



Field Notes

HERO Chantel Lovato Organizes Face Mask Drive to Help Santa Rosa Businesses Reopen After COVID-19 Shutdown

In the five years since she moved back to her hometown of Santa Rosa, N.M., Chantel Lovato has grown accustomed to wearing many hats.

She is executive director of the Guadalupe Community Development Corp. (GCDC). She also serves on the local school board and is a part-time Health Extension Regional Officer (HERO) with The University of New Mexico Office for Community Health.

When the COVID-19 pandemic came to New Mexico, Lovato realized many of the town's 2,500 residents would need face masks, especially those working in the businesses lining Main Street – old Route 66.

“With COVID-19 going and all of the expense for them just to keep their doors open and the strain it has placed on small businesses in particular, we thought, rather than allowing them to go it alone, we could do a mask drive for their employees,” Lovato says.