



New Mexico DEPARTMENT OF
TRANSPORTATION

Michelle Lujan Grisham, Governor
Michael R. Sandoval, Cabinet Secretary

FOR IMMEDIATE RELEASE

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NMDOT launches new spring traffic safety campaigns *Highlighting bad driving behaviors*

SANTA FE – The New Mexico Department of Transportation Traffic Safety Division (NMDOT-TSD) is unveiling its newest campaign to curb drunk driving, distracted driving, and lack of seatbelt use.

Due to COVID filming restrictions, the department chose to create another animated campaign to prevent the potential spread of the deadly virus. Albuquerque advertising agency RK Venture created the spots in conjunction with New Mexico business, halflife digital. Additional animation and illustration provided by The Brigade.

The spring radio, television and digital spots are narrated from the perspective of a child, who is telling a story of loss by weaving a compelling narrative from a child's point of view as she describes the consequences of adult drivers. The narration is supported by childlike drawings which become animated.

The set up and framing of the scene establish the traumatic stress endured by the child because of an adult's irresponsibility. And the animation technique conveys the messages effectively through emotional story telling while indicating enforcement along with physical and emotional consequences.

NMDOT Childs Drawings ENDWI 30 <https://youtu.be/8f8Z5Wz88rw>

NMDOT Childs Drawings ENDWI SPN 30 <https://youtu.be/iKpWQXQnkpg>

NMDOT will release the ENDWI ad on March 15 to coincide with law enforcement saturation patrols, St. Patrick's Day and Cinco de Mayo. The SLWDWN/BKLUP spots are currently in the works and will be unveiled with the Click It or Ticket campaigns and the JUST DRIVE digital spots will be used on social platforms during the month of April which coincides with the National Highway Traffic Safety Administration's (NHTSA) Distracted Driving Month.

“There were 390 traffic fatalities in New Mexico in 2020, 139 of those were alcohol related, 153 were due to people not using seatbelts or proper restraints, and 147 involved

distracted driving,” said Transportation Secretary Mike Sandoval. “The sad reality is drivers can control the devastating consequences of distracted, drunk and unrestrained driving.”

To combat drunk driving this St. Patrick’s Day, the NMDOT in partnership with Bernalillo County, the city of Albuquerque, Cumulus radio and Uber will sponsor “Take a Ride on Us.”

An Uber credit for up to \$20 each way will be offered in the Bernalillo County metro area beginning Saturday, March 13 starting at noon through Thursday, March 18 at 3 a.m.

Uber rides are available to the first 750 riders using the code: **Green2021**. Tips are not included, and refunds are not provided for trips under \$20. The code cannot be used for Uber Eats.

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