



New Mexico DEPARTMENT OF
TRANSPORTATION

Michelle Lujan Grisham, Governor
Ricky Serna, Cabinet Secretary

FOR IMMEDIATE RELEASE

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December is National Impaired Driving Prevention Month *Car Seat Safety Also Highlighted During Event*

LAS CRUCES – Tuesday, December 19, 2023, the National Highway Traffic Safety Administration (NHTSA) in conjunction with the New Mexico Department of Transportation (NMDOT), Mothers Against Drunk Driving (MADD) and SAFER New Mexico Now, local law enforcement, and distinguished guests and community members held a press conference to kick off the Holiday Season Impaired Driving Campaign.

Rebecca Walker from (NHTSA) emceed the event and relayed the impacts of driving under the influence and helped bust a few myths about impaired driving. NHTSA reminded all in attendance that December is recognized as National Impaired Driving Prevention Month as proclaimed by President Biden on November 30, 2023.

More parties and festivities celebrating the season brings out more drunk drivers. In 2021, there were 13,384 alcohol-impaired-driving fatalities. In 2021, there were 710 children (under 13) killed in passenger vehicles, and more than 100,000 were injured.

“Safe travel this holiday season is crucial, always use ride sharing services, walk or designate a non-drinking friend or family member to get home safely,” said Katrina Latka, State Executive Director, MADD.

Car Seat Safety

More than a third (36%) of children (under 13) who died while riding in passenger vehicles were unrestrained. “During the holiday season, it's crucial to highlight traffic safety in our state. We urge everyone to drive responsibly, designate a driver, and buckle up throughout this festive season,” said Jeff Barela, Traffic Safety Director, NMDOT.

Lisa Kelloff with SAFER New Mexico Now spoke on the importance of car seat safety. Immediately following the Press Conference SAFER began their two-hour car seat clinic which served seven families in Dona Ana and replaced one outdated car seat. For more information on car seat safety and upcoming clinics, please call (800) 231-6145 or (505) 856-6143

This year, regardless of the holiday you celebrate, celebrate responsibly, because there is no excuse for impaired driving! Let’s all get home safe.

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NMDOT

Mobility for everyone





