

Br eaking  
Ba d Habits

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Governor Lujan Grisham's Cross-Agency Campaign to  
Enhance the Natural Beauty of New Mexico



Breaking  
Bad Habits



New Mexico DEPARTMENT OF  
**TRANSPORTATION**  
MOBILITY FOR EVERYONE



NEW MEXICO DEPARTMENT OF  
**CULTURAL AFFAIRS**

[BreakingBadHabits.nm.gov](http://BreakingBadHabits.nm.gov)

NEW MEXICO  TRUE

NEW MEXICO



Energy, Minerals and Natural Resources Department

**NMED**  
New  
Mexico  
Environment  
Department



Cross  
Agency  
Campaign

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NEW MEXICO  
GENERAL SERVICES DEPARTMENT

# Brand Awareness Campaign

## COMMENTS FROM VIEWERS

*“Love how Vince Gilligan is bringing the Breaking Bad characters back for such a meaningful cause.”*

*“This might actually make me stop littering.”*

*“If ads were like this, I would turn off my Adblock immediately.”*

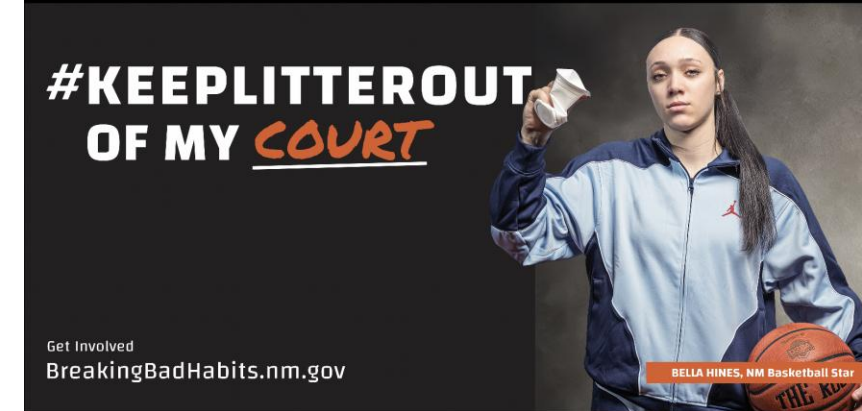


The first commercial produced by Vince Gilligan and Sony and managed by the NM Tourism Department featured Walter White from “Breaking Bad” and launched October 2024. The commercial has been seen more than 50 million times



The second commercial, also produced by Vince Gilligan and Sony and managed by the NM Tourism Department, features the Salamanca twins “Breaking Bad” speaking for the first time, the first time. It launched on September 16, 2025 and has been seen close to 3 million times on social media alone.

## PHASE 2



- Additional marketing efforts have been launched featuring local social media influencers that drive traffic to **BreakingBadHabits.nm.gov**, to increase the number of clean-up events, volunteers participating and bags of trash picked up.

- The ads highlight the hashtag **#KEEPLITTEROUT** and feature **KENNY THOMAS, BELLA HINES** and **JOHNNY JAMES**



# #KEEPLITTEROUT OF MY STATE

BreakingBadHabits.nm.gov



Sheila Hudman, Village of Santa Clara

Local ads are intended to be relatable to different audiences within the state including **SHEILA HUDMAN** of the Village of Santa Clara and **ORBIT** from the ABQ Isotopes



# Community Engagement and Community-Wide Litter Pickup



## Keep New Mexico clean

Join us in our mission to protect and preserve the natural beauty of New Mexico. Through community-driven trash and litter clean-up efforts, we're making a difference across our stunning landscapes, from high desert plains to mountain peaks.



## Why it matters

Litter and trash not only harm our environment but also impact wildlife, water quality, and the beauty of our state. We can make a significant difference by reducing waste, educating others, and taking action. Every piece of trash picked up is a step towards a cleaner, healthier New Mexico.



## You can make a difference

### Find a Clean-up Event

Find upcoming trash clean-up and litter prevention events in your area. Whether you're an individual, family, or group, your time and effort can help us keep our communities and natural spaces beautiful and healthy.

<https://www.breakingbadhabits.nm.gov>





### Breaking Bad Habits Organizer Checklist

BreakingBadHabits.nm.gov

#### BEFORE THE EVENT

**Set Goals**

What do you want to achieve at the clean-up? (number of trash bags filled, hours spent cleaning)

Let your volunteers know!

**Create a Timeline**

Schedule volunteer orientation/info session and start & end times - don't forget breaks!

**Gather Supplies**

Bags, gloves, grabbers, hand sanitizer and first aid kits

Additional items may be needed based on location

**Recruit Volunteers**

Reach out to friends and coworkers, post to social media, hang flyers submit event details using the event calendar at [BreakingBadHabits.nm.gov](http://BreakingBadHabits.nm.gov)

**Set Up**

Create a check-in or registration system for volunteers and assign a check in point person

Follow your organization's protocols

#### DURING THE EVENT

**Assign Tasks**

Photo collection, Trash transport, Team leaders, Data gathering

**Safety Briefing**

Welcome volunteers and review schedule, cleaning zones and safety precautions

Review emergency and reporting procedures as well as first aid stations

**Communicate**

- Provide clear instructions on what needs to be done
- Check on teams, address feedback, assist as needed
- Ensure areas are being cleaned properly and safety guidelines are being followed

**Celebrate your Success**

Share your experience on social media!

Use [#KEEPLITTEROUT](https://twitter.com/KEEPITTEROUT) and [#BreakingBadHabits](https://twitter.com/BreakingBadHabits)

Submit data from the event at [BreakingBadHabits.nm.gov/event-wrap-up-report/](http://BreakingBadHabits.nm.gov/event-wrap-up-report/)

An extensive partner toolkit is available at [BreakingBadHabits.nm.gov](http://BreakingBadHabits.nm.gov) and includes guidelines, checklists, and paid social media boosts of events entered into the calendar portion of the website to increase visibility and volunteer participation

## Take the Pledge

New Mexico's stunning landscapes and vibrant communities are treasures worth protecting. By taking this pledge, you commit to doing your part in keeping our state beautiful, clean, and sustainable for future generations. Whether it's picking up litter, recycling, or conserving resources, every small action makes a big difference. Join us in preserving the beauty of New Mexico—together, we can make a lasting impact.

First Name *(Required)*

Last Name *(Required)*

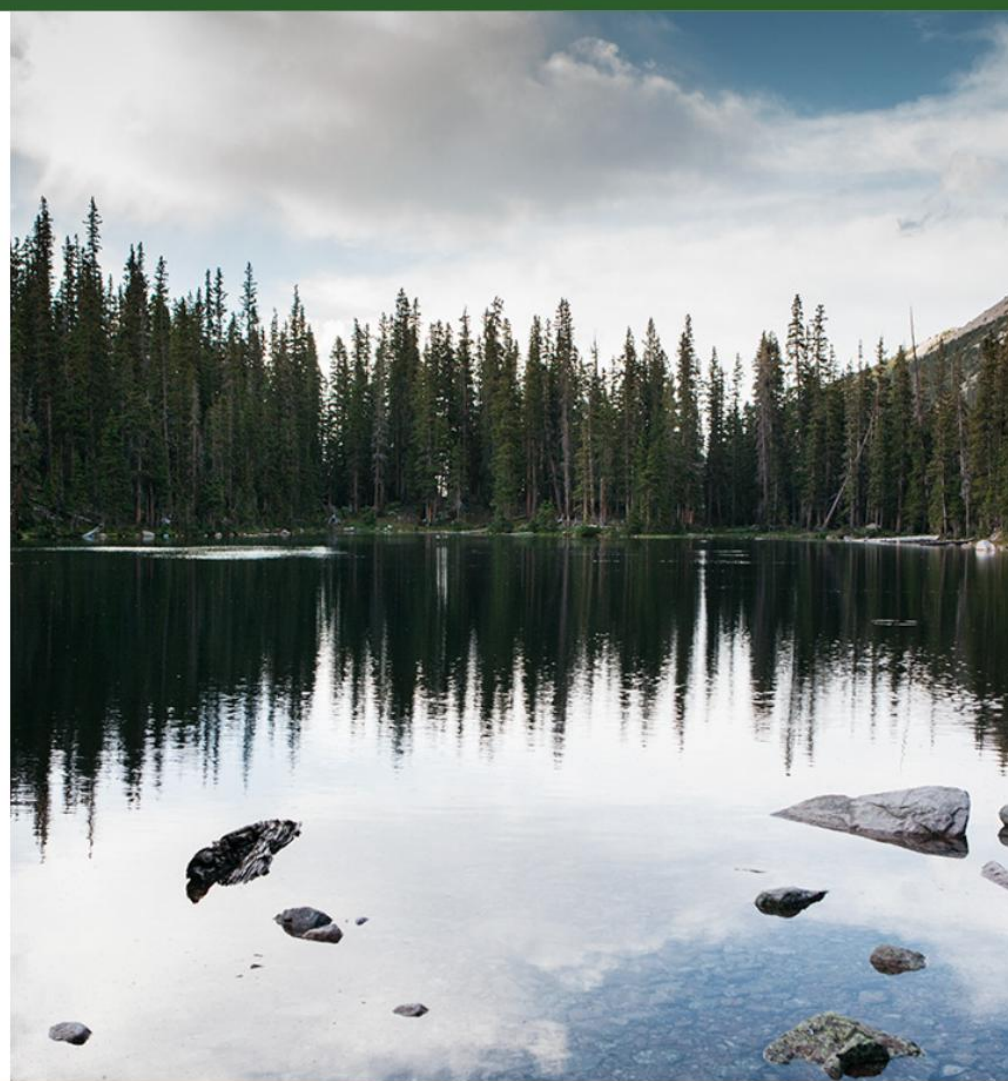
Email *(Required)*

Zip Code *(Required)*

I pledge to take action and keep New Mexico beautiful! *(Required)*

- Pick Up Litter: I pledge to pick up litter whenever I see it and dispose of it properly.
- Participate in Community Clean-Up Events: I pledge to participate in local or statewide clean-up events to help maintain New Mexico's natural beauty
- Recycle Regularly: I pledge to recycle paper, plastic, glass, and metal products to reduce waste in our landfills.
- Reduce Single-Use Plastics: I pledge to reduce my use of single-use plastic products and opt for reusable alternatives whenever possible.
- Dispose of Hazardous Materials Properly: I pledge to safely dispose of hazardous waste, such as batteries and chemicals, at designated disposal sites.
- Plant Trees or Native Plants: I pledge to plant trees or native plants to help combat climate change and support local ecosystems.
- Avoid Littering: I pledge to never litter and encourage others to do the same, ensuring our landscapes remain pristine.

CAPTCHA





3d · 🌐

👥 Team NMPED continues to show up and help our community! Staff came together to pick up litter, restore green spaces, and help rejuvenate this beloved area for the local community.

These clean-up efforts reflect our commitment to caring for the environment, supporting communities, and celebrating the beauty of New Mexico. We're grateful for the chance to give back to our state, our neighbors, and the planet we share 🌍.

#NMPED #BreakingBadHabits #KEEPLITTEROUT #CommunityInvolvement #KeepNMClean

**Br**eaking  
**Ba**d Habits

#KEEPLITTEROUT

# Legislative Efforts and State Grants

**Increase Various Penalties  
Senate Bill 225  
Senator George K. Muñoz**

**Overview**

Senate Bill 225 aims to strengthen penalties for various public offenses by updating existing statutes to impose stricter fines and community service requirements. The legislation addresses several violations including littering, graffiti, improper use of travel lanes, and illegal dumping. Under the bill, offenders would face increased monetary penalties for littering and illegal dumping, while those convicted of graffiti would be subject to enhanced community service requirements

**Single-Use Plastic Bag Act  
House Bill 392  
Representatives Tara L. Lujan, Andrea Romero  
Senators Elizabeth "Liz" Stefanics, Jeff Steinborn**

**Overview**

House Bill 392, the Single-Use Plastic Bag Act, is comprehensive legislation designed to reduce plastic waste in New Mexico by prohibiting retail establishments from providing single-use plastic bags to customers at the point of sale. The bill creates a framework for transitioning to more sustainable alternatives while establishing specific exemptions for certain necessary uses.

**HB291: RECYCLING, CIRCULAR ECONOMY, ILLEGAL DUMPING ACT**  
*Allows New Mexico to spur economic development through market-driven recycling programs, fostering a more circular economy.*





**Tuesday, February 18, 2025, 10am-2pm**

Join local officials, state agencies, and community groups for a day of celebration and recognition of the importance of a cleaner, more beautiful New Mexico.

[BreakingBadHabits.nm.gov](https://BreakingBadHabits.nm.gov)



**Beautification Grant Opportunities in New Mexico  
FY26 (July 2025 - June 2026)**

*These three grant programs can assist New Mexican communities with completing beautification projects.*



**New Mexico Environment Department  
Recycling and Illegal Dumping Program (RAID)**

The Recycling and Illegal Dumping (RAID) grant providing funding for the prevention and abatement of illegal dumpsites and promoting environmentally-sound methods for reuse and recycling.

- \$800,000 in total funding
- Opens 3/25/2025 (estimated)
- Closes 4/30/2025 (estimated)
- Eligible entities include: municipalities, counties, tribal governments, solid waste authorities, land grant communities, cooperative associations (as defined in the Recycling and Illegal Dumping Act)
- For more information, email [SWB.inbox@env.nm.gov](mailto:SWB.inbox@env.nm.gov)



KEEP NEW MEXICO + TRUE



**New Mexico Tourism Department  
Clean and Beautiful Program**

The New Mexico Clean and Beautiful grant funds projects and initiatives that contribute to the following established goals and objectives: end littering, reduce waste, beautify communities, empower youth, and increase program capacity.

- Opens 3/4/2025
- Closes 4/4/2025
- Eligible entities include: municipalities, counties, tribal governments, units of government
- For more information, email [grantinfo@td.nm.gov](mailto:grantinfo@td.nm.gov)



**New Mexico Department of Transportation  
¡Que Linda! Program**

Que Linda was created to support the development and implementation of local governments to build beautification programs that encompass 11 strategies of beautification.

- Award cap is \$200,000
- Opens April 2025
- Closes May 2025
- Eligibility is limited to local or tribal governments, or a regional organization supporting governments or unincorporated communities.
- For more information, email [Amy.Whitfield@dot.nm.gov](mailto:Amy.Whitfield@dot.nm.gov)

Department of Transportation, Department of Tourism, and Environment Department collectively awarded \$4.7M in local grants to 97 agencies across New Mexico.

The grants help develop sustainable programs around litter, recycling, education, and beautification.

# Youth Engagement



## Land of Enchantment Young Ambassadors Program

- Leadership program open to all incoming New Mexico high school junior and senior students
- 9-month service learning and environmental education program with a \$3,000 stipend award per ambassador at the end of completed program
- Ambassadors tasked to work with partner organization on creating and executing a capstone project that benefits their community



**#KEEPLITTEROUT**

A cohort of high school students across New Mexico taking leadership for preventing litter and graffiti, enhancing the natural beauty of New Mexico.

Fourteen junior and high school students were selected from over 150 applications. Selected students will build leadership and project management skills as part of the program.

# Balancing Responsibility



# NEW MEXICO Talkin' Trash SUMMIT

Dec 4-5, 2024, Albuquerque, NM

Join us for a cross-state agency summit, part of the Governor's **Breaking Bad Habits** campaign, as we have conversations with stakeholders to protect our state's natural beauty.



[Register to join](#)



# Partnerships

- Non-profits
- Youth groups
- Municipalities
- Counties
- Neighborhoods
- Ongoing support from organizations such as:
  - Santa Fe Pandas
  - Citizens Councils (Albuquerque and Santa Fe)
  - Boys & Girls Clubs
  - Imagine ABQ

# Let Us Know How We Can Get You Involved.

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