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March 8th, 2024

Secretary Monette announces public awareness campaign for statewide behavioral health and missing and murdered indigenous persons

SANTA FE – Secretary Josett D. Monette today announced that the New Mexico Indian Affairs Department (IAD) has launched a public awareness campaign about Missing and Murdered Indigenous Persons (MMIP), behavioral health and suicide prevention, and the Indigenous Youth Council. Traditional and digital media is rolling out statewide, including billboards, web, video, radio, and social media throughout the state.

“I am honored to work alongside New Mexico’s Sovereign Nations and inspired by our Indian Affairs Department’s commitment to the physical, mental, social, and spiritual health of Indigenous Peoples across the state,” said Gov. Lujan Grisham. “New Mexico’s tribal communities are strong, and these homegrown campaigns reflect that strength while connecting Indigenous people to resources that can help them address urgent challenges.”

“I am excited to see IAD’s work and initiatives highlighted throughout the state, and am grateful that our governor continues to prioritize the well-being of Indigenous people in New Mexico,” said IAD Secretary, Josett D. Monette (Turtle Mountain Band of Chippewa Indians).

“The Kinship Pledge campaign represents the culmination of several years of community behavioral health work taken on by the Indigenous Youth Council,” said Alysia Coriz (Kewa Pueblo), IYC member. “The campaign is authentic to us as Indigenous young people. It’s by us and it’s for us, and the feedback so far has been incredible.” The campaign includes 56 billboards, with an emphasis on Gallup,

Farmington, Alamogordo, Albuquerque and other locations with large Indigenous populations. The web and digital promotions will be seen on screens and mobile devices across the state.

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Since 2003 the New Mexico Indian Affairs Department (IAD) has implemented groundbreaking state-tribal policies intended to improve the quality of life for the state's Native citizens. Our initiatives are designed to strengthen Tribal and state relations and address the challenges we face in our communities: economic development, infrastructure improvement, the protection of our cultures and languages, health care accessibility, and educational opportunities for our most precious resource— our children. Learn more at www.iad.state.nm.us.