

## **NEW MEXICO: New Mexico Launches Texting Service for Sex Ed**

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Last week, the New Mexico Department of Health launched a new sexual health texting service for teens and parents called BrdsNBz that offered teens an alternative to discussing sexual health with their parents. The service, available in both English and Spanish, also offered guidance to parents regarding talking to their children about sex. New Mexico based its program on a similar texting service that North Carolinas Health Department launched in 2009 and that led to a study that analyzed the types of questions that teens wanted answered. New Mexicos program hoped to remove the anxiety of asking questions because individuals thought they should already know the answer. To participate in the program, teens text NMTeen and parents text NMParent to the hotline at 66746, and a trained health educator will respond with an answer within 24 hours.

[See the topic on aegis.org](http://aegis.org)