



# County of Los Alamos

1000 Central Avenue  
Los Alamos, NM 87544

## BCC Agenda - Final

### LOS ALAMOS Los Alamos County DWI Planning Council

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Thursday, April 8, 2021

8:30 AM

Due to COVID concerns, meeting will be  
conducted remotely.

<https://zoom.us/j/97362746070?>

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*Members of the Public can, also, join this meeting session to make  
public comment via Zoom by pasting into their browser the following:  
<https://zoom.us/j/97362746070?> once the session has started.*

US: +1 253 215 8782 or +1 346 248 7799 or +1 669 900 9128 or +1 301 715 8592 or  
+1 312 626 6799 or +1 646 558 8656  
Webinar ID: 973 6274 6070

#### I. CALL TO ORDER

#### II. PUBLIC COMMENT

#### III. BUSINESS

[14088-21](#) Approval of Minutes from the March 11, 2021 Meeting

**Presenters:** George Marsden

**Attachments:** [A - March 11, 2021 Meeting Minutes](#)

[14089-21](#) DWI Prevention Efforts

**Presenters:** Donna Casados and Brandi Seekins

**Attachments:** [Be Above March 2021 Campaign](#)

[14090-21](#) DWI Law Enforcement Numbers

**Presenters:** Jaime Gonzales

[14091-21](#) DWI Compliance Numbers

[14092-21](#) DWI Treatment.

**Presenters:** Donna Casados and Jordan Redmond

[14098-21](#) 2019 YRRS Data Review

**Presenters:** George Marsden

**Attachments:** [A- 2019 YRRS Data](#)

#### IV. BOARD/STAFF COMMUNICATIONS

[14093-21](#) Chairman's Report

Presenters: George Marsden

[14094-21](#) Staff Report

Presenters: Donna Casados

**V. COUNCIL COMMUNICATIONS**

**VI. PREVIEW OF NEXT MEETING**

**VII. ADJOURNMENT**



# County of Los Alamos

## Minutes

### Los Alamos County DWI Planning Council

1000 Central Avenue  
Los Alamos, NM 87544

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Thursday, March 11, 2021

8:30 AM

Due to COVID concerns, meeting will be  
conducted remotely.

<https://zoom.us/j/93569284713>

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Or by telephone +1 253 215 8782 Webinar ID:935 6928 4713

#### I. CALL TO ORDER

Meeting was called to order at 8:32 a.m. by Chair George Marsden.

**Present** 6 - Councilor Marsden, Councilor Lovejoy, Councilor Griego, Councilor  
Seekins, Councilor Gonzales, and Councilor Zuhn

**Absent** 2 - Councilor McNiel, and Councilor Redmond

#### II. PUBLIC COMMENT

No Public Comment.

#### III. BUSINESS

[13984-21](#) Approval of Minutes from the February 11, 2021 Meeting

**Attachments:** [Minutes04-Mar-2021-09-56-41](#)

A motion was made by Lisa Zuhn, seconded by Judy Lovejoy that the Minutes be  
Approved as presented. The motion passed by a unanimous vote.

[13985-21](#) DWI Prevention Efforts

**Attachments:** [Be Above Feb 2021 Campaign](#)  
[NMYRRS 2019 LA County Data Presentation Flyer](#)

Donna Casados reported:

Be Above the Influence Campaign February results, Mobile Recreation Van numbers, and  
DWI Program upcoming events.

Brandi Seekins (LAPS) reported:

LAPS programming, collaboration, and upcoming events.

[13986-21](#) DWI Law Enforcement Numbers

Jaime Gonzales reported:  
DWI numbers for February- 1

[13987-21](#)      DWI Compliance Numbers

Monica Schwiner Reported:  
February Municipal Pretrial Open Cases- 0  
February Regular Probation Open Cases- 9  
February Pretrial Magistrate Open Cases- 0  
February Probation Magistrate Open Cases- 0  
Active DWI Probation Magistrate Open Cases- 6  
Active DWI Pretrial Magistrate Open Cases- 3  
Active DWI Probation Municipal Open Cases- 17  
Active DWI Pretrial Municipal Open Cases- 2  
Probation Magistrate DWI Active Warrants- 2  
Pre-trial Magistrate DWI Active Warrants- 1  
Probation Municipal DWI Active Warrants- 3  
Pre-trial Municipal DWI Active Warrants- 1

[13988-21](#)      DWI Treatment.

Donna Casados reported:  
Treatment Referrals: 1  
RACSTOP will continue providing services as in-kind.

#### IV.      **BOARD/STAFF COMMUNICATIONS**

[13989-21](#)      Chairman's Report

George Marsden reported:  
Teen Center is slowly opening back up.  
Upcoming changes, events and collaborations.

[14000-21](#)      Staff Report

**Attachments:**    [Q2 Social Services Quick Summary](#)

Donna Casados reported:  
Social Services Contractors Quarter 2 Summary and Social Services updates.

#### V.      **COUNCIL COMMUNICATIONS**

#### VI.      **PREVIEW OF NEXT MEETING**

Next meeting will be held via zoom on April 8th.  
Recommendations:  
Social Services Strategic Plan  
YRRS Roadshow discussion



**VII. ADJOURNMENT**

The meeting adjourned at 9:20 a.m.





*Be Above the Influence*

LOS ALAMOS  
Social Services

*August 2020 - July 2021*



## **Be Above the Influence Campaign February 2021 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 March; results are below.

No additional posters were created or placed in new locations.

## Be Above the Influence Campaign February 2021 Results

February 2021 Campaign: Ran March 1 – 31, 2021. Two ads on Facebook & Instagram were ran, for a total budget of \$250.

- 1) **Facebook & Instagram:** Make Health Decisions. Be Above the Influence photo, \$125 budgeted, total add spend \$125.00
  - a. **Targeted audience:** Youth within the Los Alamos, White Rock, Jemez Springs, Espanola, and Pojoaque area.
  - b. **Total Impressions:** 38,916 (total amount of ad was displayed)
  - c. **Total Reach:** 16,628 (total amount of people who saw our content)

The image is a screenshot of a Facebook advertisement. At the top left is the profile picture of Los Alamos County Community Services Department, which features a stylized mountain and river. To the right of the profile picture is the name 'Los Alamos County Community Services Department' and a 'Sponsored' label. Below the header, the text reads: 'To make health decisions to have a positive and happy life. Be aware of the influences around you, stand up to the negative ones such as, the pressure to use drugs and alcohol.' The main visual is a photograph of a person jumping over a rocky ridge in a desert landscape under a blue sky. Overlaid on the top left of the photo is a circular icon with an upward-pointing arrow. Across the top of the photo, the text 'WE CHALLENGE YOU' is written in a bold, black, handwritten-style font. At the bottom of the photo, the text 'To Be Above the Influence' is written in a blue serif font. Below this, on the left, is the 'LOS ALAMOS Social Services' logo. In the center, there is a URL: 'https://tinyurl.com/LosAlamosCountyDWIProgram'. On the right, there is a 'DWI PROGRAM' logo. At the bottom left of the ad, the text 'TINYURL.COM' is displayed above 'Be Above the Influence'. At the bottom right, there is a button that says 'LEARN MORE'.

Los Alamos County Community Services Department  
Sponsored · 🌐

To make health decisions to have a positive and happy life.  
Be aware of the influences around you, stand up to the negative ones such as, the pressure to use drugs and alcohol.

WE CHALLENGE YOU

To Be Above the Influence


LOS ALAMOS Social Services  
<https://tinyurl.com/LosAlamosCountyDWIProgram>

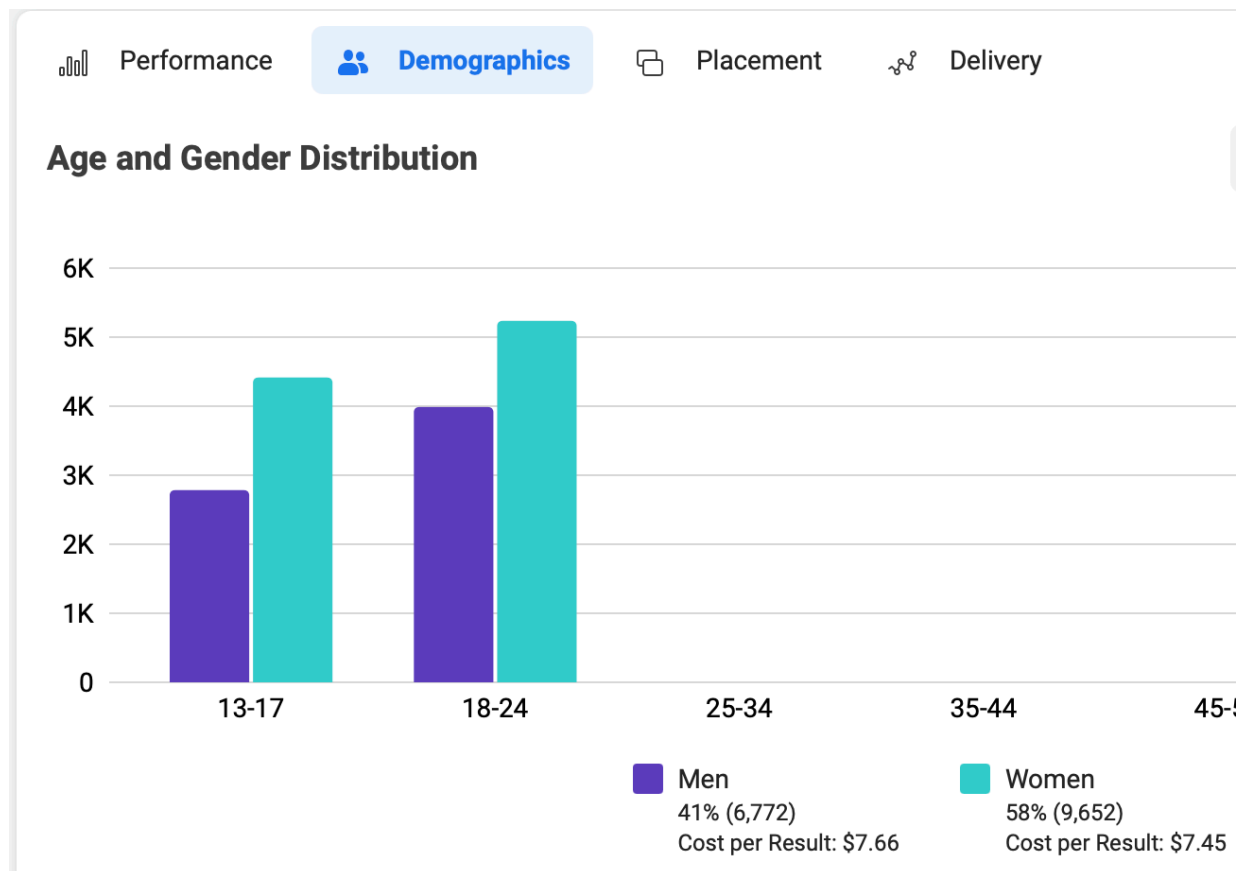
DWI PROGRAM

TINYURL.COM  
**Be Above the Influence**

LEARN MORE

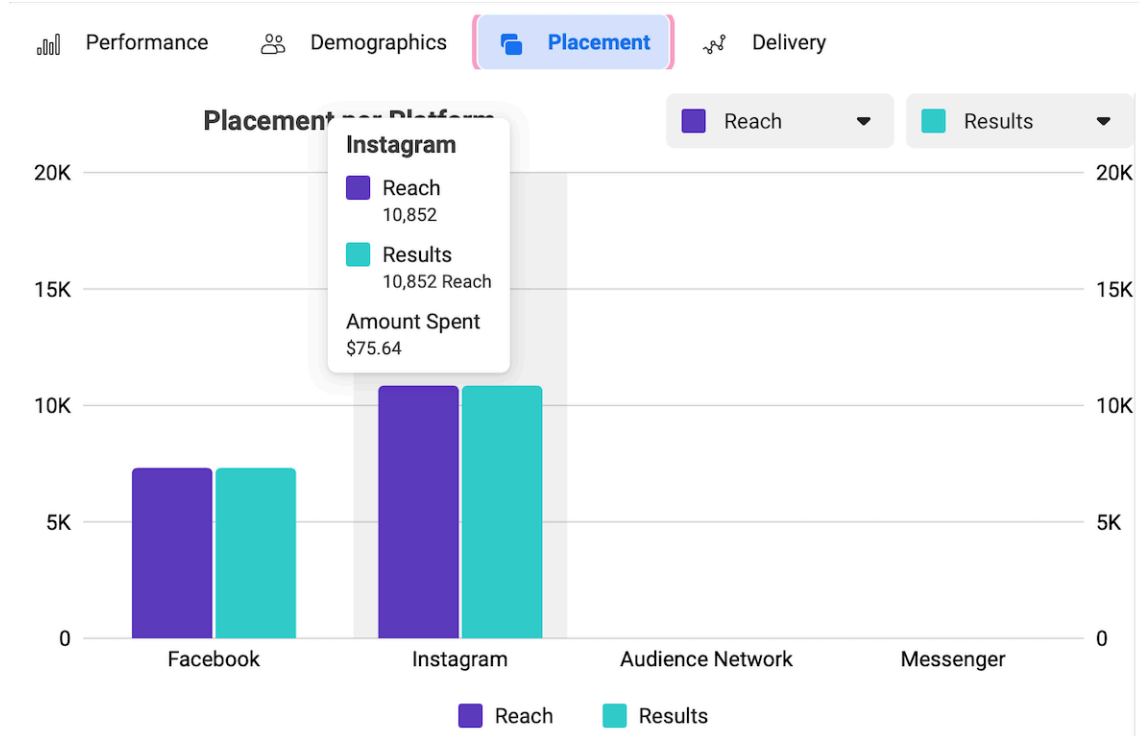
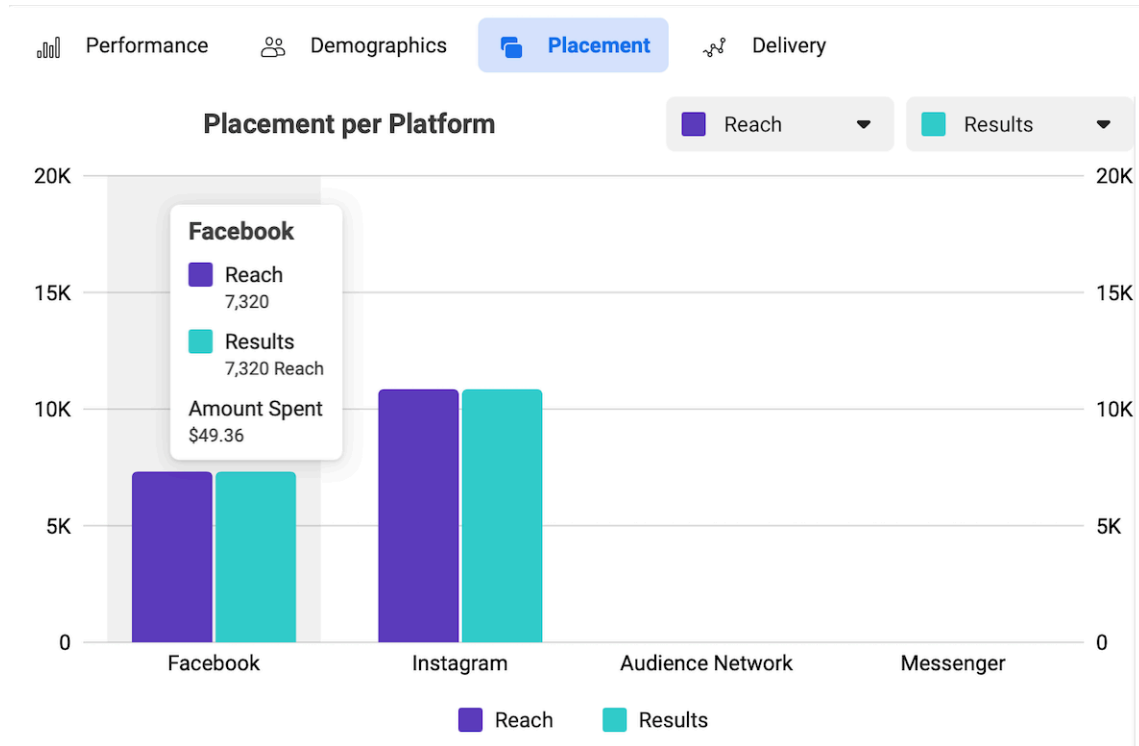
## Be Above the Influence Campaign February 2021 Results

Ad Name	Reach	Impressions
 Be Above - Youth	16,628	38,916
13-17 Female	4,416	10,891
13-17 Male	2,784	6,892
13-17 Uncategorized	96	215
18-24 Female	5,236	11,456
18-24 Male	3,988	9,247
18-24 Uncategorized	100	207
Uncat... Uncategorized	8	8





# Be Above the Influence Campaign

## February 2021 Results




## Be Above the Influence Campaign February 2021 Results



- 2) **Facebook & Instagram:** Have a healthy relationship with your children. Be Above the Influence image, \$125 budgeted, total add spend of \$125.
- a. **Targeted Audience:** Adults within the Los Alamos, White Rock, Jemez Springs, Espanola, and Pojoaque area.
  - b. **Total Impressions:** 42,481 (total amount of ad was displayed)
  - c. **Total Reach:** 20,292 (total amount of people who saw our content)

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

Adolescence is a time when teens may consider experimenting with alcohol or drugs. Parents can reduce that risk by maintaining a healthy and open relationship with their children. Be the change in their lives and help them make health choices.





<https://tinyurl.com/LosAlamosCountyDWIProgram>

**Be Above the Influence**

**TINYURL.COM**  
**Be Above the Influence**

LEARN MORE

## Be Above the Influence Campaign February 2021 Results

	Ad Name ▼	Reach ▼	Impressions ▼
	 Be Above - Adult	20,292	42,481
	18-24 Female	1,224	2,396
	18-24 Male	1,316	2,445
	18-24 Uncategorized	28	61
	25-34 Female	2,892	6,066
	25-34 Male	2,844	5,861
	25-34 Uncategorized	48	89
	35-44 Female	2,592	6,028
	35-44 Male	2,820	5,573
	35-44 Uncategorized	48	95
	45-54 Female	1,832	4,013
	45-54 Male	1,544	3,743
	45-54 Uncategorized	32	39
	55-64 Female	1,024	2,141
	55-64 Male	816	1,637
	55-64 Uncategorized	24	36
	65+ Female	700	1,323
	65+ Male	492	922
	65+ Uncategorized	12	12
	Uncat... Uncategorized	—	1



# Be Above the Influence Campaign

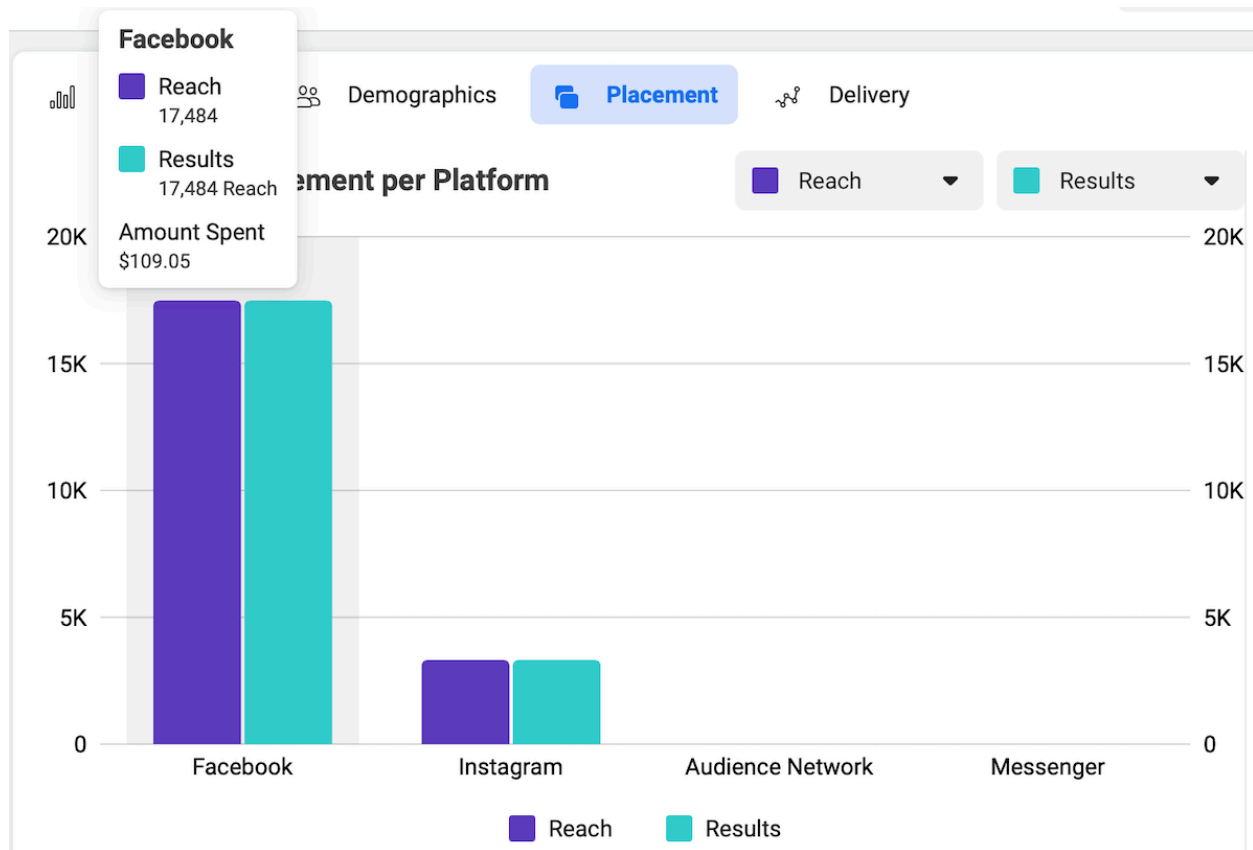
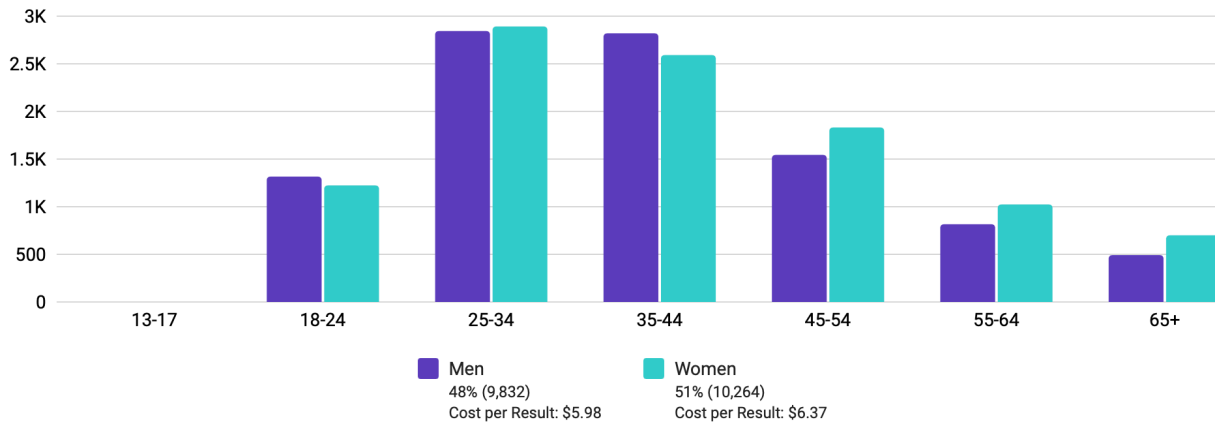
## February 2021 Results

Performance Demographics Placement Delivery

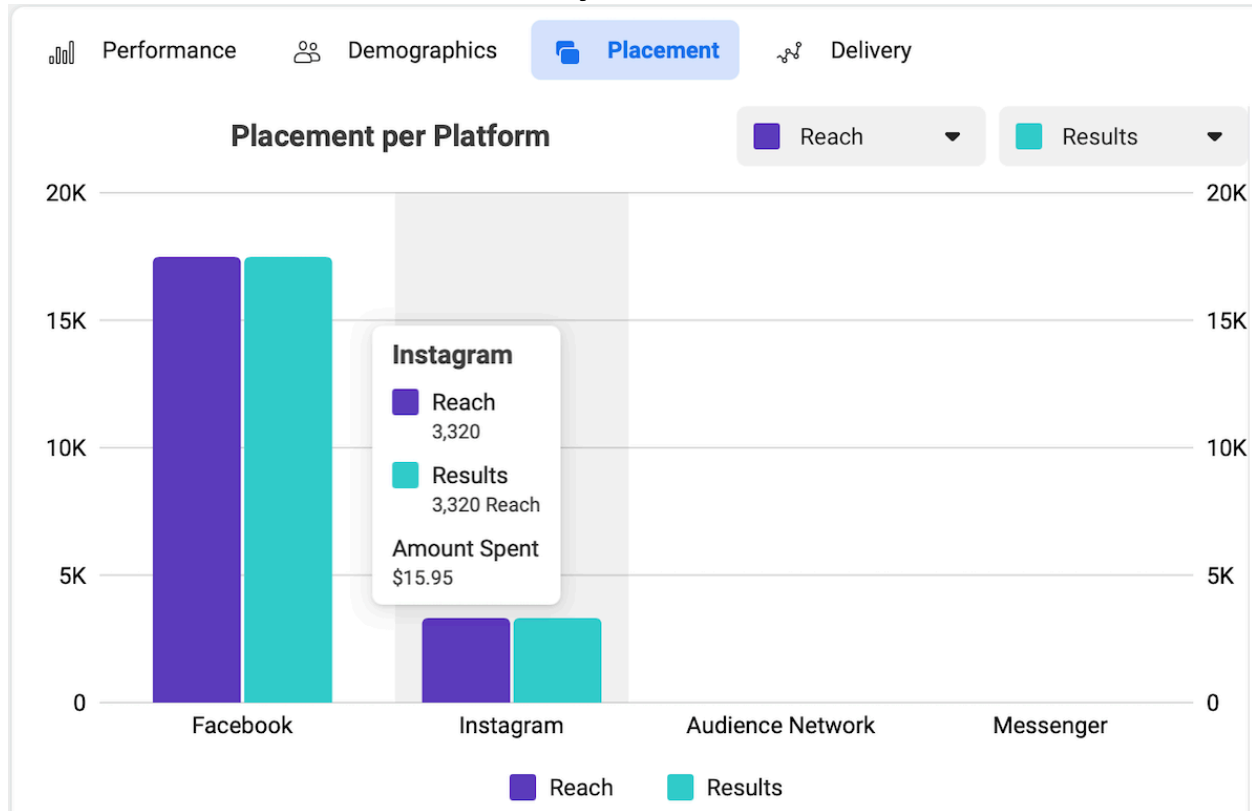
### Age and Gender Distribution

All

Results



## Be Above the Influence Campaign February 2021 Results



### In Summary:

- 1) In the Month of March Social Services spent \$250 between four campaigns on social Media.
  - a. Two campaigns on Facebook
    - i. One targeting Teens within the Los Alamos, White Rock, Jemez Springs, Espanola, and Pojoaque area
    - ii. One targeting adults within the Los Alamos, White Rock, Jemez Springs, Espanola, and Pojoaque area
  - b. Two campaign on Instagram
    - i. One targeting Teens within the Los Alamos, White Rock, Jemez Springs, Espanola, and Pojoaque area
    - ii. One targeting adults within the Los Alamos, White Rock, Jemez Springs, Espanola, and Pojoaque area
- 2) Between the 4 campaigns we had a total reach of 36,016
- 3) Between the four campaigns we had a total of 82 clicks on the link to our website and/or the images.

New Mexico

# Youth Risk & Resiliency Survey



*The community is invited to a presentation from  
the NM Department of Health and UNM Prevention  
Research Center on the Los Alamos County  
2019 Youth Risk and Resiliency Survey Results*

**MARCH 18, 2021**  
**3:00 – 4:30 PM**

**CLICK HERE TO REGISTER FOR  
THE VIRTUAL PRESENTATION**

These virtual meetings are designed for anyone interested in the health of students, including school district staff, students, parents, health professionals and other community members.



This report is a product of the NM YRRS, a project that characterizes risk behaviors and resiliency/protective factors among New Mexico youth.