**EMMA**

**Policy & Advocacy Guide**

**House Bill 578 – Every Mother Matters Act**

**A Pro-Family, Pro-Life, and Pro-Woman Initiative for New Mexico**

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New Mexico Family Action Movement  
2025**

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**House Bill 578 – “Every Mother Matters Act”**

**An EMMA Policy & Advocacy Guide**

**Introduction**  
House Bill 578 (HB 578), the *Every Mother Matters Act*, is a compassionate pro-family initiative that aligns with the values of the New Mexico Family Action Movement – affirming the **sanctity of life**, strengthening **family values**, upholding **religious freedom**, and expanding **maternal support**. This guide provides a clear overview of HB 578’s provisions and equips both policymakers and grassroots advocates with the information and strategies needed to champion this bill. By ensuring that *every mother* has access to support and alternatives, HB 578 seeks to create an environment in New Mexico where no woman feels her only option is ending a pregnancy. The guide below breaks down the bill’s key features, explains how it benefits pregnant women and families, addresses common critiques (with fact-based rebuttals), compares similar efforts in other states, and offers practical advocacy strategies for success.

**Key Provisions of HB 578 (Every Mother Matters Act)**

HB 578 is a multifaceted bill that creates a new support program for mothers and requires that women seeking an abortion be offered information about available resources. The **key provisions** of the bill include:

* **Creation of the Pregnancy Launch Program:** HB 578 establishes the *“Pregnancy Launch Program”* under the Department of Health to provide **no-cost services** to pregnant women, new parents, infants, and toddlers statewide​ [nmlegis.gov](https://www.nmlegis.gov/Sessions/25%20Regular/bills/house/HB0578.html#:~:text=RELATING%20TO%20HEALTH%3B%20ENACTING%20THE,COMPLIANCE%20AND%20ENFORCEMENT%3B%20REQUIRING%20REPORTING) & [nmlegis.gov](https://www.nmlegis.gov/Sessions/25%20Regular/bills/house/HB0578.html#:~:text=A.%20The%20,every%20county%20of%20the%20state). The program must operate in *all counties* (with regional offices as needed) and leverage existing public services. At minimum, it offers [Section 3, Subsection B):
  + **Community Education & Outreach** – public awareness about available help.
  + **Family Support Services** – comprehensive case management and even child care assistance for expecting or new parents​ [nmlegis.gov](https://www.nmlegis.gov/Sessions/25%20Regular/bills/house/HB0578.html#:~:text=).
  + **Healthcare Services** – prenatal and childbirth (perinatal) care for mothers and pediatric care for infants, ensuring healthy pregnancies and babies​ [nmlegis.gov](https://www.nmlegis.gov/Sessions/25%20Regular/bills/house/HB0578.html#:~:text=).
  + **Crisis Triage & Support** – help for mothers facing crises such as substance abuse or domestic violence, including addiction treatment and legal aid for victims of abuse​ [nmlegis.gov](https://www.nmlegis.gov/Sessions/25%20Regular/bills/house/HB0578.html#:~:text=,health%20care%20services%3B%20and).
  + **Eligibility:** All New Mexico residents who are **pregnant**, who are **biological or adoptive parents of a child under two**, or who **experienced a pregnancy loss** in the past six months can receive services​ [nmlegis.gov](https://www.nmlegis.gov/Sessions/25%20Regular/bills/house/HB0578.html#:~:text=C,to%20participate%20in%20the%20services). *(Notably, this means even women who have miscarried or had an abortion are eligible for support – reflecting a commitment to help every mother in need.)* [Section 3, Subsection C].
* **Resource Access Offer Before Any Abortion:** [Section 4] HB 578 requires that any licensed hospital, clinic, or healthcare provider **must offer information about support resources to a patient before performing an abortion**​. This *“resource access offer”* is essentially an informed-consent step focused on help and alternatives. It includes detailed information about [Section 4, subsection B]:
  + The **no-cost services** available through the new Pregnancy Launch Program​.
  + Relevant **public assistance and social services** in New Mexico (e.g. Medicaid, WIC, housing assistance, etc.)​.
  + **Crisis counseling or advocacy** for victims of domestic abuse or sexual violence, if applicable​.
  + Information on **abortion itself**, including medically accurate facts about the procedure’s potential risks and long-term consequences​.  
    The patient is clearly told that accepting any of these supports or services is **completely optional**, and no personal identifying information will be shared with the state without her consent​. The offer is simply to ensure she is aware of *all* her options and help available. **Importantly, this requirement does *not*** apply in a true **medical emergency** where an abortion is immediately necessary to save the mother’s life or health​. (In emergencies, the provider can proceed with care and later just report the medical necessity.) Providers are **not allowed to charge** anything for making the resource offer​, so it’s a free service to the patient.
* **Compliance and Enforcement:** [Section 4, subsection E] To make the law effective, HB 578 builds in accountability. The Department of Health will **monitor compliance** with the pre-abortion resource offer requirement​. If a provider fails to offer the information before performing abortions, the Department will notify the appropriate health authority or licensing board, which can take enforcement action – including possible suspension or revocation of the facility’s license for repeated non-compliance​. In practice, this is similar to how other medical regulations are enforced, ensuring that providers follow the law just as they would any informed-consent requirement.
* **Reporting and Transparency:** [Section 5] HB 578 mandates an **annual public report** from the Department of Health on the implementation of the Act​. This report will include which organizations are contracting to provide services, how many women and families are served and what services they used, how many resource access offers have been made (and some information on the outcomes of those offers), and the number of emergency abortion cases exempted​. This transparency helps policymakers and the public see the impact of the program year by year and ensures the program is accountable and effective.

*In summary, HB 578 creates a statewide safety net for pregnant and postpartum mothers (and their young children) and integrates that support system into the informed-consent process for abortions. By doing so, it seeks to* ***empower women with knowledge and resources*** *at a critical decision point, while providing ongoing assistance for those who choose to parent (as well as help for those who may suffer loss).*

**How HB 578 Supports Pregnant Women, Mothers, and Families**

**HB 578 is fundamentally about supporting women and strengthening families.** It recognizes that many women seek abortions not out of genuine “choice” but out of a feeling of *desperation or lack of support*. By addressing those root causes, the bill offers positive alternatives and help, affirming both mother and child. Key benefits include:

* **No-Cost Support Services:** The Pregnancy Launch Program ensures that **financial hardship will not stand in the way of welcoming a new baby**. Services provided at *no cost* include prenatal medical care, help with childcare, and even assistance with housing or employment via referrals. These resources directly alleviate the economic and practical pressures that often weigh on pregnant women and young families. For example, Texas’s experience shows women were connected to obstetric care, Medicaid enrollment, job training, and more, with many mothers staying engaged for months to improve their circumstances​ (see [talkbusiness.net](https://talkbusiness.net/2021/01/bill-advances-requiring-abortion-seeking-women-to-call-helpline/#:~:text=Colin%20LeCroy%20with%20the%20Human,resume%20development%20and%20other%20services)). This comprehensive approach means a woman doesn’t have to choose between having her baby and keeping her education, job, or stability – she can have both with the right support.
* **Informed and Empowered Choices:** By requiring a “resource access offer” before any abortion, the bill empowers women with knowledge. Studies have found that a large majority of women considering abortion would prefer to carry their pregnancy to term **if their situation were different or if they had more support**​. In fact, fully **75% of women seeking an abortion report that under better circumstances – financial security, support, etc. – they would choose to keep their child**​ (see[**heritage.org**](https://www.heritage.org/life/commentary/texas-bill-would-provide-array-supports-women-seeking-abortion-alternatives#:~:text=Fully%C2%A075,%E2%80%9D)). HB 578 directly works to *“change the circumstances”* by informing women of assistance and providing it. This means women are less likely to feel *trapped* into an abortion decision by poverty, abuse, or lack of healthcare. Instead, they are given a true choice: the knowledge that help is available if they want to pursue parenting or adoption. Even the information about the abortion procedure itself (mandated to be medically accurate) contributes to **fully informed consent**, ensuring no woman undergoes an abortion without understanding potential physical and emotional consequences​. In short, HB 578 **supports a woman’s right to know** all her options – including the option to choose life with robust support behind her.
* **Help for Vulnerable Mothers and Families:** The bill specifically includes outreach to those in crisis situations. Pregnant women facing homelessness, addiction, domestic violence, or other crises will be *actively connected to services* that can assist them​. For instance, a woman in an abusive situation will be informed about domestic violence shelters or legal aid and can get help immediately rather than feeling her only escape is abortion​. By triaging such crises, HB 578 not only potentially saves the life of the unborn child but also **protects and cares for the mother’s well-being**. It treats both mother and baby as precious, addressing the *“sanctity of life”* in a holistic way – valuing the life and safety of the mother as well as the child.
* **Strengthening Families and Communities:** By providing resources like parenting support and child care, HB 578 helps young families thrive. New parents (including fathers, who can also be involved in support services) will have assistance that can reduce stress on marriages or relationships, improve parenting skills, and ultimately benefit the child’s development. This reflects **family values** at the core – keeping families intact and healthy. When mothers (and fathers) are given tools to become self-sufficient and confident in raising their children, the outcomes include lower rates of poverty, better child health, and more stable family units. The community outreach component also means spreading awareness so that neighbors, churches, and local organizations can direct women to help. In this way, the *Every Mother Matters Act* fosters a culture of life and support across New Mexico communities.
* **Post-Pregnancy Support (Including Loss):** Uniquely, HB 578 doesn’t abandon mothers after birth or after pregnancy ends. Any New Mexican parent of a child under two can access the program, which is crucial for the **postpartum period** when many families struggle with newborn expenses or postpartum health issues​. Additionally, women who have experienced a miscarriage or *even an abortion* can, within six months, seek services such as counseling, grief support, or medical care for complications​. This compassionate inclusion shows that the bill’s aim is not to punish or judge anyone, but to **care for all mothers**, regardless of the outcome of their pregnancies. A woman who goes through an abortion may later face emotional or physical challenges – HB 578 extends a hand to her as well, affirming that *every mother* deserves care. This aspect of the program underlines a commitment to **love both** mother and child, a principle often grounded in faith and basic human compassion.

In essence, HB 578 bolsters the support network for pregnant women and young families in New Mexico. It addresses the reasons women often cite for choosing abortion – financial strain, lack of support, feeling unprepared – by offering concrete help. By doing so, it **rescues women from the sense that they have “no other choice”**​ (see [studentsforlifeaction.org](https://www.studentsforlifeaction.org/students-for-life-action-testifies-in-support-of-alabamas-hb-401-the-every-mother-matters-act-emma-preparing-for-an-america-without-roe/#:~:text=The%20pro,%E2%80%9D)), and it enables them to embrace motherhood (or make an adoption plan) with confidence that they will not be alone. The Pregnancy Launch Program’s benefits reflect a proactive, positive pro-life ethic: rather than focusing on restricting abortion, it focuses on **enabling motherhood and protecting life through loving support**.

**Addressing Common Critiques and Concerns (Rebuttals)**

As with any pro-life, pro-family legislation, HB 578 faces some critiques – particularly from opponents who prioritize expanded abortion access. Below we address the most common concerns raised by progressive legislators or activists, with fact-based rebuttals and clarifications:

* **Critique 1: “HB 578 creates barriers and delays for women seeking abortions, interfering with their choice.”**  
  **Rebuttal:** *Receiving information about support is not a significant “barrier” – it’s an empowerment.* The resource access offer mandated by HB 578 is designed to be quick, confidential, and helpful. In practice, it could be as simple as a **free, 5-minute conversation** or phone call that **does not require any personal identifying information**​ (see [talkbusiness.net](https://talkbusiness.net/2021/01/bill-advances-requiring-abortion-seeking-women-to-call-helpline/#:~:text=Under%20HB%201195%2C%20the%20Every,women%20to%20release%20personal%20information)). Women remain fully free to decline any help and proceed with the abortion if they wish; the bill does **not** authorize anyone to prevent or delay the procedure beyond that brief offer of information​. This is analogous to standard informed consent in healthcare – ensuring patients know their options and risks. Far from undermining “choice,” it **expands choices** by making sure women are aware of alternatives (like help with housing, prenatal care, etc.) that they might not otherwise know about. In states that implemented similar offers, many women still chose abortion, but a substantial number were grateful to learn they *did have another option* and took advantage of the support. **There is no revocation of rights here** – abortion remains legal in New Mexico and accessible; HB 578 simply adds a compassionate check-in to ask, “Do you know help is available if you want it?” A truly informed choice can only be made when one knows all the options. As one pro-life advocate noted, there is *“no downside to ensuring that pregnant women have access to all the information relevant to their circumstances before she makes the irreversible decision of abortion.”* ​(see [studentsforlifeaction.org](https://www.studentsforlifeaction.org/students-for-life-action-testifies-in-support-of-alabamas-hb-401-the-every-mother-matters-act-emma-preparing-for-an-america-without-roe/#:~:text=EMMA%20provides%20the%20opportunity%20to,%E2%80%94%20through%20pregnancy%20and%20beyond)).

In short, HB 578 trusts women to make the final decision; it only tries to guarantee that the decision is well-informed and not driven by lack of support.

* **Critique 2: “Women already know what services are out there; this is patronizing and doesn’t add anything new.”**  
  **Rebuttal:** Many women are actually unaware of the full spectrum of assistance available, or they struggle to navigate the fragmented system. Research (including from the abortion-aligned Guttmacher Institute) has found that women often feel they have *“no other choice”* but abortion due to **limited resources and existing responsibilities**​ (see [studentsforlifeaction.org](https://www.studentsforlifeaction.org/students-for-life-action-testifies-in-support-of-alabamas-hb-401-the-every-mother-matters-act-emma-preparing-for-an-america-without-roe/#:~:text=The%20pro,%E2%80%9D)). If even pro-abortion researchers observe that women felt they had no choice, it indicates a gap in awareness or availability of support. HB 578 squarely addresses this gap by creating a **central, well-publicized program** and making sure every pregnant woman hears about it when it matters most. Unlike the claim that “no new services” are provided, HB 578 **does establish new services and a coordinated program** in New Mexico​. Prior to this bill, support programs exist but are scattered – the Pregnancy Launch Program pulls them together, fills in gaps, and actively reaches out to women in need. This centralized approach *is* something new and substantial. Furthermore, even if some services (like Medicaid or WIC) pre-exist, **connecting a woman to them in real time is a game-changer**. For example, under a similar initiative in Texas, in just two years **10,500 pregnant women were connected to support** and **one-third of those women chose to continue their pregnancies** after receiving help​ (see [talkbusiness.net](https://talkbusiness.net/2021/01/bill-advances-requiring-abortion-seeking-women-to-call-helpline/#:~:text=Colin%20LeCroy%20with%20the%20Human,resume%20development%20and%20other%20services)). Those are thousands of women who might have felt they had “no other choice” until someone offered them assistance. It’s clear that women do *not* universally know about or know how to access these resources; otherwise, we wouldn’t see such high uptake when a program proactively offers help. Rather than being patronizing, HB 578 treats women with respect and compassion – respecting them enough to ensure they’re informed, and compassionate enough to offer help without judgment.
* **Critique 3: “This program just funnels women to crisis pregnancy centers and is rooted in a religious agenda, not real healthcare.”**  
  **Rebuttal:** HB 578’s services are **state-administered and regulated** by the Department of Health, not unaccountable pop-up centers. Any care agents or organizations participating will operate under state oversight and must provide **medically accurate information**​. The law explicitly requires that the information given about abortion and other services be accurate and evidence-based, which counters the claim that women will get “misled” or pressured with falsehoods. Additionally, the program’s scope goes well beyond what many faith-based pregnancy centers offer – it includes medical care, help enrolling in public benefits, and professional case management. This is a *holistic healthcare and social support program*, firmly planted in public policy. While it’s true that many **community and faith-based organizations** may serve as contractors or partners (bringing their passion and charitable resources to the table), they will do so in compliance with state standards. This public-private partnership model is a strength, not a weakness: it mobilizes community support (including churches and nonprofits eager to help mothers) while maintaining government oversight to ensure quality. Far from being a strictly “religious” initiative, the Every Mother Matters Act is grounded in common humanitarian values – helping the vulnerable and saving lives. **Religious freedom** is respected in that the Act does not force any provider to refer or promote abortion (in fact, care agents under similar laws are forbidden from recommending abortion​ (see [ualrpublicradio.org](https://www.ualrpublicradio.org/local-regional-news/2021-02-03/bill-requiring-abortion-seekers-to-know-about-alternatives-passes-committee#:~:text=Under%20the%20legislation%2C%20care%20agents,someone%20in%20obtaining%20an%20abortion)), which aligns with many healthcare workers’ conscience rights). Instead, the Act allows organizations to serve consistent with their values, offering life-affirming assistance. But at its core, the beneficiaries are the mothers and babies – regardless of religion. A woman of any or no faith can utilize these services. The only “agenda” is to give her help and hope. Labeling support for pregnant women as an agenda unfairly dismisses the real, tangible aid HB 578 delivers. **Bottom line:** the program is about care, not coercion, and it stands on a foundation of public health and social service – something everyone should welcome.
* **Critique 4: “This is just an anti-abortion tactic. New Mexico should focus on expanding reproductive rights and healthcare, not pushing women to ‘choose life’.”**  
  **Rebuttal:** Supporting pregnant women **IS** supporting healthcare – it’s just healthcare for both the woman *and* her child. HB 578 does not take away the legal right to abortion in New Mexico; it operates alongside existing law. What it does is respond to the reality that many women, even in a “pro-choice” environment, feel they have no real choice but abortion due to socio-economic pressures​ (see [studentsforlifeaction.org](https://www.studentsforlifeaction.org/students-for-life-action-testifies-in-support-of-alabamas-hb-401-the-every-mother-matters-act-emma-preparing-for-an-america-without-roe/#:~:text=The%20pro,%E2%80%9D)). By investing in mothers, New Mexico would be showing true leadership in **reproductive justice** – ensuring that a woman who *wants* to carry her baby is not forced by circumstance to abort. In fact, even those who support abortion access often agree that no woman should choose abortion because she *can’t afford* to give birth or *lacks support*. HB 578 squarely addresses those issues of inequality. It can and should be seen as **complementary to women’s health initiatives**. New Mexico has recently expanded reproductive options on the abortion side; this bill says *let’s also expand the resources available for those who give birth or seek alternatives*. It’s a **both/and approach** rather than an “either/or.” Moreover, the bill’s focus on things like prenatal care, reducing substance abuse during pregnancy, and connecting women to health coverage will *improve medical outcomes* for women – goals that anyone interested in women’s health should applaud. Encouraging childbirth and supporting families is a legitimate public interest, especially in a state facing challenges like high maternal mortality or poverty rates. HB 578 uses *voluntary, supportive means* to pursue that interest, rather than bans or mandates. It’s worth noting that in states where similar programs exist, **public funding for “Alternatives to Abortion” has increased precisely because legislatures see positive outcomes** – for example, Texas recently boosted funding to $140 million for its expanded version of such programs, now called Thriving Texas Families, to reach more women in need​ (see [texasallianceforlife.org](https://www.texasallianceforlife.org/topic/alternatives-to-abortion/#:~:text=Texas%E2%80%99s%20Alternatives%20to%20Abortion%20,increase%20from%20the%20current%20cycle)). This isn’t done out of ideology alone; it’s because those programs have shown they can save lives and help families without litigation or controversy. Encouraging a culture of life and family doesn’t harm anyone’s rights – it enriches our communities. New Mexico can be a state that truly offers *“choice”* in the broader sense: the choice to carry a baby to term with strong support. **In sum, supporting HB 578 is not about opposing women’s rights – it’s about fulfilling our responsibility to women and children so that choosing life becomes a viable and attractive option.**

By addressing these critiques directly, advocates can dispel misinformation and show that HB 578 is a **win-win solution** – protecting unborn life *and* caring for women. The bill stands on solid factual and ethical ground: it creates help where help is needed, and it trusts women with information rather than denying it to them. Any honest debate should recognize that **saving lives and supporting mothers** are positive outcomes for New Mexico.

**Comparative Analysis: Success of Similar Programs in Other States**

HB 578 is part of a growing movement of state-level initiatives to support pregnant women and reduce abortions through positive assistance. While New Mexico’s approach would be unique in its specifics, it draws on successful elements from programs in other states. Here is a brief overview of comparable laws/programs and their outcomes, which can inform and inspire our advocacy:

* **Arkansas – “Every Mom Matters Act” (Act 90 of 2021):** Arkansas passed a law very similar to HB 578, also nicknamed EMMA, in 2021. It requires women seeking an abortion to call a resource hotline where they are offered information on support services, and it created a framework for connecting women with those services. Early expectations in Arkansas were very high: legislators cited data suggesting that when women are *fully informed* of supports, roughly **one-third will decide to keep their babies rather than abort**​ (see [ualrpublicradio.org](https://www.ualrpublicradio.org/local-regional-news/2021-02-03/bill-requiring-abortion-seekers-to-know-about-alternatives-passes-committee#:~:text=,%E2%80%9D%20Dotson%20said)). For Arkansas, that was projected to mean about **1,000 fewer abortions each year** – 1,000 lives saved – once the program was running​ (see [ualrpublicradio.org](https://www.ualrpublicradio.org/local-regional-news/2021-02-03/bill-requiring-abortion-seekers-to-know-about-alternatives-passes-committee#:~:text=According%20to%20Dotson%2C%20that%20could,abortions%20in%20Arkansas%20each%20year)). The law set up a system where abortion providers must verify that the resource offer was made (through a unique code or record) or face fines for non-compliance​ (see [ualrpublicradio.org](https://www.ualrpublicradio.org/local-regional-news/2021-02-03/bill-requiring-abortion-seekers-to-know-about-alternatives-passes-committee#:~:text=According%20to%20the%20bill%2C%20any,liable%20for%20each%20fine%20assessed)). By integrating this process, Arkansas aimed to *“ensure that any woman seeking an abortion is given access to resources and programs she may not realize are available,”* with the explicit goal of giving women the support needed to choose life​ ([oksenate.gov](https://oksenate.gov/press-releases/sen-burns-files-every-mother-matters-act-measure-aimed-giving-moms-alternatives#:~:text=OKLAHOMA%20CITY%20%E2%80%93%20Sen,choose%20life%2C%20instead%20of%20abortion)). Since its implementation (which began in mid-2023 after some setup period), anecdotal reports indicate the **hotline and care referral system is reaching women in need**. Even before full deployment, Arkansas lawmakers pointed to the experience of Texas’s pilot program (run by Human Coalition) to validate EMMA’s concept: during a trial period, **10,500 women** in Texas received resource offers and **over 3,000 (approximately 33%) chose to continue their pregnancies** with support instead of abortion​ ([talkbusiness.net](https://talkbusiness.net/2021/01/bill-advances-requiring-abortion-seeking-women-to-call-helpline/#:~:text=Dotson%20said%20that%2C%20based%20on,%E2%80%9D)). This evidence strongly suggests that Arkansas’s EMMA will likewise have a significant positive impact. In human terms, that means more Arkansas mothers getting help with prenatal care, more babies born into families that are better prepared, and ultimately more families *stabilized rather than destabilized* by an unexpected pregnancy. Arkansas leaders have framed it as a victory for both life and women’s health, noting that each year of success will eventually translate into “over 40 new classrooms of kindergartners” added to Arkansas communities – a poetic way to envision the long-term benefit of supporting life​ ([talkbusiness.net](https://talkbusiness.net/2021/01/bill-advances-requiring-abortion-seeking-women-to-call-helpline/#:~:text=Dotson%20said%20that%2C%20based%20on,%E2%80%9D)).
* **Texas – Alternatives to Abortion Program / Every Mother Matters Act Proposal:** Texas has been a leader in funding alternatives-to-abortion services for many years. While an official “Every Mother Matters Act” was introduced in 2021 with bipartisan sponsorship​ ([heritage.org](https://www.heritage.org/life/commentary/texas-bill-would-provide-array-supports-women-seeking-abortion-alternatives#:~:text=A%20new%C2%A0bipartisan%C2%A0bill%C2%A0in%20Texas%2C%20the%20Every,the%20unborn%20and%20their%20mothers)), Texas in practice was already achieving EMMA’s goals through its **Alternatives to Abortion (A2A)** program. Through contracts with networks of pregnancy resource centers, maternity homes, and social service providers, Texas’s program has served tens of thousands of women. A key metric: in a recent two-year span, *over 10,000 Texas women* received support offers when seeking abortion information, and roughly *one-third accepted help and continued their pregnancies*​ ([talkbusiness.net](https://talkbusiness.net/2021/01/bill-advances-requiring-abortion-seeking-women-to-call-helpline/#:~:text=Colin%20LeCroy%20with%20the%20Human,resume%20development%20and%20other%20services)). These women then received months of follow-up care (averaging five months of support) including medical services and assistance with Medicaid, job training, and more​ ([talkbusiness.net](https://talkbusiness.net/2021/01/bill-advances-requiring-abortion-seeking-women-to-call-helpline/#:~:text=Colin%20LeCroy%20with%20the%20Human,resume%20development%20and%20other%20services)). The **success** of Texas’s model is evident in the state’s increasing commitment to it – the Texas Legislature boosted funding for these services to **$140 million for 2024-2025**, rebranding the effort as the “Thriving Texas Families” program and writing it into law so it’s a permanent part of the state’s health strategy​ ([texasallianceforlife.org](https://www.texasallianceforlife.org/topic/alternatives-to-abortion/#:~:text=Texas%E2%80%99s%20Alternatives%20to%20Abortion%20,increase%20from%20the%20current%20cycle)). This expansion is happening in parallel with Texas’s restrictive abortion laws post-Roe, underscoring that the state views *support for mothers as an essential companion to protecting unborn life*. Texas has seen a significant drop in abortions since 2021, and while much of that is due to legal restrictions, the **infrastructure of support** is now in place to care for women who might otherwise feel abandoned. One noteworthy element in the Texas proposal (mirrored in HB 578) is the **toll-free hotline connecting women to a licensed counselor** who can immediately assess their needs and plug them into resources​ ([heritage.org](https://www.heritage.org/life/commentary/texas-bill-would-provide-array-supports-women-seeking-abortion-alternatives#:~:text=Coalition%2C%20the%20bill%20was%C2%A0first%20introduced%C2%A0in,Texas%20state%20Senate%20in%20February)) ([heritage.org](https://www.heritage.org/life/commentary/texas-bill-would-provide-array-supports-women-seeking-abortion-alternatives#:~:text=assistance%2C%20and%20health%20benefit%20plan,%E2%80%9D)). Women in Texas are not required to share any personal details if they don’t want, and they receive a confirmation number after the call to show they completed the resource offer step​ ([heritage.org](https://www.heritage.org/life/commentary/texas-bill-would-provide-array-supports-women-seeking-abortion-alternatives#:~:text=neglect,%E2%80%9D)) ([heritage.org](https://www.heritage.org/life/commentary/texas-bill-would-provide-array-supports-women-seeking-abortion-alternatives#:~:text=can%20decline%20the%20services%20offered,at%20any%20point)). This process proved respectful and efficient. Texas’s experience shows that *offering help can be done in a mother-centric way* without hindering healthcare – a valuable model for New Mexico to consider.
* **Oklahoma – Proposal SB 1167 (2022):** In Oklahoma, a similar bill was filed in 2022 (Every Mother Matters Act, SB 1167 by Sen. George Burns). While it came in the context of many pro-life bills, its messaging was particularly noteworthy. The author stated: *“Many women facing unexpected pregnancies turn to abortion because they feel like they have no choice. We want to make sure they have an opportunity to connect with medical, financial and other resources they may not know about.”*​([oksenate.gov](https://oksenate.gov/press-releases/sen-burns-files-every-mother-matters-act-measure-aimed-giving-moms-alternatives#:~:text=Matters%20Act%2C%E2%80%9D%20also%20known%20as,choose%20life%2C%20instead%20of%20abortion)) He also emphasized providing screening for victims of crimes like human trafficking or abuse during the resource offer, so that women in danger could be identified and helped​ ([oksenate.gov](https://oksenate.gov/press-releases/sen-burns-files-every-mother-matters-act-measure-aimed-giving-moms-alternatives#:~:text=Matters%20Act%2C%E2%80%9D%20also%20known%20as,choose%20life%2C%20instead%20of%20abortion)) ([oksenate.gov](https://oksenate.gov/press-releases/sen-burns-files-every-mother-matters-act-measure-aimed-giving-moms-alternatives#:~:text=to%20identify%20those%20who%E2%80%99ve%20been,%E2%80%9D)). This highlights an important *ancillary benefit* of these programs: they can uncover situations where the woman is being coerced or is in a harmful environment, allowing intervention beyond the pregnancy issue. (HB 578 similarly includes offering info on crisis services for abuse victims​.) Although Oklahoma’s EMMA did not become law in 2022, the state moved to ban most abortions after *Dobbs*; however, officials have continued to work on expanding social services for pregnant women. The **intent and findings** in Oklahoma bolster the case for HB 578 – even one lawmaker who said “my ultimate goal is ending abortion altogether” in Oklahoma immediately added that *“we must also do all we can as a state to help present compassionate options for those faced with unexpected pregnancies that promote the preservation and dignity of life for mothers and their babies.”*​ ([oksenate.gov](https://oksenate.gov/press-releases/sen-burns-files-every-mother-matters-act-measure-aimed-giving-moms-alternatives#:~:text=%E2%80%9CMy%20ultimate%20goal%20is%20ending,%E2%80%9D)) In other words, **there is a recognized moral duty to accompany any pro-life policy with robust support for moms**. This sentiment is becoming a trend among pro-family legislators nationwide.
* **Other States (Florida, Tennessee, etc.):** Several states have variations of programs to support pregnant women. For example, Florida and Tennessee fund networks of pregnancy support services (like counseling, housing, material assistance), and even states as diverse as California and New York (which are pro-abortion rights) have some programs for prenatal and parenting support – though not tied to abortion decisions. What sets HB 578 and its peers apart is the *integration* with the abortion decision moment. That integration has proven effective: as noted, **when women are directly offered help as they consider abortion, a significant percentage accept it and carry their pregnancies**​ ([ualrpublicradio.org](https://www.ualrpublicradio.org/local-regional-news/2021-02-03/bill-requiring-abortion-seekers-to-know-about-alternatives-passes-committee#:~:text=,%E2%80%9D%20Dotson%20said)). States that implement these programs often see not only reduced abortion rates, but also positive outcomes like more early prenatal care visits and improved maternal health because women connect with the healthcare system sooner. We can also look to **international examples**: in some European countries with lower abortion rates, comprehensive social support for mothers (such as long maternity leaves, stipends, and free childcare) play a role in reducing economic pressure to abort. HB 578 is a step toward that kind of supportive environment – tailored to New Mexico’s context by rallying community support and existing services around each mother.

**Summary of Success:** The common thread in other states’ experiences is that **providing resources and support works**. Women respond to genuine help. Families benefit. And communities see more children born into situations that are prepared to welcome them. This isn’t theoretical – the Arkansas and Texas data show concrete numbers of lives saved and women helped. By highlighting these successes, advocates in New Mexico can reassure policymakers that HB 578 is not a shot in the dark; it’s building on a proven model of **compassionate pro-life policy** that is gaining momentum across the country. New Mexico has the opportunity to be a leader, especially as a state where, currently, abortion is prevalent and few requirements exist – HB 578 could demonstrate how to simultaneously **uphold a woman’s dignity, improve social services, and affirm the value of life.**

**Practical Advocacy Strategies for HB 578**

Passing a bill like the Every Mother Matters Act will require coordinated efforts both in the legislature and at the grassroots level. Below are practical strategies and tips for advocates – whether you’re a concerned citizen, a community leader, or a lawmaker championing the bill – to build support and effectively communicate HB 578’s benefits. The strategies are grouped into engaging with policymakers, mobilizing community support, and messaging in media/public forums.

**Engaging with Lawmakers (Policymaker Outreach)**

* **Know the Bill and Frame it Well:** When meeting with or writing to legislators, be prepared to **explain HB 578 in clear, concise terms** (you can use Section 1 and 2 of this guide as a reference). Emphasize how the bill *supports women and saves lives without coercion*. Even pro-choice or moderate lawmakers can be swayed by the argument that this bill is about **helping women who want to keep their babies** but feel financially or socially unable. Frame it as a *“both sides can agree on supporting pregnant women”* issue. Using phrases like “no woman should feel forced to choose abortion due to lack of support” can resonate across the aisle. Tie the bill to **New Mexico values**: caring for the vulnerable, strengthening families, and respecting individual choice (by making sure choices are informed and supported). Always underscore the **positive outcomes** (fewer abortions *because women choose life*, more healthy births, assistance for families) rather than punishment or restriction. Data points from this guide (75% of women would prefer to carry if possible​ ([heritage.org](https://www.heritage.org/life/commentary/texas-bill-would-provide-array-supports-women-seeking-abortion-alternatives#:~:text=Fully%C2%A075,%E2%80%9D)), one-third choose life when helped​ ([ualrpublicradio.org](https://www.ualrpublicradio.org/local-regional-news/2021-02-03/bill-requiring-abortion-seekers-to-know-about-alternatives-passes-committee#:~:text=,%E2%80%9D%20Dotson%20said)), thousands served in other states​ ([talkbusiness.net](https://talkbusiness.net/2021/01/bill-advances-requiring-abortion-seeking-women-to-call-helpline/#:~:text=Colin%20LeCroy%20with%20the%20Human,resume%20development%20and%20other%20services))) can bolster your case with evidence.
* **Build Broad Alliances:** Identify and reach out to legislators who champion related issues – not just pro-life advocates, but those focused on **healthcare, social services, maternal mortality, or child welfare**. For example, a lawmaker concerned about high maternal death rates in New Mexico might find common ground if you point out that HB 578 will connect women to prenatal care early, which can reduce pregnancy complications. A legislator focused on poverty or early childhood might support the bill for its family stabilization aspects. Also, highlight any **bipartisan support** from other states (the Texas EMMA was bipartisan​ ([heritage.org](https://www.heritage.org/life/commentary/texas-bill-would-provide-array-supports-women-seeking-abortion-alternatives#:~:text=A%20new%C2%A0bipartisan%C2%A0bill%C2%A0in%20Texas%2C%20the%20Every,the%20unborn%20and%20their%20mothers))) to show this isn’t strictly partisan. Within New Mexico’s legislature, if any Democrats have supported things like funding for pregnant moms or voiced that pro-life views should be respected, gently remind them that *here is a chance to prove it* by supporting HB 578. Encourage co-sponsors from multiple parties if possible. The more HB 578 is seen as a *unifying, compassionate initiative*, the better its chances.
* **Personal Stories & Expert Testimony:** Whenever meeting a lawmaker or testifying in committee, come armed with **stories or testimonials**. A real-life example: perhaps a local mother who was considering abortion but, thanks to a church or pregnancy center, got help and now is thriving with her child – such a story can put a human face on the bill’s intent. If possible, have that person (or multiple women) ready to share their experience in person or via letter. Lawmakers have a harder time dismissing a bill when a constituent says, “This is exactly the kind of help I needed during my crisis.” In addition, line up **experts or community leaders** to endorse the bill: supportive physicians (especially OB/GYNs) who can attest that connecting women to services improves health outcomes; social workers who can testify on the struggles pregnant women face; faith leaders who can speak to the moral responsibility to care for mothers and children; and leaders from pregnancy resource organizations to answer technical questions. The New Mexico Family Action Movement can coordinate with allied organizations (like pro-life pregnancy centers, Catholic Charities, or family policy councils) to submit a unified front of support during legislative hearings. Be ready with fact sheets that debunk misconceptions (you can adapt the rebuttals section of this guide into a Q&A handout for legislators).
* **Anticipate Opponents’ Moves:** Progressive opponents may try procedural moves to stall the bill (like sending it to an unfriendly committee) or introduce hostile amendments (perhaps to water down the resource offer requirement). Stay vigilant about the bill’s progress. Engage legislative aides to get inside scoop on any concerns holding the bill back. If the critique is about funding (“How will we pay for this?”), be prepared with answers: e.g., highlight that it leverages **existing funds and programs first**​ and that the cost, if any, is modest compared to benefits (Arkansas estimated about $1.5 million/year, which is a drop in the bucket of the health budget​ ([talkbusiness.net](https://talkbusiness.net/2021/01/bill-advances-requiring-abortion-seeking-women-to-call-helpline/#:~:text=The%20state%20Department%20of%20Health,is%20implemented%20in%20January%202023))). If the issue is privacy, point again to the explicit privacy protections (no personal info required​). Essentially, **address concerns head-on** in private meetings so they don’t become reasons to vote no. Sometimes offering a minor amendment can alleviate concerns – for instance, if a lawmaker is worried about oversight, one could add a provision for legislative review of the annual reports or a sunset clause (requiring renewal after X years if it’s not working). Be flexible on *implementation details* but firm on the *core principle*.
* **Leverage Public Officials’ Support:** If any state officials or prominent figures back the bill (former Governor, etc.), mention that in discussions. For example, if the state’s Department of Health or a respected doctor group is positive about it, that carries weight. Even citing national momentum (like *“states like Arkansas have already done this successfully”*) gives legislators confidence that New Mexico is on solid ground. Remember to also appeal to the values of **religious freedom and conscience** for legislators who care about that: point out that HB 578 *protects healthcare workers from feeling complicit in abortions* (since now they can ensure every patient was offered help) and invites faith-based charities to participate in solutions without violating their beliefs. This can win over those who might otherwise be quietly supportive but need a reason grounded in their principles to actively champion the bill.

**Mobilizing Grassroots & Community Support**

* **Education and Outreach in Communities:** A grassroots movement is crucial. Start by educating your own community – churches, civic groups, pro-life and pro-family organizations – about what HB 578 does. Host informational sessions or webinars where you walk through this guide’s highlights. Emphasize how the bill is *different* from outright abortion bans; it’s about help, not punishment. This can bring in people who might not be “pro-life activists” but do care about helping moms (such as volunteers at food banks, nurses, etc.). Encourage them to see HB 578 as a compassionate cause anyone can support. Provide materials (flyers, social media graphics, short videos) that simplify the message: for example, **“Every Mother Matters Act – No Mother Left Unhelped”** with bullet points of the program’s benefits. Use the **sanctity of life** angle in faith communities (church bulletins could mention how this bill will save lives by supporting moms), and the **maternal support** angle in more secular settings (local health fairs or school parent groups might respond to talk of helping new moms). The New Mexico Family Action Movement can spearhead a coalition of churches, pregnancy centers, and family-friendly nonprofits to spread the word.
* **Grassroots Action: Calls, Letters, Petitions:** Once people are informed, channel that into action. Organize letter-writing campaigns to legislators, where parishioners or community members write personal appeals urging a YES vote on HB 578. Provide talking points or template letters that include heartfelt appeals and key facts (e.g., “As a mother myself, I know how important support is… HB 578 will ensure women don’t feel alone. Please support this life-saving, life-changing bill.”). Similarly, coordinate phone call campaigns – a wave of constituents calling legislative offices to say “please support Every Mother Matters Act, we need to help our pregnant women!” can make an impact. Make it easy by distributing the phone numbers and a short call script. Another tool is a **petition** or sign-on letter. For instance, get local pastors and community leaders to all sign a letter to the legislature or governor endorsing HB 578. Show that a broad swath of New Mexicans – from religious leaders to healthcare professionals to ordinary families – all want this compassionate law. If possible, hold a **rally or press conference** at the state capitol with mothers and babies in attendance, to visually underscore the message (nothing resonates like seeing cute toddlers who might not be here if not for a program like this!). Grassroots visibility puts pressure on legislators by signaling that voters are watching this issue and care deeply.
* **Coalition with Pregnancy Centers and Social Services:** New Mexico has various crisis pregnancy centers, maternity homes, and charities that already help pregnant women. Bring them into the campaign – they can provide on-the-ground testimonies of women’s needs. Many of these organizations can also mobilize volunteers and donors who are passionate about life. By uniting these groups under a common banner (perhaps an “Every Mother Matters Coalition”), you amplify the reach. Additionally, consider reaching out to more **unexpected allies**: for example, some pro-choice individuals might still support funding for pregnant women (frame it as “even if we disagree on abortion, can we agree on supporting those who *do* choose to carry to term?”). While not all will join, finding even a couple of moderate voices can help avoid the bill being pigeonholed as “extreme.” Showcasing a diverse coalition – faith groups, secular charities, women who’ve had abortions but wish they had support, etc. – strengthens the advocacy.
* **Local Media and Events:** Encourage grassroots supporters to write **letters to the editor** in local newspapers or to share op-eds about HB 578. A personal op-ed story like “Why Every Mother Matters Act would have helped me” can touch hearts. If misinformation arises in the public sphere (say, an op-ed opposing the bill), respond promptly with fact-based corrections (again, this guide’s rebuttals can serve as a source). Participate in local radio talk shows or community forums to discuss the bill – keep the tone compassionate and educational. The more ordinary people hear about the bill in a positive light, the more public support will grow, which in turn influences legislators. Also consider **town hall meetings**: if your legislator holds town halls, show up and ask about HB 578 – “Will you support this effort to help pregnant women in crisis?” Posing the question publicly puts them on the spot to consider it and signals that constituents care. Even hosting independent town halls or roundtable discussions on “supporting mothers in New Mexico” and inviting lawmakers to attend (perhaps as listeners or panelists) can build bridges.

**Messaging in Media and Public Forums**

* **Highlight Human Stories:** Media communications should always circle back to the human impact. Whenever possible, share stories of mothers who benefited from similar programs or who would have benefited. For example: *“A program like this helped Jane, a mother in Texas who felt she had no choice but abortion until a counselor connected her to housing and prenatal care – now her daughter is a thriving toddler.”* These narratives make HB 578 real and relatable. If any New Mexico women are willing to share their experiences (anonymously if needed) of facing an unsupported pregnancy, that’s golden for media use. The New Mexico Family Action Movement might collect testimonies to use in press releases or social media posts.
* **Emphasize the Positive (Don’t Get Stuck in Abortion Debates):** In media interviews or debates, steer the conversation to **support, solutions, and consensus values**. Rather than dwelling on pro-life vs pro-choice ideology, stress that “this bill is about **empowering women** and helping families.” Use phrases like **“no mother should feel alone,” “every baby deserves a chance and every mom deserves support,”** or **“love them both”** to encapsulate the message. When opponents try to frame it as anti-abortion, you can say: *“HB 578 doesn’t remove anyone’s legal options – it* ***adds options*** *for women. Who could be against giving more options and support to a woman in need?”* Keep returning to the fact that **many abortions are economically or socially coerced** – and HB 578 addresses that injustice. By doing so, you appeal to fairness and compassion, which plays well in public opinion.
* **Use Facts as Soundbites:** Media messaging can be strengthened with a few compelling facts or statistics. For instance: **“75% of women seeking abortions say they would prefer to parent if their circumstances were different​ (**[**heritage.org**](https://www.heritage.org/life/commentary/texas-bill-would-provide-array-supports-women-seeking-abortion-alternatives#:~:text=Fully%C2%A075,%E2%80%9D))**. HB 578 *makes circumstances different* by offering help – it turns ‘no choice’ into real choice.”** Or: **“In states that tried similar programs, about *one in three* women offered support chose to have their baby​ (**[**ualrpublicradio.org**](https://www.ualrpublicradio.org/local-regional-news/2021-02-03/bill-requiring-abortion-seekers-to-know-about-alternatives-passes-committee#:~:text=,%E2%80%9D%20Dotson%20said)) **– that’s a lot of lives saved and families helped.”** Another one: **“Last year, over 10,000 women in Texas got connected to free support through a hotline (**[**talkbusiness.net**](https://talkbusiness.net/2021/01/bill-advances-requiring-abortion-seeking-women-to-call-helpline/#:~:text=Colin%20LeCroy%20with%20the%20Human,resume%20development%20and%20other%20services))**. We can do that here in New Mexico too.”** These factual anchors give credibility and stick in listeners’ minds. Always ensure to cite credible sources or real programs (as we have here) to avoid sounding speculative.
* **Address Critics Calmly and Confidently:** If you’re speaking in a public forum and a critic brings up an objection (like those in Section 3), respond with empathy first (“I understand the concern about not imposing on women’s decisions…”) and then deliver a concise rebuttal with a fact. For example: *“However, this isn’t an imposition – it’s a 5-minute offer of help that a woman can refuse​ (*[*talkbusiness.net*](https://talkbusiness.net/2021/01/bill-advances-requiring-abortion-seeking-women-to-call-helpline/#:~:text=Under%20HB%201195%2C%20the%20Every,women%20to%20release%20personal%20information))*. We already have laws ensuring informed consent in medicine; this just ensures informed consent includes knowing about free help. Many women will welcome that information.”* By citing the quickness of the call or the optional nature, you appear reasonable. It’s important to come across as **pro-woman** (which we are!) at all times – never as merely anti-abortion. Reiterate that *“Our goal is to make sure no woman in New Mexico ever feels she must choose abortion because she can’t see a way to afford or manage having a baby. HB 578 provides that way.”* That kind of statement is hard to oppose without seeming callous.
* **Leverage Social Media:** Use platforms like Facebook, Twitter, and Instagram to spread the word in catchy ways. Share infographics that list what HB 578 provides (e.g., “Free prenatal care, child care assistance, housing aid… #EveryMotherMatters”). Post short video clips of supporters explaining why they back the bill. Encourage followers to use a common hashtag (perhaps **#EveryMotherMattersNM** or **#SupportHB578**) when posting about it. When the legislature is in session or a hearing is coming up, generate buzz: “Tomorrow, NM can take a stand for women and babies! Tell your rep to vote YES on HB 578. #EveryMotherMatters.” Social media can also humanize the issue by sharing baby pictures or mom testimonials with permission. Always be responsive on these platforms – politely correct any misinformation that opponents or skeptics might post in comments, linking to evidence or this guide. The goal is to create an online environment where HB 578 is seen as compassionate, common-sense, and community-backed.
* **Utilize Religious Freedom Messaging in Appropriate Circles:** Since the New Mexico Family Action Movement also upholds religious freedom, it’s worth noting in faith-based media or church settings that HB 578 aligns with people’s moral and religious call to help others. It does not force anyone to act against their conscience; in fact, it gives healthcare providers a positive action to take (offering help) in lieu of participating in abortion. It also invites faith-based charities to be part of the solution without compromising their beliefs. This can be mentioned in church presentations or Christian radio: *“This bill allows the faith community to extend our love to mothers in need, with the state’s partnership. It’s the hands and feet of our pro-life values in action.”* While this angle might not be used in secular media, it can fire up the base and church networks to rally behind the cause as part of their religious mission.

**Conclusion & Call to Action**

HB 578, the Every Mother Matters Act, represents a **holistic approach to affirming life and supporting families** in New Mexico. It is a policy that says we do not have to choose between mother and child – we can and will protect and care for both. By clearly explaining the bill, highlighting its benefits, dispelling myths, learning from other states, and using smart advocacy tactics, we can build a strong case that resonates both in the Roundhouse and in communities across the state.

**Now is the time to act.**

*Grassroots advocates*: reach out to your legislators and tell them you expect a YES vote on HB 578 – that you stand for a New Mexico where *every mother and every child matters*.

*Policymakers*: take up this cause knowing it is backed by evidence, supported by a broad coalition, and reflective of our highest values of life, love, and justice. Together, we can pass the Every Mother Matters Act and take a historic step toward a more caring and life-affirming New Mexico.

Let us strive to make New Mexico a place where no mother is left to walk alone, where no child’s life is seen as expendable, and where our laws boldly declare that **every mother matters, every family matters, and every life is precious**.

**Sources:**

1. New Mexico HB 578 text, *Every Mother Matters Act* (2025) – Bill provisions creating the Pregnancy Launch Program and requiring resource offers​ [nmlegis.gov](https://www.nmlegis.gov/Sessions/25%20Regular/bills/house/HB0578.html#:~:text=RELATING%20TO%20HEALTH%3B%20ENACTING%20THE,COMPLIANCE%20AND%20ENFORCEMENT%3B%20REQUIRING%20REPORTING), [nmlegis.gov](https://www.nmlegis.gov/Sessions/25%20Regular/bills/house/HB0578.html#:~:text=A.%20The%20,every%20county%20of%20the%20state), [nmlegis.gov](https://www.nmlegis.gov/Sessions/25%20Regular/bills/house/HB0578.html#:~:text=), [nmlegis.gov](https://www.nmlegis.gov/Sessions/25%20Regular/bills/house/HB0578.html#:~:text=C,to%20participate%20in%20the%20services).
2. *Heritage Foundation Commentary* on Texas Every Mother Matters Act (2021) – Citing that **75% of women** seeking abortion would prefer to keep the child under different circumstances​ [heritage.org](https://www.heritage.org/life/commentary/texas-bill-would-provide-array-supports-women-seeking-abortion-alternatives#:~:text=Fully%C2%A075,%E2%80%9D).
3. *KUAR Public Radio* (Arkansas) – Report on AR HB 1195 (Every Mom Matters Act) – testimony that when fully informed of resources, **one-third of women decide to keep their babies**​ [ualrpublicradio.org](https://www.ualrpublicradio.org/local-regional-news/2021-02-03/bill-requiring-abortion-seekers-to-know-about-alternatives-passes-committee#:~:text=,%E2%80%9D%20Dotson%20said), and critique from opposition claiming “no new services” and “forced call”​[ualrpublicradio.org](https://www.ualrpublicradio.org/local-regional-news/2021-02-03/bill-requiring-abortion-seekers-to-know-about-alternatives-passes-committee#:~:text=saying%20it%20does%20little%20to,aid%20those%20seeking%20an%20abortion).
4. *Talk Business & Politics* (Arkansas) – Article on Every Mom Matters Act – notes that the required helpline call takes about **5 minutes and requires no personal info**​[talkbusiness.net](https://talkbusiness.net/2021/01/bill-advances-requiring-abortion-seeking-women-to-call-helpline/#:~:text=Under%20HB%201195%2C%20the%20Every,women%20to%20release%20personal%20information) and that Texas’ pilot program served 10,500 women with **1/3 choosing to continue pregnancy** (leading to ~1,000 babies saved per year in AR projection)​ [talkbusiness.net](https://talkbusiness.net/2021/01/bill-advances-requiring-abortion-seeking-women-to-call-helpline/#:~:text=Dotson%20said%20that%2C%20based%20on,%E2%80%9D).
5. *Students for Life Action* testimony on EMMA – Citing Guttmacher Institute on why women get abortions (felt they had “no other choice” due to finances, etc.)​ [studentsforlifeaction.org](https://www.studentsforlifeaction.org/students-for-life-action-testifies-in-support-of-alabamas-hb-401-the-every-mother-matters-act-emma-preparing-for-an-america-without-roe/#:~:text=The%20pro,%E2%80%9D) and highlighting lack of awareness of resources among young voters​ [studentsforlifeaction.org](https://www.studentsforlifeaction.org/students-for-life-action-testifies-in-support-of-alabamas-hb-401-the-every-mother-matters-act-emma-preparing-for-an-america-without-roe/#:~:text=That%20is%20why%20I%20support,currently%20available%20to%20pregnant%20students).
6. Oklahoma Senate Press Release (2022) – Sen. Burns on EMMA’s goal to give women support to choose life​ [oksenate.gov](https://oksenate.gov/press-releases/sen-burns-files-every-mother-matters-act-measure-aimed-giving-moms-alternatives#:~:text=OKLAHOMA%20CITY%20%E2%80%93%20Sen,choose%20life%2C%20instead%20of%20abortion) and quote on providing compassionate options that preserve dignity of life​ [oksenate.gov](https://oksenate.gov/press-releases/sen-burns-files-every-mother-matters-act-measure-aimed-giving-moms-alternatives#:~:text=%E2%80%9CMy%20ultimate%20goal%20is%20ending,%E2%80%9D).
7. Texas Alliance for Life / State of Reform – Note that Texas increased funding to **$140 million** for its Alternatives to Abortion (Thriving Texas Families) program for 2024-25​ [texasallianceforlife.org](https://www.texasallianceforlife.org/topic/alternatives-to-abortion/#:~:text=Texas%E2%80%99s%20Alternatives%20to%20Abortion%20,increase%20from%20the%20current%20cycle) , reflecting confidence in the program’s impact.
8. Additional context from Arkansas Act 90 of 2021 – enforcement mechanism (fines for non-compliance)​ [ualrpublicradio.org](https://www.ualrpublicradio.org/local-regional-news/2021-02-03/bill-requiring-abortion-seekers-to-know-about-alternatives-passes-committee#:~:text=According%20to%20the%20bill%2C%20any,liable%20for%20each%20fine%20assessed) and explicit stipulation that counselors shall not refer for abortion​ [ualrpublicradio.org](https://www.ualrpublicradio.org/local-regional-news/2021-02-03/bill-requiring-abortion-seekers-to-know-about-alternatives-passes-committee#:~:text=Under%20the%20legislation%2C%20care%20agents,someone%20in%20obtaining%20an%20abortion), ensuring the program remains life-affirming in practice.