

MADD New Mexico 2022 Impact Report

As we put down the holiday cookies and set our goals for 2023, it is time to reflect on all we have achieved this past year. We are proud to bring you MADD New Mexico's 2022 Impact Report!

A message from our Executive Director

Happy 2023! As we take a moment to reflect back on 2022, we know that our work in New Mexico can only be described as **IMPACTFUL**. With the work our team did in supporting victims, as well as our work in the community and in our courts, MADD NM had noteworthy impact in our mission impact statewide. With a new National President being announced at the end of January, and dates for our key public events already on the books, 2023 will be bigger and better than ever before.

Thank you to every single one of you that has helped, volunteered, supported, spread the word, attended our amazing events, and anything and everything in between for an amazing 2022. Here's to a memorable 2023 focused on **NO MORE VICTIMS!**

Sincerely, Katrina Latka

MADD NM Affiliate Executive Director



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Follow Us Online!

Did you know that each MADD state has their own social media pages?

Find out information on events happening locally, as well as stay up to date with everything we are doing in the community!



email / newsletter:
nm.state@madd.org



facebook.com/MADDNM



madd.org/nm



linktr.ee/maddnm

Programs

Victim Impact Panels (VIPs)



The purpose of the Victim Impact Panel (VIP) program is to help drunk and drugged driving offenders to recognize and internalize the lasting and long-term effects of substance-impaired driving; create empathy and understanding, leave a permanent impression; and prevents future offenses.

At a VIP, victims, survivors and others impacted by substance-impaired driving crashes speak about the crash in which they were injured and/or a loved one was killed or injured.



NM VIPs Online
1,528 attendees



Stories from the field

"I took the VIP class and it completely changed my life and the way I think. All I want to do is help others now"

-New Mexico VIP attendee

Are you interested in becoming a VIP speaker?

VIP speakers are victims and survivors of impaired driving crashes, or underage drinking and drug use incidents, who volunteer their time to share their story in hopes to reach our goal of No More Victims.



**To learn more or sign up please reach us
at Sara.Fisher@madd.org today!**

Programs

Power of You(th) (POY)



madd®

Number of
Schools

4

Number of student
attendees

492

Youth involved in presentations designed to help stand up against underage drinking and other drug use.

Stories from the field

"Roberto was super funny!" -New Mexico student

*"Roberto was cool and gave us some helpful information about alcohol and drugs!"
-New Mexico student*

This program is made possible by
our local grantor:



This program is made possible by
our generous national sponsor:



Are you interested in having a POY Presentation at your school?

Power of Youth is our underage drinking and drug use prevention program that empowers and educates youth to say no to underage drinking and drugs.



To learn more or sign up please reach us
at Roberto.Rivas@madd.org today!

Programs

Power of Parents (POP)

POWER of
PARENTS

madd®

257

Number of parent/caregivers educated in workshops on how to navigate conversations with youth about alcohol and cannabis use.

Stories from the field

"I felt Roberto was informative and helped me recognize the importance of starting to talk to my kids about alcohol." - New Mexico Parent

"I enjoyed Roberto's energy for the presentation and felt like he was very passionate about getting this message out." - Paul Grabowsky, Albuquerque Schoolteacher

This program is made possible by
our local grantor:



This program is made possible
by our generous national sponsor:



Are you interested in a POP Presentation?

MADD's Power of Parents® program empowers parents of middle school and high school students to have ongoing, intentional conversations about the dangers and consequences of underage drinking and other drug use.



To learn more or sign up
Roberto.Rivas@madd.org today!

Victim Services



This program is made possible by
our grantor:



Office for Victims of Crime
OVC



New Mexico: Need Help?

Long after the crash, survivors, family and friends continue to feel the impact. MADD Victim Services is here to provide you with emotional support but also assistance in a variety of ways after a drunk or drugged driving crash, all at no cost to victims and survivors.



Dolly Otero, Lead
Victim Services
Specialist



505.255.2955 ext.3554



Dolly.Otero@madd.org

Victim Services

TOOFS Press Event & Law Enforcement Gathering

December 8, 2022 MADD Albuquerque Office

25 attendees

3 law enforcement agencies



Annual Holiday Albuquerque Candlelight Vigil

December 8, 2022 Strong-Thorne Event Hall



50 attendees

Many families,
colleagues, &
friends



Every year, MADD New Mexico hosts a candlelight vigil during the month of December. Our annual Holiday Remembrance Candlelight Vigil is held as a way for families to feel supported and connected during one of the most difficult times of the year.

This year, the Tie One On for Safety (TOOFS) press event was held the same morning - to ensure that the public was aware of the tragic consequences of driving while impaired during the holiday season.

Court Monitoring Project



5 FT Court Monitoring Staff;
1 FT Court Monitoring Project
Manager



*Bernalillo, Doña Ana,
McKinley, Rio Arriba,
San Juan, Sandoval,
Santa Fe, & Valencia

*Did You
KNOW?*

6

Years the
Project
has been
running

957

Total cases
monitored

2,059

Total cases
adjudicated

This program is made possible by
our local contractor:



The goals of MADD's Court Monitoring Program are:

- To compile pertinent information on how DWI cases are handled in the courtroom.
- To elicit public interest in the management and outcome of DWI cases in the community by publishing annual findings.
- To report relevant information gathered by the project to appropriate entities to increase the efficiency of the judicial process.



Andrea Grossetete,
Court Monitoring
Project Manager



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Events

Honoring Heroes Awards Ceremony

September 22, 2022



**Albuquerque
HH Event**
We were
delighted to
recognize 14
honorees



- Legislative Champion
- Drug Recognition Expert
- Criminal Justice Prosecutor
- Dedication to Underage Drinking Prevention
- Outstanding Urban, Tribal, and Rural Team Dedication to DWI Enforcement
- Outstanding Urban, Tribal, and Rural Officer/Deputy
- Community Champion
- Outstanding DWI Preventionist
- News Reporter of the Year
- Heart of MADD

Have someone you want to nominate this year?

Nominations will go live soon, but feel free to reach us at Sara.Fisher@madd.org if you want to learn more, or if you have someone to nominate!



Events

Walk Like MADD (WLM)

October 22, 2022, UNM's Johnson Field

Albuquerque WLM
Walkers: **193**



Want to get more involved in our WLM Event?

Did you know that we have a planning committee for our walk? Currently we are looking for volunteers to help with the event!



**To learn more or sign up, contact Marissa Lucero at:
l2leah@yahoo.com today!**

Save the
Date for
WLM '23
October 21

Community Outreach



On August 27th, Law enforcement agencies from around the state came together on one weekend in a show of force to catch intoxicated drivers through saturation patrols and checkpoints. Participating Law Enforcement agencies for New Mexico Saturation Saturday 2022 included: Lea County Sheriff's Office, NM State PD, Pueblo of Pojoaque PD, Deming PD, Taos County Sheriff's Office, Albuquerque PD, Roswell PD, Bosque Farms PD, Santa Rosa PD, Hagerman PD, Rio Rancho PD, Cibola County Sheriff's Office, Milan PD, and Ramah Navajo PD. This was New Mexico's 4th year participating in this nationwide initiative.

Traffic Safety Event with US Secretary of Transportation, Pete Buttigieg

On November 16th, MADD New Mexico participated in a NMDOT event at Southwestern Indian Polytechnic Institute, which focused on Native traffic safety. VIP guest, US Secretary of Transportation, Pete Buttigieg was in attendance. We invited victim/survivor Cindy Ortega to speak on our behalf. Cindy shared her heartbreak over her son Joe's preventable death caused by a drunk driver. She was able to give the Secretary a photo of Joe, and he said he would carry it with him back to Washington. It was very moving, and a reminder that the work we do can indeed affect change at the highest levels.



Thank you, Analesa Maldonado!

We would like to take this moment to recognize Analesa Maldonado, for all of her support throughout the years. Analesa won the Heart of MADD award for 2022, speaking at multiple events, and has often played a vital role in our organization to help us to reach a future with No More Victims.

Thank you, Analesa, for your continued voice for change!



Sponsorship Shout Outs

Parnall Law State Presenting Partner

A special shout out to Parnall Law for volunteering their time to help our small team on our Walk and Law Enforcement Recognition committees, as well as speaking publicly about the importance of ending impaired driving all year long. As our state presenting partner, Parnall Law supports our Walk Like MADD and our Honoring Heroes Award Ceremony.



PARNALL
LAW Hurt? Call BERT.

Waymo National Partner



As an autonomous driving technology company, Waymo is helping us advance our mission forward toward a future with No More Victims. As our national partner, Waymo supports our Tie One On for Safety (TOOFS) campaign.

This year, Waymo helped us continue spreading awareness on news channels and press conferences.

Cumulus Media Local Media Partner



MADD NM partners with Cumulus Media on their "Take a Ride on Us" campaign - a joint effort to share Uber ride codes to get local residents home for free during potentially high traffic fatality times of the year due to impaired drivers.

Sponsorship Shout-Outs

2022 was a banner year for MADD New Mexico. We gained new partners who share in our vision and continue to grow in our relationships with existing partners. Thank you to all of our event partners this year!

Walk Like MADD (WLM)



Honoring Heroes Award Ceremony



Interested in a sponsorship?

Whether donating time, funding, or other resources, we are so grateful for the generosity shown to us over the years. If you'd like to learn more about these opportunities please reach out to Katrina Latka.



Katrina Latka



505.255.2955 ext 3551



katrina.latka@madd.org

Development

New Mexico State Advisory Board



Paul Romero
Chair



Lester Brasher, PhD, LPCC



Joan Halsell
Vice Chair



Flo Jaramillo



Kevin Lucero
Treasurer



Marissa Lucero



Dolly Salazar
Secretary



Bert Parnall



Sarah Maestas-Barnes



Sergeant Kurtis Ward

SouthWest Regional Staff Training Summit

In May of 2022, MADD New Mexico joined MADD MADD Nevada, MADD Arizona, and several field leaders across the nation for the first annual SouthWest Regional Training Summit. Each staff went through extensive specialized trainings while also coming together to collaborate on improving our programs and organization nationwide.



Welcome 2023!

Thank you so much to everyone who helped us make 2022 an incredible and impactful year! We are so excited for everything that is to come in this year! Make sure to follow us online to stay up to date with everything we have coming. Here's to all of us having the best year yet!



MADD NM

New Mexico State Staff Listing 2022



Lindsey Valdez
Regional Executive Director (AZ, NM, NV)



Katrina Latka
Affiliate Executive Director



Andrea Grossetete
Court Monitoring Project
Manager



Sara Fisher
Program Manager



Roberto Rivas
Volunteer Resource
Coordinator



Dolly Otero
Lead Victim Service
Specialist



Andrew Kishman
Court Monitor



Jessica Winn-Lyannas
Court Monitor



Lisa Lovato
Court Monitor



Maiko Castro
Court Monitor



Chelsey Meyer
Court Monitor



Jennifer Bates
Court Monitor

