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HIGH SCHOOL VIDEO CREWS TO HELP MENTAL HEALTH SOCIAL MARKETING CAMPAIGN

AIRING:

**November 14 through 18 5pm newscast
KOAT 7**

ALBUQUERQUE, NM —

The Week of November 14 during the 5pm news, KOAT Action 7 News will be broadcasting stories about mental health issues that have been **totally produced by high school news crews** throughout New Mexico. The schools include: Farmington, Carlsbad, Espanola, Oñate in Las Cruces and West Mesa in Albuquerque. “SafeTeen New Mexico is excited to embark on a yearly social marketing campaign to keep teens safe,” said Thom Turbett, Executive Director of Safe Teen. “And mental health issues are a huge concern in every community. We’re thrilled that teens across the state will be helping to create this unique project.” The **Not In My Family** campaign will help eliminate the stigma around mental health and includes the news stories produced by teens, a locally produced documentary and follow up broadcast with youth input from throughout the state and well as public service announcements and is being produced by SafeTeen New Mexico and Christopher Productions. It will be broadcast on KNME and KOAT in early January . The project is presented by The New Mexico Mutual Group, Independent Insurance Agents of New Mexico, and the Department of Health in association with Cooperative Educational Services, the UNM Department of Psychiatry, Competitive Benefits Administrators, the UNM Communications and Journalism Department, New Mexico Parent Teacher Association, and the New Mexico Suicide Prevention Coalition.

“By having high school students help create this program and these news stories, we’ll certainly start discussions around the kitchen table all over the state,” said Chris Schueler, President of Christopher Productions and Executive Producer of the program. “Talking about it is the first step in eliminating the stigma associated with this issue. Then people can start seeing this for the common and treatable problem that it is.”

“We are facing a serious crisis in New Mexico in terms of mental health,” says Dr. Steve Adelsheim, associate producer of the program. “When we look at our youth risk and resiliency surveys in New Mexico, we find that over 30% of kids have stopped doing some usual activity in the last several weeks, over 14% of our high school youth have tried to kill themselves in the previous year. And of that, almost 7% had a serious enough attempt to require some form of medical attention. “ Adelsheim, a child psychiatrist, goes on to say, “But we still often don’t have the comfort level to even talk about it as a community.”

The program will also include an active internet and wireless component. Viewers can log on to **SafeTeenNM.org** or **thenewmexicochannel.com** and be linked to resources and where they can contribute content to the program, participate in a PSA contest to win a Blue tooth earbud or take a text message survey.

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