

NMFAM Legislative guide for HB 157

Pregnancy & Parenting Resource Website and Hotline

Included in This Guide:

- **Simplified Breakdown of the Bill** pg. 2
 - *A plain-language explanation of what HB 157 does, written to quickly clarify intent, scope, and real-world impact without legal jargon.*
- **Messaging & Fact Tool (Helpful to Legislators)** pg. 4
 - *Key talking points paired with supporting facts to help legislators confidently explain the bill in committee, on the floor, or with constituents.*
- **Likely Opposition Arguments — & How to Respond** pg. 5
 - *A brief overview of common concerns raised about the bill, along with clear, factual rebuttals.*
- **Messaging for Action Items & Socials** pg. 6
 - *Ready-to-use language for action alerts, social media, and constituent outreach.*

HB 157 — Simplified Breakdown

What is HB 157?

HB 157 appropriates **\$100,000** to the New Mexico Department of Health (DOH) to create a **pregnancy and parenting resource website and hotline**.

The goal is to give **expectant families and new parents** one clear, centralized place to find accurate information and practical support during pregnancy and early parenthood.

How the Bill Works (In Plain Terms)

1. One-Time Appropriation

- \$100,000 from the General Fund
 - Funds available in **FY 2027 only**
 - Any unspent funds revert back to the state
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2. Centralized Resource Hub

The website and hotline will provide information on:

- Social services
- Financial assistance programs
- Adoption services
- Pregnancy and parenting guidance
- Planning tools
- Care centers
- Other available public and private resources

This helps families navigate existing services without confusion or delay.

See <https://nmfam.org/family-resources> as example of concept.

3. Support Without Mandates

- No new programs are created
- No services are forced on families
- No requirements placed on healthcare providers

HB 157 simply **connects families to resources that already exist.**

4. Family-Centered & Preventive

By providing information early, the bill helps families:

- Make informed decisions
- Access support sooner
- Reduce crisis-driven outcomes
- Improve stability for parents and children

HB 157 — Messaging & Fact Tool

Core Message

HB 157 is about **supporting families early, clearly, and compassionately** by connecting them to help—before they reach a crisis point.

What HB 157 DOES

- ✓ Provides clear, centralized information for expectant parents
 - ✓ Supports informed decision-making
 - ✓ Strengthens family stability
 - ✓ Improves access to existing services
 - ✓ Uses a modest, accountable appropriation
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What HB 157 DOES NOT DO

- ✗ Does not fund abortion services
 - ✗ Does not mandate participation
 - ✗ Does not replace medical care
 - ✗ Does not create new bureaucratic programs
 - ✗ Does not increase long-term state spending
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Why It Matters to Families

Many parents don't lack options—they lack **clarity**.

When families know what help exists and how to access it:

- Stress decreases
- Outcomes improve
- Children benefit

HB 157 meets families where they are and helps them move forward with confidence.

Simple Talking Point: “HB 157 helps moms and dads find help when they're pregnant or raising a baby by putting trusted information in one easy place.”

Likely Opposition Arguments — & How to Respond

✘ *“This duplicates services that already exist.”*

Response:

That’s exactly the problem—resources exist, but families struggle to find them. HB 157 improves access, not duplication, by organizing information in one place.

✦ Access ≠ duplication.

✘ *“This is unnecessary government spending.”*

Response:

HB 157 is a modest, one-time investment that helps families access support early—reducing costly crisis interventions later.

✦ Prevention saves money.

✘ *“This could be politically or ideologically biased.”*

Response:

The bill requires only factual, resource-based information. It does not promote ideology, mandate choices, or limit options.

✦ Information empowers—it doesn’t coerce.

✘ *“Families should figure this out on their own.”*

Response:

Families are strongest when supported. Providing information does not replace responsibility—it strengthens it.

✦ Strong families build strong communities.

Messaging for Action Items & Socials

CALL TO ACTION — HB 157

Support Expectant Families with Clear, Compassionate Resources

HB 157 helps parents find support when they need it most—by creating a centralized pregnancy and parenting resource website and hotline.

This bill strengthens families, improves outcomes for children, and uses taxpayer dollars responsibly.

TAKE ACTION TODAY

Contact your legislator and urge them to **SUPPORT HB 157**.

Social Media CTA Options

Option 1 — Short & Clear

Families deserve support—not confusion.

HB 157 connects parents to real help.

- ✓ Practical
- ✓ Responsible
- ✓ Family-focused

 Support HB 157.

Option 2 — Educational

HB 157 helps expectant parents find resources for pregnancy, parenting, adoption, and support—without mandates or new bureaucracy.

 Ask legislators to vote YES on HB 157.

Option 3 — Values-Driven

Strong families start with support and clarity.

HB 157 puts trusted resources in one place—when families need them most.

 Support HB 157 today.