STATE OF NEW MEXICO
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New Mexico develops COVID-19 emotional support talk helpline campaign

SANTA FE – The New Mexico Human Services Department, Behavioral Health Services Division and the New Mexico Crisis and Access Line are announcing a campaign to raise awareness about the availability of a 24/7 statewide emotional support helpline to assist New Mexicans who are experiencing anxiety, stress or emotional challenges due to the COVID-19 pandemic.

The Talk Helpline,1-855-NMCRISIS (662-7474), provides immediate assistance, referrals, and someone to talk to in times of overwhelming feelings. Professionally trained staff are available to help a person manage stress, anxiety, fear, and loss by developing positive coping activities that help strengthen resilience.

"With the pandemic creating chaos in the lives of so many people, it is especially important to let New Mexicans know that they are not alone and that it is normal to feel anxious and worried. We want them to know they can confidentially reach out to talk to someone anytime and anyplace. We want individuals to have the information and skills to help them not only during this time, but in the future," said BHSD director, Neal A. Bowen, PhD.

The COVID-19 talk helpline campaign aims to decrease anxiety through education and information so individuals and their communities understand people can take control of the emotional aspects of a crisis.

The campaign is aimed at individuals impacted by COVID-19 including: New Mexico's Native American population; older adults; employees in residential settings; patients in care settings; individuals who have tested positive or are awaiting test results; and children, youth, adults and families.

The 24/7 talk helpline is supported by the Behavioral Health Services Division's statewide New Mexico Crisis and Access Line, a centralized, single, free telephone number to get immediate emotional support assistance and resources. Funding is provided by a FEMA grant.

Click here to view the animated video and here for an ad sample. #COVIDTalkTherapy
For more information, please visit https://www.nmcrisisline.com/

The Human Services Department provides services and benefits to more than 1 million New Mexicans through several programs including: the Medicaid Program, Temporary Assistance for Needy Families Program, Supplemental Nutrition Assistance Program, Child Support Program, and several Behavioral Health Services.

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