



STATE OF NEW MEXICO  
**Human Services Department**  
**Governor Michelle Lujan Grisham**  
Kari Armijo, Acting Secretary  
Alex Castillo Smith, Deputy Secretary  
Kathy Slater-Huff, Acting Deputy Secretary  
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**FOR IMMEDIATE RELEASE**

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**Human Services Department launches Fentanyl overdose prevention campaign**

*The “Game of Chance” Campaign raises awareness to help prevent accidental Fentanyl overdose deaths*

SANTA FE - The New Mexico Human Services Department (HSD) launches a multi-media, bi-lingual campaign called “[Game of Chance](#),” today to raise awareness about the opioid overdose crisis, driven largely in recent years, by illicit Fentanyl.

HSD’s campaign features a game of chance using three red cups to illustrate the risk of overdose to demonstrate how using combinations of pain medication, including Fentanyl, and anti-anxiety medications, over-the-counter sleep and cold medicines, with alcohol and illicit drugs, will result in significant overdose risk.

“Fentanyl is involved in more deaths of Americans under 50 than any cause of death, including heart disease, cancer, homicide, suicide and other accidents,” said **Alex Castillo Smith**, deputy secretary for the New Mexico Human Services Department. “Fentanyl whether taken knowingly or not — is never safe because it may be stronger or more unpredictable than one drug alone.”

Overdose deaths have doubled in the last five years increasing from 24.6 deaths per 100,000 population in 2017 to 50.6 deaths per 100,000 population in 2021 (NMDOH Bureau of Vital Records and Health Statistics). The statewide public awareness campaign gives New Mexicans greater access to information about the risks of using different drugs and alcohol to change the effect of another drug.

“Game of Chance” is a multi-media campaign that includes:

- TV
- Digital and social media
- Billboards
- Bus shelters
- Kiosks
- Bus wraps
- Gas station pump videos

The campaign also provides information on what Medication Assisted Treatment is, safe drug use, ending stigma — a barrier for many to seeking help, where to get and how to use the lifesaving overdose reversal spray, Naloxone, and peer recovery stories.

Game of Chance is a sub campaign of the award-winning “[A Dose of Reality](#)” campaign. To watch the “Game of Chance” video, click [here](#). To access partners toolkit, click [here](#).

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**We talk, interpret and smile in all languages.** We provide written information to our customers in both English and Spanish and interpretation services are available in 58 languages through our provider, [CTS Language Link](#). For our hearing, and speech impaired customers, we utilize [Relay New Mexico](#), a free 24-hour service that ensures equal communication access via the telephone to individuals who are deaf, hard of hearing, deaf-blind or speech disabled. The Human Services Department provides services and benefits to 1,085,290 New Mexicans through several programs including: the Medicaid Program, Temporary Assistance for Needy Families (TANF) Program, Supplemental Nutrition Assistance Program (SNAP), Child Support Program, and several Behavioral Health Services.