New Mexico Crisis and Access Line & Peer to Peer Warmline: 2018 Bi-Annual Report









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The following tables and charts provide information for the Department of Human Services, Behavioral Health Services Division programs that are delivered through contract with ProtoCall Services, Inc. for the first half of 2018 (from January 2018 through June 2018).

To track how this compares to previous reporting periods, data from the 1st half of 2017 (from January 2017 through June 2017) and the total overall calls reported in 2017 has also been included within this report.



Overview



New Mexico Crisis and Access Line & Peer to Peer Warmline

From February 2013 through June 2018, New Mexico Crisis and Access Line (NMCAL) programs have handled a total of 149,924 calls.

Of the 149,924 calls NMCAL handled: 72,063 calls on the Statewide Crisis and Access Line, 14,313 New Mexico calls from the National Suicide Prevention Lifeline (NSPL), 32,522 after-hours calls were answered for New Mexico Behavioral Health Core Service Agencies (CSA's) and other BHSD approved agencies under separate contracts, as well as 31,026 calls have been answered on the Peer-to-Peer Warmline since it launched in August 2015.

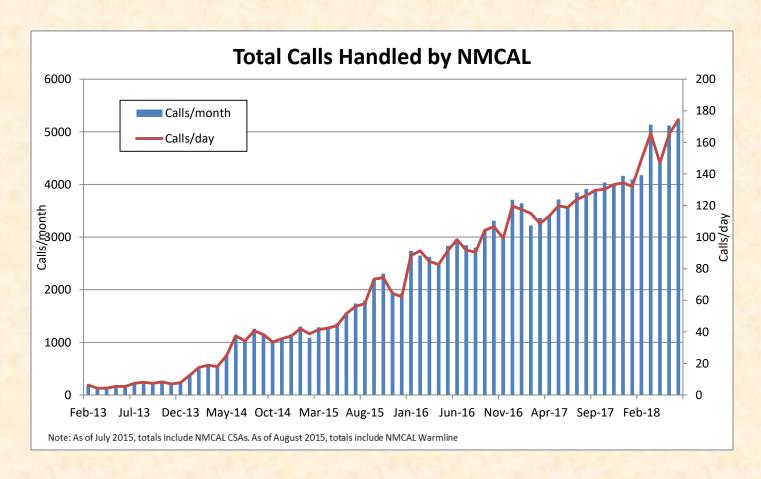
Calls Answered by Type	1 st Half	1 st Half	Total Calls
	2018	2017	2017
Total Statewide Crisis and Access Line + NSPL	15,281	10,967	24,271
Total Inbound Calls	11,475	8,728	19,110
Calling about Self	10,343	7,938	17,2,93
Calling about a Child	245	184	394
Calling about another Adult	887	606	1,423
Outbound Calls	975	625	1,356
Information/Referral Calls	192	183	389
Seeking information about NMCAL	68	88	167
Public Safety/Law Enforcement Calls	15	52	78
Administrative	81	90	155
Other	2,475	5,178	10,869
Warmline Calls	7,089	5,962	12,629
Calls Answered For Core Service Agencies	5,803	3,977	7,853
TOTAL CALLS ANSWERED for NEW MEXICO	28,173	20,906	44,753



CALL VOLUME

Helplines nationwide have been experiencing an increase in calls for the last several years. This increased call volume is attributed to multiple factors including, but not limited to: a rise in suicide rates, society openly talking about mental health, media campaigns increasing awareness on recovery and resiliency, communities striving to reduce stigmas about mental health, and people promoting resources where help can be found.

As crisis can affect anyone at any time, the New Mexico Crisis and Access Line and Peer to Peer Warmline are proud to be one of the first points of contact that individuals are reaching out to when they are seeking help, support, and information for themselves, or to see how to help someone they know experiencing concerns.





CRISIS LINE UTILIZATION

The following tables and charts provide information about the clinical crisis line calls handled by professional mental health counselors on the New Mexico Crisis and Access Line and National Suicide Prevention Lifeline.

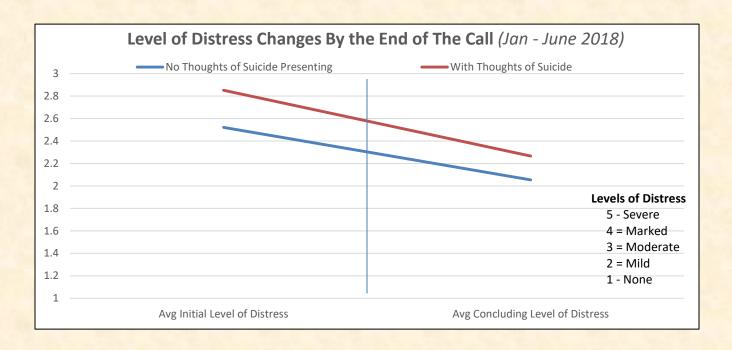
Crisis Line Utilization	1 st Half 2018	1 st Half 2017	Total Calls 2017
Total Calls Handled on the Crisis Line	11,475	8,728	24,271
Service Level (answered under 30 sec)	90.2%	82.2%	83.8%
Abandonment Rate	2.3%	4.1%	3.7%
Average Speed of Answer	13 sec	19.9 sec	19.5 sec
Average Call Length (Crisis Line calls)	17.5 min	17.3 min	17.0 min

Primary Presenting Problem during Crisis Line Calls									
	1 st Hal	f 2018	1 st Hal	f 2017	Total Calls 2017				
	# of Calls	% of Calls	# of Calls	% of Calls	# of Calls	% of Calls			
Anxiety	2,677	26.2%	2,015	25.8%	4,367	24.5%			
Suicide	1,590	15.6%	1,082	13.9%	2,596	14.6%			
Situational Stress	1,543	15.1%	1,111	14.2%	2,633	14.8%			
Cognitive Concerns or Psychosis	933	9.1%	498	6.4%	1,520	8.5%			
Depression	843	8.3%	769	9.8%	1,810	10.2%			
Alcohol/Drugs	577	5.6%	379	4.9%	967	5.4%			
Relationship or Marital	321	3.1%	252	3.2%	601	3.4%			
Family	205	2.0%	298	3.8%	576	3.2%			
Grief or Loss	158	1.5%	174	2.2%	325	1.8%			
Intentional Self-Injury	118	1.2%	126	1.6%	243	1.4%			
Medication	109	1.1%	77	1.0%	187	1.0%			



Primary Presenting Problem during Crisis Line Calls (continued)									
	1 st Hal	f 2018	1 st Hal	f 2017	Total Calls 2017				
	# of Calls	% of Calls	# of Calls	% of Calls	# of Calls	% of Calls			
Child	98	1.0%	82	1.1%	170	1.0%			
Anger Management	79	0.8%	141	1.8%	221	1.2%			
Interpersonal	F.C	0.50/	4.0	0.60/	00	0.60/			
Violence	50	56 0.5%	46	0.6%	99	0.6%			
Danger to Others	46	0.5%	26	0.3%	59	0.3%			
Sexual Assault	26	0.3%	31	0.4%	59	0.3%			
Workplace Issue	25	0.2%	11	0.1%	33	0.2%			
Other	814	8.0%	690	8.8%	1,357	7.6%			

Crisis and Access Line counselors rate the initial and concluding level of distress on every crisis line call. Level of distress is based on both the caller's presentation or overt behavior, and an assessment of the caller's situation. Even if a caller is not emotional or upset, the callers level of distress is rated higher if their specific situation appears acute.





NMCAL supports people experiencing any mental health concern. During a call, the counselor assesses the current situation, evaluates how the caller can be supported through the call, and determines if the matter can be resolved on that call, or if a higher level of response is necessary. For nearly 97% of crisis line calls, the immediate situation was resolved through supportive telephone counseling.

Level of Care for Crisis Line Calls										
	1 st Half 2018 1 st Half 2017			Total Ca	lls 2017					
	# of Calls	% of Calls	# of Calls	% of Calls	# of Calls	% of Calls				
Routine	7,112	68.0%	5,100	65.4%	11,780	66.2%				
Urgent	3,059	29.3%	2,541	32.6%	5,649	31.7%				
Emergent	287	2.7%	163	2.1%	377	2.1%				

NMCAL serves as an initial point of contact for mental health and substance use needs. We strive to address the immediate safety concerns facing people struggling by offering crisis intervention, suicide risk assessment, safety planning, conflict management, and other behavioral health emergency services, while helping individuals and families develop plans of action that promote problem-solving, positive choices, and referrals to treatment services available in the community.

Clinical Disposition of All Crisis Line Calls									
	1 st Hal	f 2018	1 st Hal	f 2017	Total Calls 2017				
	# of Calls % of Calls		# of Calls	% of Calls	# of Calls	% of Calls			
Caller stabilized by									
counselor, referred to	9,752	96.0%	7,554	98.7%	17,178	96.7%			
community resources									
Counselor made a									
report of abuse to CPS	60	0.6%	37	0.5%	105	0.6%			
or APS									
Caller agreed to go to	21	0.20/	1.4	0.20/	47	0.20/			
the hospital	31	0.3%	14	0.2%	47	0.3%			



Disposition at the End of the Call, for All Crisis Line Calls (continued)								
	1 st Hal	f 2018	1 st Hal	f 2017	Total Calls 2017			
	# of Calls	% of Calls	# of Calls	% of Calls	# of Calls	% of Calls		
Caller agreed to take								
person of concern to	44	0.4%	18	0.2%	41	0.2%		
the hospital								
Caller identified that								
they would call 911								
regarding immediate	24	0.2%	24	0.3%	55	0.3%		
danger to person of								
concern								
Due to immediate								
danger, Caller was	100	4 00/	F.0	0.70/	1.12	0.00/		
conferenced into 911	106	1.0%	58	0.7%	143	0.8%		
by NMCAL counselor								
NMCAL counselor								
contacted police with	39	0.4%	21	0.3%	51	0.3%		
caller's consent								
NMCAL counselor								
contacted police	464	4.004		0.004	4.40	0.007		
without caller's	101	1.0%	64	0.8%	140	0.8%		
consent								

CONCERNING THOUGHTS OF SUICIDE

While suicide is not always the presenting issue during a call, when suicide is discussed, NMCAL looks closely at the outcome of the calls where concerns regarding suicide were discussed.

Discussions involving thoughts of suicide were reported on 26.3% of crisis line calls answered between January and June 2018 and 2,696 crisis line callers reported concerns about suicide, either for themselves, or for another person of concern. Of those calls, the crisis line counselor was able to



support 89.1% of the callers during the phone call; without the need to involve police, a hospital, or another more restrictive option.

Disposition at the End of the Call, for Crisis Line Calls Involving Suicide								
	1 st Hal	f 2018	1 st Hal	f 2017	Total Calls 2017			
	# of Calls	% of Calls	# of Calls	% of Calls	# of Calls	% of Calls		
Caller stabilized by counselor, referred to	2,349	89.1%	2,031	93.6%	4,574	92.4%		
community resources Caller agreed to go to the hospital	19	0.7%	8	0.4%	33	0.7%		
Caller agreed to take person of concern to the hospital	36	1.4%	13	0.6%	31	0.6%		
Caller identified that they would call 911 regarding immediate danger to person of concern	20	0.8%	15	0.7%	40	0.8%		
Due to immediate danger, Caller was conferenced into 911 by NMCAL counselor	92	3.5%	41	1.9%	112	2.3%		
NMCAL counselor contacted police with caller's consent	33	1.3%	14	0.6%	39	0.8%		
NMCAL counselor contacted police without caller's consent	87	3.3%	19	2.3%	120	2.4%		



CALLS INVOLVING SUBSTANCE USE

NMCAL is here to support people experiencing any sort of mental health, suicide, or substance use concern. Concerns related to mental health often co-occur with substance use. In the first half of 2018 concerns related to drug and/or alcohol use were identified on 18.9% of the crisis line calls.

Opioid Use Disorders

In November of 2017 NMCAL began tracking the calls that were related specific to Opioid Use Disorders (OUD).

Calls Related to Opioid Use	1 st Half 2018	1 st Half 2017	Total Calls 2017
NMCAL Clinical calls related to Opioid Use	250	N/A	33
Warmline calls related to Opioid Use	38	N/A	13

Note: NMCAL and the Warmline began tracking the calls related to OUD in November of 2017

CALLER DEMOGRAPHIC INFORMATION

Crisis and Access Line

The following tables summarize the descriptive demographic information gathered from 45% of crisis line callers. All demographic information reported is based on a caller's choice to self-report. This data is not externally verified.

It is important to note that demographic information is not gathered on all calls because callers may decline providing information, or not know how to answer. In some cases, the clinician did not ask the question, due to the nature of the call.

Like most crisis lines, NMCAL has a small number of callers who contact us frequently, and generally talk to crisis line clinicians for only a minute or two. This brief contact with a crisis line clinician can support these callers in



staying healthy, and living independently within their communities.

The average caller contacted NMCAL twice. 16% of the total calls are identifiably unique callers. To control for this small number of callers, data is presented for both total calls, and for individual callers (aka: identifiably unique callers).

NMCAL is accessible to:

- Non-English speaking callers through a language interpretation service provider
- Speech and/or hearing impaired callers though TTY and Relay services

*NOTE: Some 2017 demographic data is unavailable due to technology changes made in March 2017.

		Total Calls	;	Individual Callers			
Primary Language	1 st Half 2018	1 st Half 2017	Total Calls 2017	1 st Half 2018	1 st Half 2017	Total Calls 2017	
English	89%	96%	95%	90%	92%	93%	
Eng/Span Bilingual	2%	2%	2%	4%	4%	3%	
Spanish	0%	1%	1%	1%	2%	1%	
Other	9%	1%	2%	5%	3%	3%	

County of		Total Calls		Individual Callers			
Residence	1 st Half 2018	1 st Half 2017	Total Calls 2017	1 st Half 2018	1 st Half 2017	Total Calls 2017	
Bernalillo	5,004	1,594	6,482	1,581	805	2,404	
San Juan	598	155	1,450	106	131	124	
Dona Ana	562	816	1,993	106	729	308	
Santa Fe	488	216	593	251	125	403	
Curry	472	41	107	32	24	63	
Sandoval	368	206	528	225	123	320	
Taos	220	63	391	49	53	74	
Grant	196	69	271	45	50	69	



County of		Total Calls		Indi	vidual Calle	rs
Residence	1 st Half	1 st Half	Total	1 st Half	1 st Half	Total
(continued)	2018	2017	2017	2018	2017	2017
Otero	195	108	303	83	78	127
Chaves	188	123	277	66	85	108
Socorro	133	50	152	26	39	39
McKinley	101	64	164	70	40	100
Eddy	86	24	94	47	13	69
Torrance	81	20	51	26	11	35
Rio Arriba	69	25	120	62	14	84
Valencia	68	105	324	31	67	152
Sierra	67	17	71	20	11	25
Luna	59	15	65	22	9	30
Cibola	54	21	78	28	15	33
San Miguel	53	38	66	42	23	44
Lea	38	30	77	33	30	18
Lincoln	32	36	52	20	20	38
Roosevelt	18	12	21	17	6	10
Los Alamos	30	25	30	25	14	25
Colfax	6	0	13	6	0	9
Quay	5	2	9	3	1	7
Guadalupe	4	2	9	4	1	7
Hidalgo	4	0	5	4	0	4
Mora	3	0	8	2	0	3
Catron	2	3	4	2	2	2
De Baca	2	2	4	2	1	1
Union	1	0	2	1	0	2
Harding	1	0	1	1	0	1
outside NM	227	0	391	162	0	242
Total	9,421	3,882	14,206	3,294	2,520	4,980



NMCAL is proud to manage an integrated program where callers have a choice to talk to a crisis line counselor or a warmline peer support specialist. We believe that the lower number of individual crisis line callers reporting is due to callers transitioning from the crisis line, over to the Warmline.

Gender of		Total Calls		Individual Callers				
Caller	1 st Half 2018	1 st Half 2017	Total Calls 2017	1 st Half 2018	1 st Half 2017	Total Calls 2017		
Male	44%	38%	47%	48%	51%	53%		
Female	56%	62%	53%	51%	49%	46%		
Other	0.5%	0.2%	0.4%	1.3%	0.5%	0.9%		

Age of	Total Calls			Individual Callers			
Caller	1 st Half 2018	1 st Half 2017	Total Calls 2017	1 st Half 2018	1 st Half 2017	Total Calls 2017	
Under 18	2%	4%	4%	6%	13%	12%	
18-24	22%	20%	16%	18%	19%	19%	
25-34	37%	37%	31%	26%	21%	23%	
35-44	12%	10%	12%	18%	17%	16%	
45-54	15%	14%	17%	15%	13%	14%	
55-64	8%	12%	18%	10%	12%	10%	
65+	4%	3%	3%	7%	5%	6%	

Callers		Total Calls		Ind	ividual Call	lers
Race/Ethnicity	nicity 1 st Half 1 st Half Total Calls 2018 2017 2017		Total Calls 2017	1 st Half 2018	1 st Half 2017	Total Calls 2017
White/Caucasian	49%	47%	49%	39%	42%	40%
Hispanic	30%	15%	21%	43%	37%	40%



Callers		Total Calls		7 2018 2017 2017 6 8% 8% 8%		
Race/Ethnicity (continued)	1 st Half 2018	1 st Half 2017	Total Calls 2017			Total Calls 2017
American Indian or Alaskan Native	5%	4%	5%	8%	8%	8%
Black or African American	3%	1%	2%	3%	3%	3%
Asian	1%	12%	2%	2%	2%	1%
Multiracial	2%	2%	8%	2%	5%	4%
Other	10.8%	19.5%	13%	3.8%	2.6%	3%

Callers		Total Calls		Ind	ividual Cal	lers
Housing Status	1 st Half 2018	1 st Half 2017	Total Calls 2017	1 st Half 2018	1 st Half 2017	Total Calls 2017
Has permanent housing	85%	89%	86%	77%	82%	79%
Has temporary housing	7%	5%	7%	14%	12%	12%
Houseless	7%	5%	6%	7%	1%	8%
Resides in a residential facility	0.9%	0.9%	0.8%	1%	6%	1%

Callers Reported		Total Calls		Ind	ividual Cal	lers
Health Insurance	1 st Half 2018	1 st Half 2017	Total Calls 2017	1 st Half 2018	1 st Half 2017	Total Calls 2017
Medicaid	49%	68%	59%	42%	54%	51%
Insured, type unknown	29%	4%	4%	17%	7%	7%



Callers Reported		Total Calls		2018 2017 2017 29% 28% 28%		lers
Health Insurance (continued)	1 st Half 2018	1 st Half 2017	Total Calls 2017			Total Calls 2017
Other insurance	18%	20%	29%	29%	28%	28%
No insurance	4%	8%	8%	12%	11%	14%

Individual Callers That are Receiving Treatment ...Reported Insured Status:

	No			Yes			
	1 st Half 2018	1 st Half 2017	Total Calls 2017	1 st Half 2018	1 st Half 2017	Total Calls 2017	
In Treatment	62%	58%	63%	38%	42%	37%	
Insured	61%	28%	34%	39%	72%	66%	
Uninsured	84%	85%	84%	16%	15%	16%	

Callers Housing Status and ...Reported Receiving Treatment

		No		Yes			
	1 st Half 2018	1 st Half 2017	Total Calls 2017	1 st Half 2018	1 st Half 2017	Total Calls 2017	
Houseless, and in treatment	79%	78%	80%	21%	22%	20%	
Houseless, and insured	17%	64%	29%	83%	36%	71%	
Housed, and in treatment	64%	42%	41%	36%	58%	59%	
Housed, and insured	11%	5%	5%	89%	95%	95%	



NMCAL is continually looking for venues to spread the word that the counselors and peer supports are "Here to Hear You".

		Total Calls		Indi	vidual Cal	lers
How did you hear about NMCAL?	1 st Half 2018	1 st Half 2017	Total Calls 2017	1 st Half 2018	1 st Half 2017	Total Calls 2017
Internet	16%	15%	18%	24%	21%	24%
Counselor/Therapist	10%	19%	15%	8%	14%	10%
Other Crisis Line or Warmline	8%	6%	7%	9%	6%	7%
Family or Friend	7%	6%	7%	8%	9%	9%
Medical or Behavioral Health Facility	7%	4%	5%	9%	7%	8%
Governmental Public Service Agency	4%	2%	2%	5%	4%	3%
Public Awareness Materials	2%	2%	3%	2%	3%	3%
Media	2%	1%	1%	3%	1%	2%
Support Group	0%	2%	1%	0%	2%	1%
Other Resource	44%	43%	41%	32%	33%	33%

Some callers engage with both the crisis line and the warmline on a regular basis. It is important to offer choice and allow callers to meet their individual recovery and resiliency goals with the resource they feel works best for them in the moment they need someone to talk to.



PEER SUPPORT CALL INFORMATION

Peer to Peer Warmline

The Peer-to-Peer Warmline has answered a total of 31,026 calls since August 2015. The following tables provide information abou calls handled by Certified Peer Support Specialists on the New Mexico Peer-to-Peer Warmline, during Warmline operating hours of 3:30pm to 11:30pm MT.

Warmline Utilization	1 st Half 2018	1 st Half 2017	Total Calls 2017
Total Warmline Calls Handled	7,089	5,962	12,629
Average Call Length, Warmline Calls	16.8 min	15.7 min	14.9 min

Warmline Primary Presenting Problems								
	1 st Half 2018		1 st Hal	f 2017	Total Calls 2017			
	# of Calls	% of Calls	# of Calls	% of Calls	# of Calls	% of Calls		
Mental Health	6,079	85.8%	4,693	85.3%	10,441	82.7%		
Relationships	189	2.7%	203	3.7%	281	2.2%		
Healthcare	78	1.1%	184	3.3%	243	1.9%		
Family	74	1.0%	107	1.9%	152	1.2%		
Housing	31	0.4%	64	1.2%	74	0.6%		
Employment Education	29	0.4%	24	0.4%	42	0.3%		
Finances	26	0.4%	17	0.3%	23	0.2%		
Substance Use	23	0.3%	73	1.3%	109	0.9%		
Friendships	17	0.2%	28	0.5%	42	0.3%		
Spirituality	16	0.2%	44	0.8%	57	0.5%		
Legal	9	0.1%	35	0.6%	39	0.6%		
Food/Nutrition	2	0.0%	15	0.3%	23	0.2%		
Abuse/Neglect	0	0.5%	46	0.6%	9	0.1%		
Administrative Call	9	0.8%	141	1.8%	12	0.1%		



Outcome of Warmline Calls								
	1 st Half 2018		1 st Hal	f 2017	Total Calls 2017			
	# of Calls	% of Calls	# of Calls	% of Calls	# of Calls	% of Calls		
Caller was supported by the call	6,636	93.6%	5,548	96.5%	11,653	92.2%		
Caller received referrals	38	0.5%	35	0.6%	56	0.4%		
Caller was transferred to NMCAL	23	0.3%	31	0.5%	42	0.3%		
Emergency call	1	0.0%	8	0.1%	11	0.1%		
Other	103	1.5%	126	2.2%	234	1.9%		

Warmline Peers work side by side with NMCAL's professional crisis line counselors to ensure that callers have access to the most appropriate services. To facilitate this, calls will sometimes be transferred to/from the NMCAL crisis line.

Calls Transferred between Warmline and NMCAL								
	1 st Hal	f 2018	1 st Hal	f 2017	Total Calls 2017			
	# of Calls	# of Calls						
from NMCAL to Warmline	36	0.5%	64	1.07%	143	0.7%		
from Warmline to NMCAL	23	0.3%	31	0.52%	42	0.3%		

Text Conversations							
 These numbers do not outline: the number of text messages that were exchanged during each conversation the number of unique individual people that have texted 	1 st Half 2018	1 st Half 2017	Total Texts 2017				
Total Text Conversations	140	N/A	N/A				



COMMUNITY OUTREACH AND ENGAGEMENT

PUBLIC AWARENESS

MEDIA MENTIONS and ENCOUNTERS: The following chart represents the number of times where NMCAL can verify it has been mentioned in the media as a result of an interview, a published or broadcasted media story, and/or through the public awareness campaign. While NMCAL monitors news feeds closely, it is assumed that this number is underrepresented.

Media Mentions and Encounters	1 st Half 2018	1 st Half 2017	Total 2017
Newspapers Interviews	5	3	31
Newspaper Mentions (print and online)	~ 191+	~ 64+	~ 519+
Radio Interviews	2	1	18
Radio Mentions	~ 25+	~ 26+	~ 151+
Television Appearances	2	1	3
Television Interviews	1	1	6
Television Mentions	~ 78+	~ 156+	~ 392+
Online Media Encounters	~ 35+	~ 61+	~ 115+
Other Media Encounters	~ 26+	~ 38+	~ 70+
Total Mentions and Encounters	~ 365+	~ 351+	~ 1,306+

CAMPAIGN: NMCALs public awareness campaign "Here to Hear You," continues to air on public television and radio, encouraging New Mexicans to call during a mental health concern. https://www.youtube.com/watch?v=7gRYg5AS1Lg&autoplay=1

PROGRAM AWARENESS and COMMUNITY PREVENTION TRAININGS: NMCAL partners with the community to present trainings which help people recognize the signs and symptoms of mental health, substance use, and suicide.



Awareness and Training Events							
Delivered	То	tal Trainin	gs	Total Participants			
by NMCAL Staff	1 st Half 2018	1 st Half 2017	Total 2017	1 st Half 2018	1 st Half 2017	Total 2017	
NMCAL Presentations	55	26	64	1,950	773	3,884	
Mental Health First Aid	12	12	16	265	317	541	
QPR Suicide Prevention	15	13	30	526	232	1,772	
Opioid Use Disorder	8	N/A	1	92	N/A	10	
Managing Chronic Disease	0	1	1	0	49	49	
Peer Support Certification	1	0	1	35	0	30	
Totals	91	52	113	2,858	1,371	6,286	

COMMUNITY INVOLVEMENT: NMCAL staff are regular participants in multiple city, county, state, and community meetings. NMCAL staff attend and participate in, numerous community-based conferences, summits, exhibits, workshops, trainings, health fairs, and various other awareness events throughout the state:

Community Events	1 st Half 2018	1 st Half 2017	Total 2017
Conferences	21	24	33
Summits	22	7	22
Health Fairs	16	17	48
Resource Fairs	5	5	27
Career/Job Fair	2	0	9
Advocacy and Awareness Events	5	28	61
Advocacy and Awareness Walks/Runs	10	3	8
Town Hall Meetings	3	1	3
Governance Meetings	3	3	9
Community Based Public Trainings	6	51	91



Community Events (continued)	1st Half 2018	1st Half 2017	Total 2017
Legislative Events	20	5	15
Special Events	1	1	2
Other Community Events	111	13	25
Total Community Events Attended	225	160	353

PUBLIC AWARENESS MATERIALS: NMCAL distributes public awareness materials to the community, to increase awareness that NMCAL is here 24 hours a day, 7 days a week, 365 days a year to call and access support for a personal reason, or to learn how to help someone else.

Public Awareness	English			Spanish		
Materials Distributed	1 st Half 2018	1 st Half 2017	Total 2017	1 st Half 2018	1 st Half 2017	Total 2017
Wallet Cards	37,471	29,631	63,811	7,075	12,787	26,072
Informational Brochure	19,923	16,313	37,548	8,705	7,249	17,072
Magnets	12,735	9,138	20,160	3,802	5,273	10,205
11 x 17 Poster	251	213	610	N/A	139	302
8.5 x 11 Poster (Reversible English on one side, Spanish on the other side)	2,210	1,565	4,158	N/A	N/A	N/A
Totals	72,590	56,860	126,287	19,582	25,448	53,651

