

# New Mexico Crisis and Access Line Array of Services- November

## 1. Program Overview

**Service Provider:** Protocall Services, Inc. operates NM Crisis and Access Line (NMCAL) 988 Life Line, and other crisis support lines on behalf of the NM Behavioral Health Services Division (BHSD) Health Care Authority(HCA).

**Services:** Provides crisis support through calls, texts, chats, and digital tools (e.g., NMConnect app, 5-Actions Program™) for mental health, substance use, and other behavioral concerns.

## 2. Trends to Note for the Month:

- In coordination with HCA we changed the way that we document the referrals we provide to more clearly capture the data. This change took place on 11/22, so the data you see reflected in this report is from 11/22-11/30.
- NMConnect had a 16.5% increase in new downloads compared to October.

## 3. Call Center Utilization-

This is a representation of all the engagements we get through each separate phone line.

New Mexico Crisis and Access Line (NMCAL): 2,851

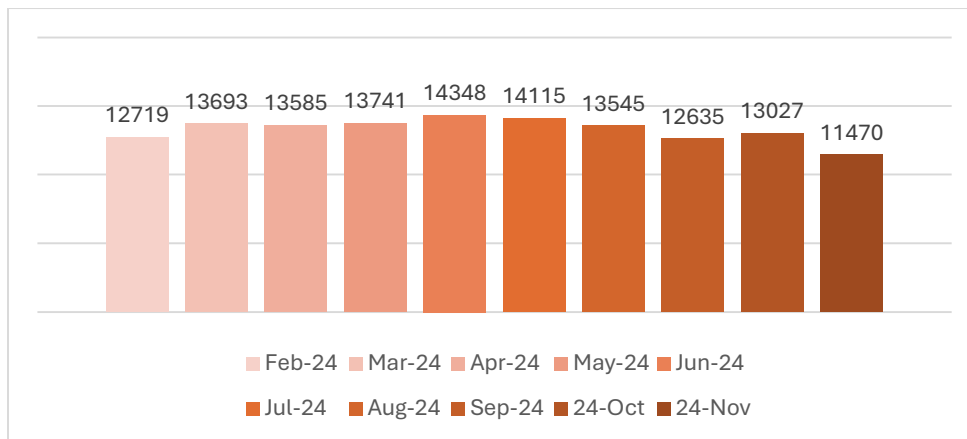
988 New Mexico Suicide and Crisis Lifeline (NM 988): 3,331

Core Service Agency Programs: 371

Rio Grande Gorge Bridge Intercoms:114

Peer to Peer Warmline: 4,803

### Total Calls - All NM Lines



## 4. Chat and Text-

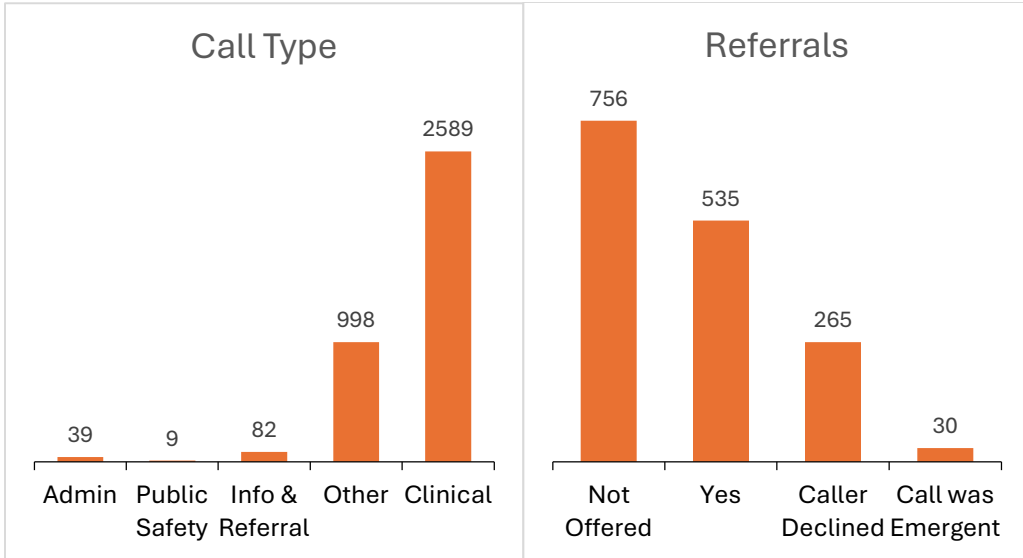
New Mexicans are able to chat 988 on the web or text “talk” to 988 to receive immediate support 24/7. Our Warmline accepts texts between 6pm and 11pm daily.

NM 988: 855

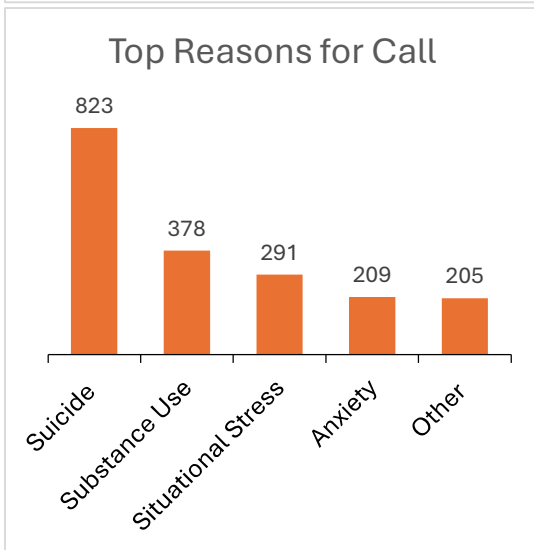
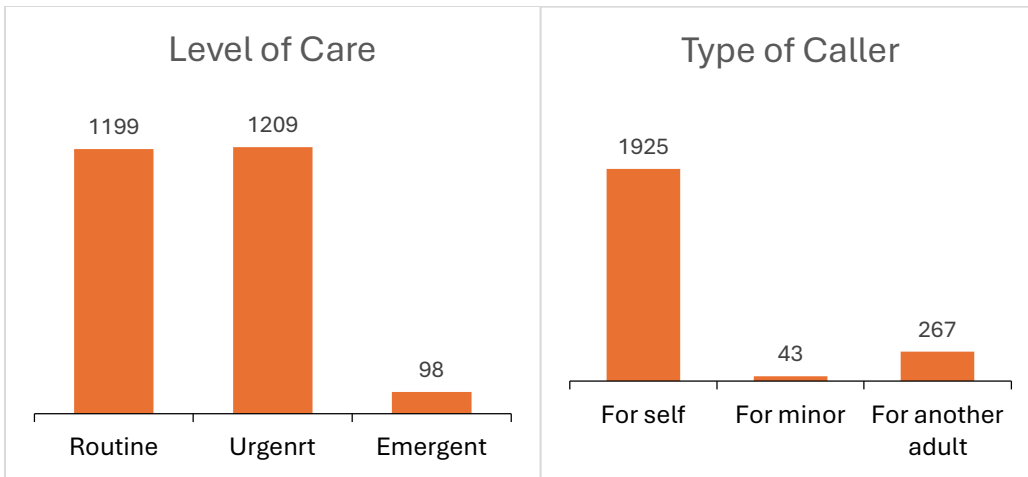
Warmline: 168

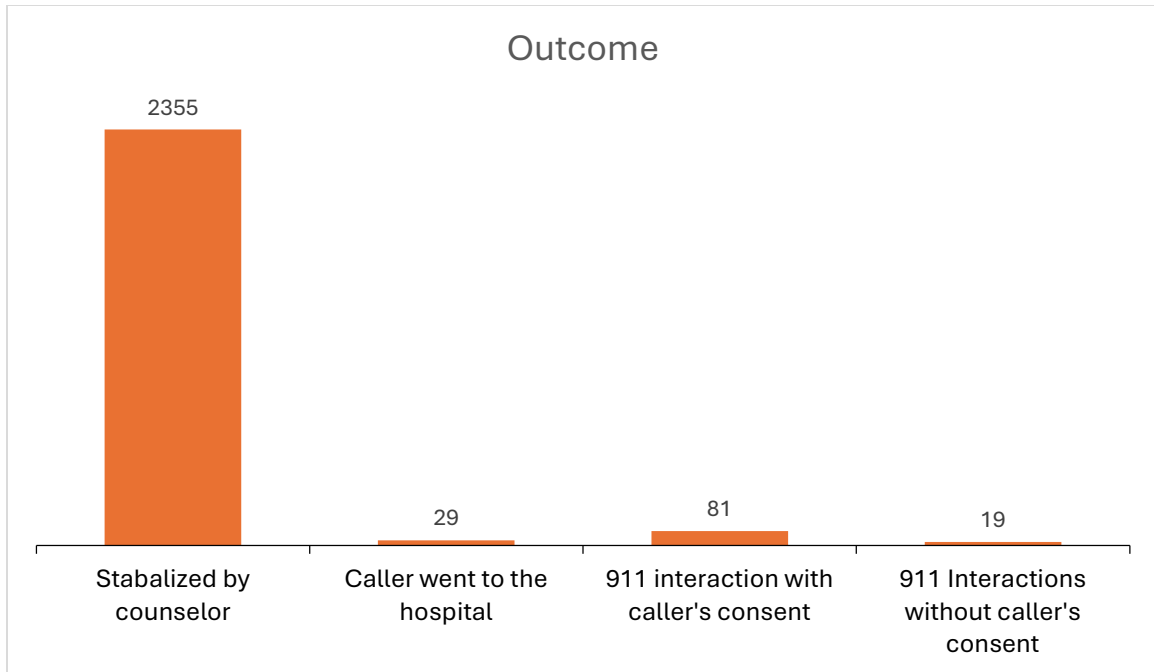
## 5. All Crisis Line Interactions (calls, chats and texts)-

These are all the interactions that our trained counselors answer which includes calls to NMCAL, NM988, Core Service Agency after-hours coverage, and Rio Grande Bridge Intercoms.



**Clinical Call Breakdown**- Clinical calls are all calls where some area of risk is identified, or the caller is seeking in-the-moment support.





**Statistics: \*Due to a recent upgrade to our telephony system, certain data is not available and will be updated once it is available.**

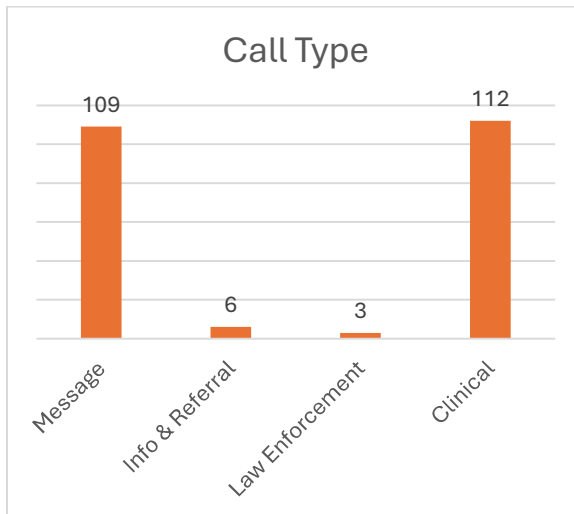
Average Clinical Call Length

Service Level (percent of calls answered under 30 sec)

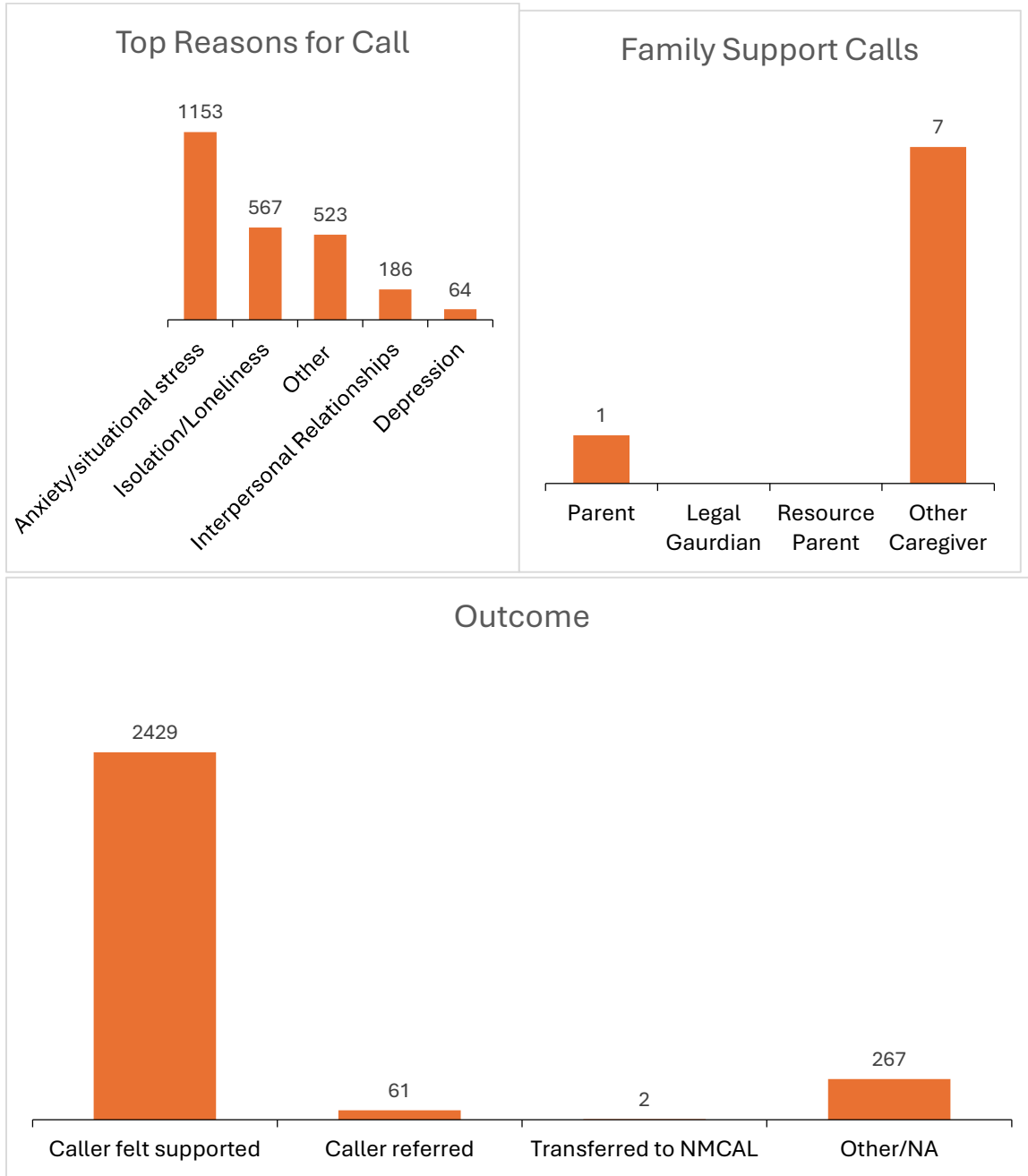
Abandonment Rate

Average Speed of Answer

## 6. Core Service Agency Afterhours Calls



**7. All Warmline Interactions (calls and texts)-** The calls and texts received by our Certified Peer Specialists.



**8. NMConnect-** A digital self-help app where New Mexicans can get evidence-based mental health support.

Total Downloads: 310

Daily Active Users: 545

**9. 5Actions-** A subcontract with Digital Therapeutics Group, LLC (DTG) to provide a digital health and education tool that addresses addiction behaviors.

New Registered Users: 33

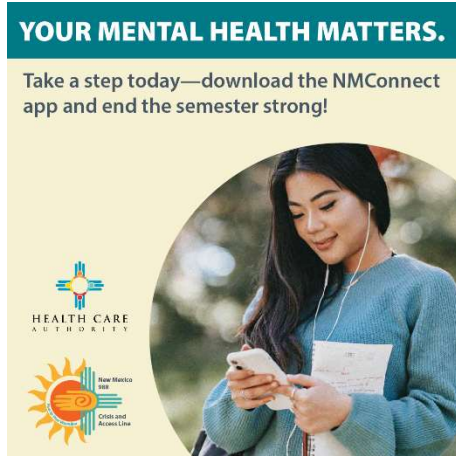
**10. Highlights of Outreach and Marketing:** We partner with local health organizations, educational bodies, and community influencers to co-promote our array of services. They shared NMConnect, NM 5Actions, for their community's adding credibility and increasing reach. During community workshops, meetings and presentations at conferences, we used interactive slides, demos, and infographics. Attendees are encouraged to download the app in real-time using QR codes on presentation slides. We find that this hands-on engagement significantly boosts app downloads during these events.

- Department of Health meeting with Clarie Miller, to discuss NMCAL/988 initiatives, resources and tools, and collaborative efforts moving forward.
- Interviewed with Taos News regarding the Gorge Bridge Phone lines, as well as our other NMCAL initiatives.
- 5th Annual Indian Child Welfare Summit, November 8
- 2024 Head to Toe Conference. November 12, 2024, 7:00am – November 14, 2024. NMCAL/988 had a table at the conference and also presented on NMCAL/988 and the NMConnect App at two breakout sessions.
- Provided presentations on the array of services to Serna Solutions and Toas Health Council on 11/20/24.
- Warm Line staff participated in Tom Stark's DWI class-this will occur monthly
- NM 5-Actions Demo to Crystal Brenna, Associated Builders and Contractors New Mexico (11/14/24)
- NM 5-Actions Demo to Carol Wright, New Mexico Restaurant Association (11/22/24)
- NM 5-Actions Demo to Pam Moore, New Mexico State Bar (11/21/24)

#### **Social Media Ads**

In partnership with LOKA Creative, we ran a series of targeted social media ads on platforms like Facebook, Instagram, and Google. These ads were optimized for different demographic segments, particularly youth, vulnerable population, first responders, blue collar workers, care givers/parents, and rural communities, with engaging visuals and concise calls to action like "Download the app now" or "Take action on your mental health today."

Here are some of our current ads:



🎓📖 Feeling the crunch of finals season? You're not alone. Stress and anxiety can feel overwhelming, but NMConnect is here to help. Access self-help tools, chat with a peer, or connect with local resources to manage the pressure. [Graphic: v\Your mental health matters](#) Take a step today—download the NMConnect app and end the semester strong! #NMConnect



The first step toward recovery can feel hard—but you don't have to take it alone. The New Mexico 5-Actions Program can help guide your journey. With tools like screenings and resources to 24/7 support, healing starts with just one action—the one you take today. Visit: [#AddictionRecovery](#) [#NM5Actions](#) [#SupportForChange](#)

## 11. Other

Veterans Status

NMCAL and NM988: 115

Warmline: 350

### Interactions by County

County	Crisis line interactions	Warmline Interactions
Bernalillo	1110	1333
Catron	2	0
Chaves	33	23
Cibola	13	9
Colfax	5	41
Curry	16	5

De Baca	7	0
Dona Ana	116	95
Eddy	46	33
Grant	35	43
Guadalupe	5	0
Harding	1	0
Hidalgo	2	0
Lea	15	7
Lincoln	30	21
Los Alamos	11	1
Luna	9	3
McKinley	40	16
Mora	5	0
Otero	34	37
Quay	5	0
Rio Arriba	30	27
Roosevelt	4	0
San Juan	104	75
San Miguel	27	139
Sandoval	98	121
Santa Fe	146	284
Sierra	16	152
Socorro	11	11
Taos	31	94
Torrance	5	11
Union	5	0
Valencia	53	85
Outside NM	97	11

## Definitions:

- **New Mexico Crisis and Access Line (NMCAL):** For the purposes of this report NMCAL represents the calls we get on our ten-digit phone line (1-855-662-7474).
- **New Mexico 988 (NM988):** For the purposes of this report NM988 represents the interactions we receive when New Mexicans dial 988. The only distinction between NMCAL and NM988 is the number dialed by the help seeker. These interactions are managed by the same counselors following the same procedures.
- **Core Service Agencies:** Through out contract with HCA we provide after-hours coverage for several Core Service Agencies throughout the state.
- **Rio Grande Bridge Intercom:** There are 10 intercom boxes on the Rio Grande Bridge. When people press the button on the intercom box they are connected to our counselors.
- **Peer-to- Peer Warmline (Warmline):** The Warmline is answered by certified peer support specialists in recovery from their own mental health diagnosis, family / parent peer support specialists who have raised a child with a mental health diagnosis and assisted the child in navigating access to support within the system of care, as well as resource foster parent peer supports who have cared for a youth participating in the resource foster system of care.
- **Chat:** Interactions from people who indicate they are in New Mexico after initiating a chat to 988 through <https://chat.988lifeline.org/>.
- **Text:** Interactions from people with 505 or 575 area codes who text “talk” to 988 or people who text the Warmline at 1-855-466-7100 between 6 and 11pm.
- **Crisis line interactions:** All calls, texts, and chats answered by our counselors through NMCAL, NM988, Core Service Agency after-hours, and the Rio Grande Bridge Intercoms.
- **Call type:** For crisis line interactions our counselors will determine the type of call based on what the caller is asking for as well clinical considerations.
  - **Administrative:** These are calls for information about our programs, requests for presentations or marketing, employment questions, records requests, and other administrative requests.
  - **Public Safety:** Calls from emergency personnel like police, fire or 911 dispatchers.
  - **Info & Referral:** People looking for resources or connection to mental health services who decline in-the-moment support.
  - **Other:** These calls are follow-up calls from a previous call as well as calls that are discontinued before interventions take place.
  - **Clinical:** Calls where there is some thoughts of suicide or homicide, substance use concerns, or the caller accepts in-the-moment support.
- **Level of Care:** On all clinical calls our counselors will assign a level of care which indicates the level of risk on the call.
  - **Routine:** Low to no risk related to functional status, substance use, or safety.
  - **Urgent:** Moderate to serious risk related to functional status, substance use, or safety. Requires some immediate interventions around risk mitigation and safety planning.
  - **Emergent:** Severe to extreme risk related to functional status, substance use, or safety. Requiring immediate in-person intervention.