

The Isleta Together Against Drugs (ITAD) initiative is a non-stigmatizing effort comprised of the Isleta Police Department, Tribal Opioid Response Program (TORP), and Isleta Health Center – Public Health Department. ITAD was created to establish an Opioid Use Prevention Program using a multifaceted approach to substance abuse prevention. ITAD will include mass media campaigns, drug take-back programs, proactive policing, and education for primary school-aged children. We are hopeful that this effective strategy may help combat substance abuse at multiple levels of the community. Each component reinforces the other, creating a comprehensive network of prevention and support that can significantly reduce the incidence of Opioid Use Disorder (OUD) and Substance Use Disorder (SUD) within the Pueblo of Isleta. ITAD is also committed to helping those who ask for assistance, and **we want to emphasize that seeking help is not shameful but a self-empowered act.**


ITAD is very pleased to announce the production of our first two commercials, which will begin airing today on KOB Channel 4. We also invite everyone to watch them on our newly established website, [Isletatogether.com](https://www.isletatogether.com).

Catch our powerful message airing on:

 **KOB NBC Channel 4**

 **Heroes & Icons TV (KOB 4.2)**

- Broadcast 4.2 | Comcast 384 | DirecTV 77

 **MeTV (KOB 4.3)**

- Broadcast 4.3 | Comcast 385 | DirecTV 77 | Dish 385

Together, we're stronger. 🤝 #IsletaTogether

<https://youtu.be/KEJc5jgS47E> <https://youtu.be/33judNgV958>