting will be conducted remotely. Follow link at:  
<https://zoom.us/j/94677790269>

#### I. CALL TO ORDER

#### II. PUBLIC COMMENT

#### III. BUSINESS

[13431-20](#) Approval of Minutes from the September 10, 2020 Meeting

**Presenters:** George Marsden

**Attachments:** [BCC DWI September Minutes](#)

[13432-20](#) DWI Prevention Efforts

**Presenters:** Donna Casados and Brandi Seekins

**Attachments:** [Be Above Sept 2020 Campaign](#)  
[Be Above Images October](#)

**13433-20** *DWI Law Enforcement Numbers*

**Presenters:** Jaime Gonzales

[13434-20](#) DWI Compliance Numbers

[13435-20](#) DWI Treatment

**Presenters:** Donna Casados

#### IV. BOARD/STAFF COMMUNICATIONS

[13436-20](#) Staff Report and OpenBeds Presentation

**Presenters:** Donna Casados

[13437-20](#) Chairman's Report

Presenters: George Marsden

**V. COUNCIL COMMUNICATIONS**

**VI. PREVIEW OF NEXT MEETING**

*November 12, 2020*

**VII. ADJOURNMENT**



# County of Los Alamos

## BCC Meeting Minutes

### Los Alamos County DWI Planning Council

1000 Central Avenue  
Los Alamos, NM 87544

*George Marsden, Chair; Judy Lovejoy, Vice Chair; David Griego; Jaime Gonzales; Juanita McNeil; Jordan Redmond; Brandi Seekins; and Lisa Zuhn, Members*

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#### **I. CALL TO ORDER**

Meeting was called to order at 8:31 a.m. by Chair George Marsden.

Present 7 - Councilor Marsden, Councilor Lovejoy, Councilor Griego, Councilor McNeil, Councilor Seekins, Councilor Gonzales, and Councilor Zuhn

Absent 1 - Councilor Redmond

#### **II. PUBLIC COMMENT**

Frank Magourilos with Prevention Works Consulting introduced himself.  
Vice Chair Judy Lovejoy shared with the group.

#### **III. BUSINESS**

Approval of Minutes from the August 13, 2020 Meeting

**Presenters:** Donna Casados and Judy Lovejoy

**Attachments:** [August 13, 2020 Meeting Minutes](#)

A motion was made by Judy, seconded by Lisa, that the Minutes be approved, as presented. The motion passed unanimously by roll call vote. George, David, and Jaime abstained.

#### **Approval**

Yes: 4 - Councilor Lovejoy, Councilor McNeil, Councilor Redmond and Councilor Zuhn

Abstain: 3 - Councilor Marsden, Councilor Griego and Councilor Gonzales

Absent: 1 - Councilor Seekins

#### DWI Prevention Efforts

**Presenters:** Donna Casados

**Attachments:** [Be Above August 2020 Campaign - First Month Numbers](#)

Donna Reported on Be above the Influence Campaign for August.

- 1) In the Month of August Social Services spent \$255 between 3 campaigns on social Media.
  - a. Two campaigns on Facebook
    - i. One targeting Teens
    - ii. One targeting parents, coaches and teachers
  - b. One campaign on Instagram
    - i. Targeting Teens
- 2) Between the three campaigns we had a total reach of 10,202
- 3) Between the three campaigns we had a total of 77 clicks on the link to our website and/or the images.

Brandi reported that LAPS Prevention has been doing outreach to staff, students, and family's for support and resources.

Lisa reported on upcoming virtual Meet and Greet.

**acknowledged**

#### DWI Law Enforcement DWI Numbers

**Presenters:** Jaime Gonzales

Jaime reported:

- 1) DWI Numbers
  - July- 2 DWI's
  - August- 1 DWI
- 2) Upcoming ARIDE Class.
- 3) Received approval to conduct roadblocks.
- 4) Skate Park and Camp May are being monitored for underage drinking.

**acknowledged**



#### DWI Compliance Numbers

Monica Reported:

August Municipal Pretrial- 0  
August Regular Probation- 1  
August Pretrial Magistrate- 0  
August Probation Magistrate- 0  
Active DWI Probation Magistrate Cases- 7  
Active DWI Pretrial Magistrate OpenCases- 2  
Active DWI Probation Municipal OpenCases- 12  
Active DWI Pretrial Municipal Open Cases- 4  
Probation Magistrate DWI Active Warrants- 2  
Pre-trial Magistrate DWI Active Warrants- 1  
Probation Municipal DWI Active Warrants- 5  
Pre-trial Municipal DWI- 1

Probationers continue to go in for drug testing.

Classes being done virtually.

New software being used.

**acknowledged**

#### DWI Treatment

**Presenters:** Donna Casados

Rlo Arriba and City of Espanola are moving forward with in patient treatment center that will serve Los Alamos County residents.

**acknowledged**

## IV. BOARD/STAFF COMMUNICATIONS

#### Staff Report

**Presenters:** Donna Casados

Donna reported that LDWI Staff will be conducting workshop at the upcoming DWI Grant Council Fall Meeting that will take place virtually on October 6th.

Reversion funds will no longer be requested for Johnny Boards. Funds from Distribution will be utilized.

**acknowledged**

Chairman's Report

**Presenters:** George Marsden

George reported that the Teen Center is beginning to do some in person programming in small groups.

George also reported that The Family YMCA's has a newly appointed CEO, Chris Daniels.

Lisa reported on new group, Dad's of Teenagers.

**acknowledged**

**V. COUNCIL COMMUNICATIONS**

**VI. PREVIEW OF NEXT MEETING**

Next meeting is scheduled for October 8th via ZOOM.

**acknowledged**

**VII. ADJOURNMENT**

The meeting adjourned at 9:12 a.m.

**adjourned**

Yes: 7 - Councilor Marsden, Councilor Lovejoy, Councilor Griego, Councilor McNiel, Councilor Seekins, Councilor Gonzales and Councilor Zuhn

Absent: 1 - Councilor Redmond





*Be Above the Influence*

LOS ALAMOS  
Social Services

*August 2020 - July 2021*



## **Be Above the Influence Campaign September Results**

In August 2020 the Los Alamos County Social Services Department launch the “Be Above the Influence” Campaign. A campaign to challenge teens to be above the influence of drugs and alcohol, and to encourage adults to talk to their kids and/or students about these negative influences. This campaign is scheduled to run August 2020 – July 2021.

Social media campaigns were created and launched for the month of September; results are below.



Posters were created and placed in the following additional locations to spread our advertising reach (these locations will expand as we are able to communicate with more business, as this is impacted by the COVID-19 pandemic)

- Rigoberto’s Taco Shop, Los Alamos and White Rock
- Metzger’s Hardware Store, Los Alamos and White Rock
- Speedway, White Rock
- Pig & Fig, White Rock
- High Mesa Dental Arts, White Rock
- O’Reilly’s Auto Parts
- Nambe Drugs, Los Alamos
- Auto Zone


## Be Above the Influence Campaign September Results

September 2020 Campaign: Ran September 4 – 30, 2020. 2 ads on Facebook & Instagram were ran, for a total budget of \$250.

- 1) **Facebook & Instagram:** Youth Sports, \$125 budgeted, total add send \$100
  - a. **Targeted audience:** Youth who have an interest or play sports.
  - b. **Total Impressions:** 28,078 (total amount of ad was displayed)
  - c. **Total Reach:** 12,682 (total amount of people who saw our content)

**Los Alamos County Community  
Services Department**  
Sponsored · 

We know the world isn't easy, and you face a complex world of influence. Risks are in every direction and some are negative [...See More](#)




The graphic features a central white path leading upwards, flanked by images of a female softball player on the left and a male soccer player on the right. The path is bordered by yellow lines. At the top of the path is a circular icon with an upward arrow. Text on the path reads: 'Are you Above the Influence?' in yellow, 'Be above the influence!' in white on a black background, and 'of Alcohol & Drugs' in red. At the bottom of the path is the 'DWI' logo with 'Los Alamos County' and 'STRONG' in smaller text. A URL 'https://tinyurl.com/LosAlamosCountyDWIProgram' is visible on the right side of the path. The background is a dark green collage of various images.

**Be Above the Influence**  
The Community Services Depart...

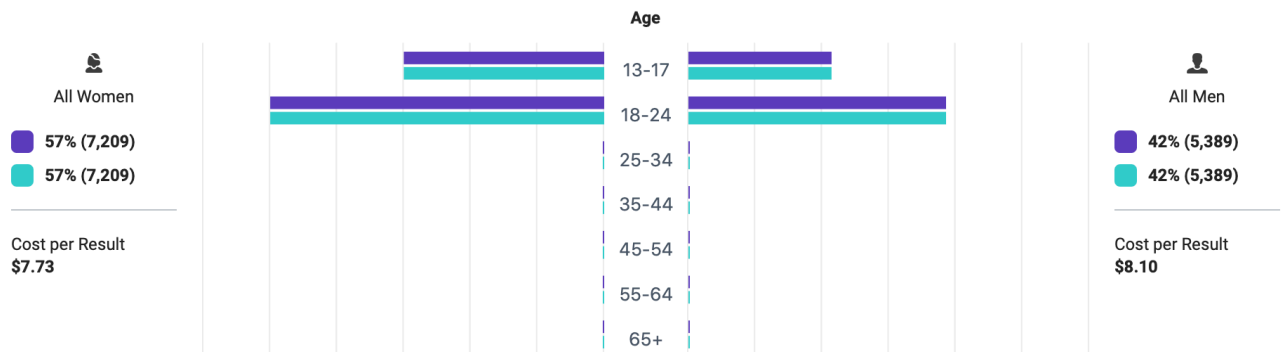
[LEARN MORE](#)

## Be Above the Influence Campaign September Results

Ad Name	Reach	Impressions
 Be Above the Influence - Youth Sports	12,682	28,078
13-17 Female	2,720	6,583
13-17 Male	1,928	4,539
13-17 Uncategorized	40	95
18-24 Female	4,489	9,105
18-24 Male	3,461	7,647
18-24 Uncategorized	44	109
<b>&gt; Results from 1 ad ⓘ</b>	<b>12,682</b> People	<b>28,078</b> Total

 Performance
  **Demographics**
 Placement
  Delivery

Results: Reach 12,682 ▼
 Reach 12,682 ▼



## Be Above the Influence Campaign September Results



Performance



Demographics



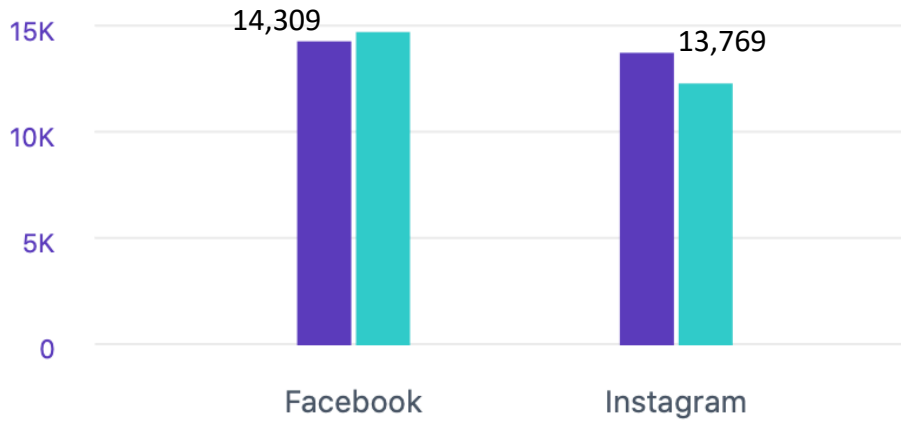
Placement



Impressions **28,078** ▼



Results: Reach **12,682**



Performance



Demographics



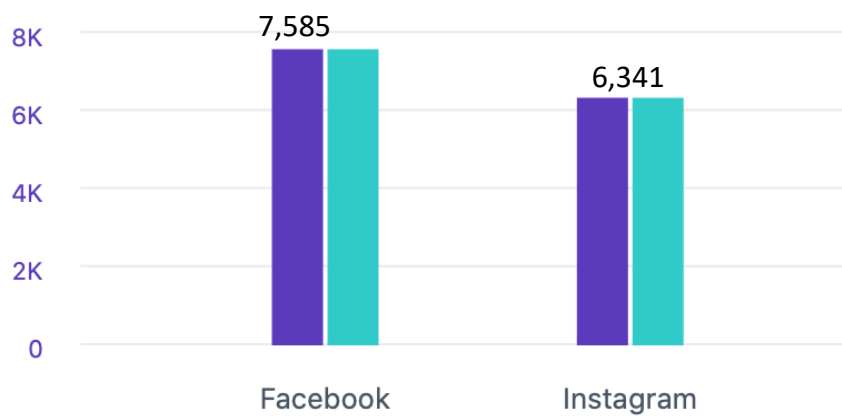
Placement



Reach **12,682** ▼





Results: Reach **12,682** ▼




## Be Above the Influence Campaign September Results

- 2) **Facebook & Instagram:** Youth Sports, \$125 budgeted, total add send \$100
- a. **Targeted Audience:** Adults and Adults with interests in sports.
  - b. **Total Impressions:** 45,613 (total amount of ad was displayed)
  - c. **Total Reach:** 24,733 (total amount of people who saw our content)

**Los Alamos County Community Services Department**  
Sponsored · 

As adults we know the world isn't easy, and our teens face a complex world of influence. Risks are in every direction and some are ...[See More](#)



**BE THE INFLUENCE!**

**Be Above the Influence**  
The Community Services Depart...

[LEARN MORE](#)

<https://tinyurl.com/LosAlamosCountyDWIProgram>



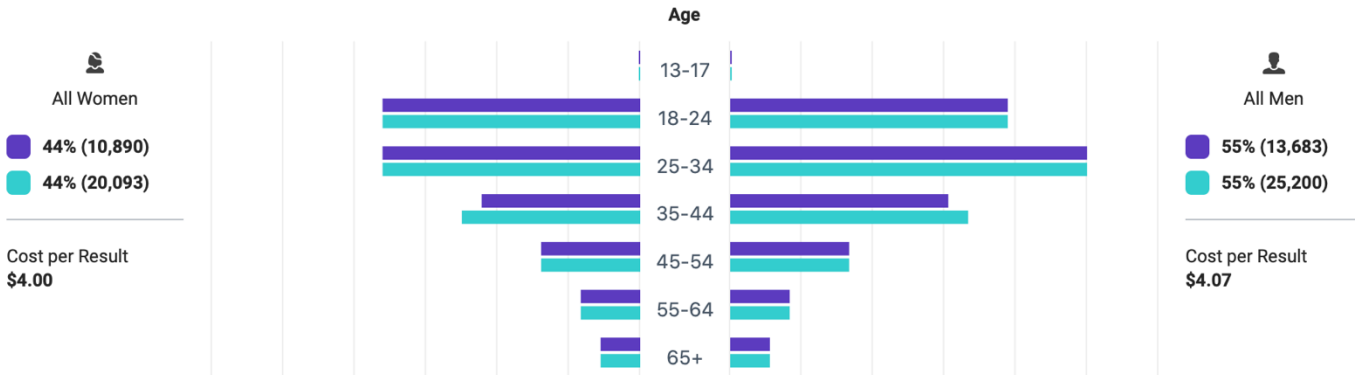
## Be Above the Influence Campaign September Results

Ad Set Name ▼	Reach	Impressions
Adults	24,733	45,613
18–24 Female	3,265	5,824
18–24 Male	3,585	6,304
18–24 Uncategorized	40	100
25–34 Female	3,281	5,729
25–34 Male	4,545	8,272
25–34 Uncategorized	96	108
35–44 Female	1,888	4,091
35–44 Male	2,825	5,678
35–44 Uncategorized	8	52
45–54 Female	1,184	2,344
45–54 Male	1,480	2,933
45–54 Uncategorized	—	24
55–64 Female	792	1,283
55–64 Male	768	1,232
55–64 Uncategorized	16	27
65+ Female	480	821
65+ Male	480	782
65+ Uncategorized	—	8
Uncat... Uncategorized	—	1
> Results from 1 ad set ⓘ	24,733 People	45,613 Total

# Be Above the Influence Campaign September Results

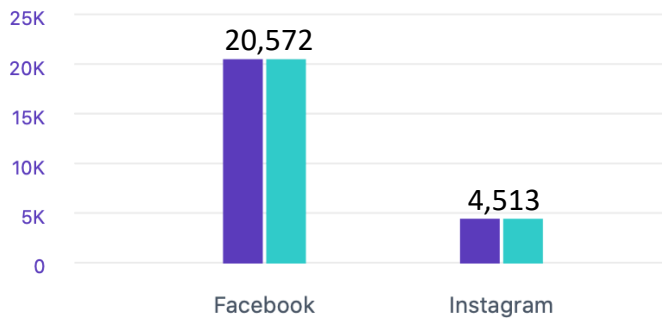
Performance **Demographics** Placement Delivery

Results: Reach **24,733** Impressions **45,613**



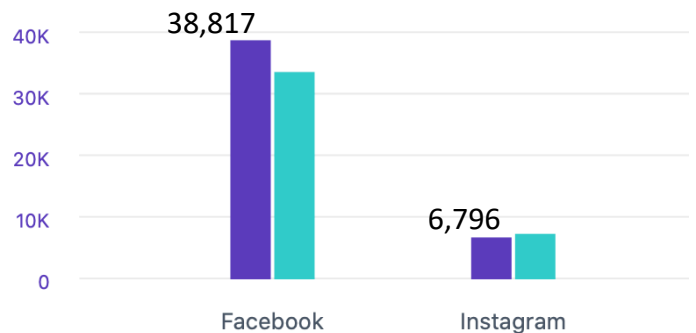
Performance Demographics **Placement**

Reach **24,733** Results: Reach **24,733**



Performance Demographics **Placement**

Impressions **45,613** Results: Reach **24,733**



## **Be Above the Influence Campaign September Results**

In Summary:

- 1) In the Month of August Social Services spent \$200 between 2 campaigns on social Media.
  - a. Two campaigns on Facebook
    - i. One targeting Teens and teens interested on playing sports
    - ii. One targeting adults and adults interested in sports.
  - b. Two campaign on Instagram
    - i. One targeting Teens and teens interested on playing sports
    - ii. One targeting adults and adults interested in sports.
- 2) Between the 4 campaigns we had a total reach of 37,415
- 3) Between the three campaigns we had a total of 43 clicks on the link to our website and/or the images.

DO YOU HAVE IT IN YOU?

**SAY NO TO  
BULLYING**

RISE ABOVE THE INFLUENCE



**LOS ALAMOS**  
where discoveries are made

<https://tinyurl.com/LosAlamosCountyDWIProgram>



DO YOU HAVE IT IN YOU?

# SAY NO TO BULLYING

RISE ABOVE THE INFLUENCE



**LOS ALAMOS**  
where discoveries are made

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BE ABOVE THE  
INFLUENCE



BREAK THE  
SILENCE

**STOP**  
DOMESTIC  
VIOLENCE

LOS ALAMOS  
where discoveries are made

# BE THE INFLUENCE



**LOVE SHOULD**

**NEVER**

**HURT**

## HELP IS WITHIN REACH

<https://tinyurl.com/LosAlamosCountyDWIProgram>



**LOS ALAMOS**  
where discoveries are made



**BREAK THE  
SILENCE**

**BE ABOVE THE  
INFLUENCE**

**STOP  
DOMESTIC  
VIOLENCE**



**LOS ALAMOS**  
where discoveries are made



# Be Happy! Be Brave!



**Be happy  
BE BRAVE  
BE DRUG  
FREE™**

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OCT. 23-31**

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# Be Above The Influence!

**DWI** Los Alamos County  
PROGRAM

<https://tinyurl.com/LosAlamosCountyDWIProgram>