

# Health Action New Mexico

## Acira Group Case Study

### Challenge

Influencing policy change on a state level can pose many challenges, and New Mexico is no exception. When a small organization named Health Action New Mexico (HANM) wanted to provide resources to consumers and organizations to support their mission, they needed an integrated digital marketing reach and a way to build and manage teams of volunteers as well as a website tying everything together.

### Solution

Acira Group developed a plan with concrete solutions to address the unique needs HANM faced. A grant secured funding, ensuring no dollars were taken from the core mission and values of the organization, and this enabled us to work on building a marketing strategy around a website and online presence.

Besides modernizing the HANM website, we built a way for consumers across the state to share their own stories in their own words, enabling many local citizens to get involved and make a difference.

HANM became a leader in ensuring all people in New Mexico have access to the resources that allow them to lead a healthy life, influencing policies in Santa Fe through volunteer-driven advocacy and providing resources to consumers and organizations.

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