

New Mexico Interagency Behavioral Health Purchasing Collaborative

Collaboration for Recovery, Resiliency and Empowerment



Aging and Long-Term Services Department

Administrative Office of the Courts

Children, Youth and Families Department

New Mexico Corrections Department

Department of Finance and Administration

Department of Health

Department of Workforce Solutions

Department of Transportation

Developmental Disabilities Planning Council

Division of Vocational Rehabilitation

Governor's Commission on Disability

Governor's Health Policy Advisor

Health Policy Commission

Human Services Department

Indian Affairs Department

Mortgage Finance Authority

Public Education Department

For Immediate Release May 4, 2009

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Behavioral Health Collaborative Unveils *Talk About It New Mexico*, Social Inclusion Campaign

Public Service Announcements Encourage Discussion of Mental Health and Substance Abuse Issues

SANTA FE – Today, the New Mexico Behavioral Health Purchasing Collaborative (Collaborative) unveiled its Social Inclusion Public Service Campaign: *Talk About It New Mexico*.

The *Talk About It New Mexico* Public Service Announcements (PSAs) encourage communities statewide to begin to more openly discuss behavioral health issues, both mental illness and substance abuse, in an effort to break down barriers that often keep people with behavioral health issues from seeking services that are essential for recovery. This is also known as “Social Inclusion.”

“Social Inclusion is more than having access to services, it is also about participation in the community as employees, as students, as volunteers, as teachers, as people,” said Linda Roebuck, Collaborative CEO.

Local behavioral health consumers, family members and community members volunteered to participate in the production of the *Talk About It New Mexico* PSAs.

“I was happy to participate in this outreach effort to help de-mystify mental illness,” said Gilberto Romero, a PSA participant. “Hopefully, this will open people’s minds and hearts and allow those with a mental illness a real hope for reclaiming their lives.”

Another participant in the PSA said, “I feel one simple responsibility in my life is doing whatever I can to help those who suffer from drug addiction and alcohol abuse,” said Chris. “As a former alcoholic and drug addict, I thought alcohol and drug use were the solutions to my problems, until I went into recovery and realized they were my problem.”

The 30 and 60-second PSAs are airing in cooperation with the New Mexico Broadcasters Association and its television and radio partners across the state. The ads will also air in movie theaters in Las Cruces, Santa Fe and Albuquerque. They were produced in English, Spanish and Navajo.

(more)

The PSAs can be viewed and heard on the *Talk About It New Mexico* website, www.talkaboutitnewmexico.org. This site is a resource page where people can find information on behavioral health services in New Mexico and nationally. People can learn how to join a Local Collaborative, find an Alcoholics Anonymous group in their community, find out how to get involved with the Behavioral Health Planning Council, NAMI or Mental Health America and many more groups that help people to openly talk with others about their mental illness or substance abuse problem.

About the Collaborative

The Collaborative was created during the 2004 Legislature to allow most state agencies and resources involved in behavioral health treatment and recovery to work as one in an effort to improve mental health and substance abuse services in New Mexico. This cabinet-level group represents 15 agencies and Governor Bill Richardson's office.

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