



# Quay County Health Council

## 2025 Fact Sheet

**Check Out Our Impact Video @quaycountyhealth on the QCHC YouTube Channel**

Quay County is located on I-40 in Eastern New Mexico with a land mass of 2882 square miles and a population of approximately 8700 people. The County Seat is Tucumcari. 25% of the population lives in poverty and the medium income is less than \$39,000. Community resources are limited. Our families face many health concerns.

Since 1992,  
QCHC Leveraged Over  
**\$29 Million**

**That is \$36.91 in community benefit for every \$1 in taxes invested in the Council!**

**THE MISSION of the Quay County Health Council is affecting change to improve the quality of life and health of Quay County residents.**

### Current Focus Areas:

1. Increased Consumer Health Literacy
2. Increased Individual Mental Health Coping Skills
3. Reduced Substance, Nicotine and Alcohol Misuse and Related Deaths
4. Equitable Access to Healthcare Services and Education
5. Increased Use of Healthier Foods and Physical Activity

### Focus Areas: Increasing Health Literacy and Access to Care

- In 2024 launched the Health IQ Podcast with 55 episodes produced on health topics of interest to Quay County residents and 1224 views.
- In 2024 launched a website with education and resource information on areas of focus with a total of 10,778 views.
- Since 2020 have an active social media presence on Facebook and Instagram. YouTube with videos on health topics was added in 2022.
- **32,098 Facebook** Accounts Reached and **39,100 Instagram** the past 12 months.



### Community Health Improvement Plan for FY26

Our Goal is to increase the knowledge of Quay County Residents about anxiety, coping skills and when to seek professional help in order to reduce hopelessness and suicide ideation.

Strategies include podcasts with professionals, targeted social media, radio interviews, resource fair, promoting 988, jump rope distribution and competition, community presentations and campaigns, website pages with information, QR codes posted around town with tips for reducing anxiety, self-care workshops, school presentations and programming, community conversations about mental health and physical activity events.

The Quay County Health Council is a group of volunteers who represent various sectors of Quay County communities. The Health Council is responsible for assessing community needs, establishing priorities, and developing plans of action to impact those priorities.

As a result of education and distributing lock boxes since 2023, Quay County Parents locking up RX Medications increased by

**13%**

### Focus Areas: Substance Misuse and Overdose Prevention

Strategies include community presentations, distribution of **352 pill boxes** to insure proper taking of medications, distribution of **1752 drug disposal bags** to remove unused medications from homes, distributing **347 lock boxes** to keep medications away from children, and **569 people** have been trained with over **1100 boxes** of Narcan distributed.

Worked with 20 Tucumcari Middle Student Council members to conduct a peer lead substance prevention assembly with 166 in attendance.

### Focus Area: Reducing Anxiety

Used Presentations, Radio, Social and Digital Media, Health IQ Podcast, and Displays to educate about the Health Effects of Anxiety and provide them with a variety of Resources Including Coping Skills for Stress Management.



**85** Quay County residents have been trained as Gate Keepers to provide support and intervention for those experiencing suicidal thoughts.

**157%**

Increase in factors that increase access to Healthy Foods since 2019

### Focus Area: Healthy Eating Active Living

Yearly offering at least 4 physical activity events a year to encourage families to get out to move together and working to provide safe walking spaces. Includes the Annual Fun Run, Tucumcari Rockin Walkin Event, Scavenger Hunts and Jump Rope Competitions. Provide healthy eating tips and recipes on social media and videos with local people making healthy recipes.

## DIRECT SERVICES DEVELOPED IN PARTNERSHIP WITH COMMUNITY AGENCIES

- Quay County Home Visiting Program
- Quay County Family Health Center: Federally Qualified Sliding Fee Health Center
- Medical Nutrition Therapy direct services for PHS patients with diabetes
- Early Head Start
- Local Domestic Violence Hotline
- Behavioral Health Emergency community response protocols
- USDA Breakfast Program for Tucumcari Public School students
- School Alcohol-Free Zone Act in partnership with Rep. Moore passed in 2005
- Increased Physical Activity opportunities through Annual Fun Run, Strong Seniors Program, and Quay Co on the Move Trails
- 11 Quay County Community Wellness Fairs since 1997

Scan Here to Check Out our Website



### CONTACT INFORMATION

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