



New Mexico DEPARTMENT OF  
**TRANSPORTATION**

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

**FOR IMMEDIATE RELEASE**

March 31, 2022

**NMDOT launches new drugged **endwi+** campaign**  
*To coincide with legalization of recreational cannabis*

SANTA FE – As legalized recreational marijuana goes on the market Friday, April 1, The New Mexico Department of Transportation (NMDOT) is launching a new drugged ENDWI+ campaign.

“Impairment is impairment it doesn’t matter whether it’s alcohol or cannabis, driving while intoxicated on any substance is dangerous and illegal,” said Transportation Secretary Mike Sandoval. “If you are impaired and driving erratically or unsafely, you could be arrested for DWI. The law is the same.”

Officers will evaluate signs of impairment rather than relying on the smell of cannabis. They will likely administer the standard field sobriety tests, which don’t necessarily look for a specific drug, but rather help officers determine how incapacitated someone is.

According to the University of New Mexico, crashes involving only drug use have increased over the last 10 years. Reports from the National Highway Traffic Safety Administration (NHTSA) and Governors Highway Safety Association (GHSA) show drugs were present in 43% of drivers who were fatally injured with a known test result.

The department trusted Albuquerque creative team RK Venture to create the drugged driving awareness campaign. Over time, different types of drugs that impair drivers will be covered but the immediate focus is on marijuana.

The new logo features green and black lower-case letters which fits well with the yellow and black ENDWI brand. Green was chosen because it is a recognizable color used for marijuana dispensaries. The cross was added because it is often used in connection with dispensaries and pharmacies.

Attached you will find more information about the drugged driving campaign, including 30 second television ads, radio spots in English and Spanish as well as social media video messaging.

###

**NMDOT**  
*Mobility for everyone*

**Marisa Maez**, Communications Director | [Marisa.Maez@state.nm.us](mailto:Marisa.Maez@state.nm.us) | 505 469 8243