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## **FOR IMMEDIATE RELEASE**

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### **New Mexico Department of Health awarded Gold & Silver Telly Awards**

SANTA FE — The New Mexico Department of Health’s (DOH) Nicotine Use Prevention and Control (NUPAC) program has been recently awarded two prestigious national Telly Awards, one of the world’s highest honors for video and television content for all screens. The 2022 Telly award winners were chosen from more than 12,000 entries from 50 states and five continents by a council of more than 200 leading experts.

“The campaign earned its awards for recognizing that while most nicotine-users in New Mexico want to quit smoking, quitting nicotine is not easy and takes practice,” said Acting Department of Health Secretary, David R. Scrase, M.D. “Smokers who quit with professional support like 1-800-QUIT-NOW services are three times more likely to be successful than smokers who try to quit on their own.”

NUPAC was awarded for their video marketing and 1-800-QUIT-NOW commercial work with New Mexico local heroes, including one Gold Award in the *Campaign-Promotional* category and one Silver Award in the category of *Campaign-Non-Profit*.

The winning group of videos, produced by Media Matched Advertising, were “Aim High” featuring New Mexico local hero and [former UFC Bantamweight Champion Holly Holm](#), another featuring New Mexico [country music recording artist Chevel Sheperd](#), and [champion barrel racer Malyka Mueller](#) from the tobacco free rodeo campaign. All three together were submitted in a campaign called “NM Local Heroes for Anti-Tobacco.”

“Our team is honored to be recognized by the international Telly Awards competition. We have focused on utilizing NM local heroes over the past few years and we’re proud it’s resonating with audiences,” said Tim Lopez, Population and Community Health Bureau Chief and Acting NUPAC Program Director.

Each year, smoking is responsible for 2,600 deaths in New Mexico, and \$844 million in preventable healthcare costs. New Mexico has come far in reducing the harmful effects of smoking on state residents, but the state still has a long way to go.

“We are so excited to represent the State of New Mexico. This was a 100 percent New Mexican project, with everyone involved being a New Mexico Resident,” said Media Matched President, Shelley Gregory. “There is an incredible amount of talent in our state, and I appreciate DOH promoting New Mexican women and nicotine cessation.”

For more information and no cost resources to help stopping use of nicotine products, visit the NUPAC website at <https://www.nupacnm.com/>.

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**NMDOH**

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