# 85% of Likely Arkansas Voters Want Lawmakers to Make Maternal Health a High Priority in 2027

HEARTLAND FORWARD
MATERNAL & CHILD HEALTH CENTER FOR POLICY & PRACTICE

Heartland Forward's Maternal & Child Health Center for Policy & Practice (MCH CPP) creates real impact by combining research, innovative care models, policy leadership and on-the-ground action to **improve maternal health outcomes** for families across the heartland.



## Likely Arkansas Voters Want State Leaders to Act on Maternal Health

### Top Priority

85% say improving maternal health care should be a top or high priority when the legislature meets in 2027.

### Leading the Heartland

91% support increasing state investment in maternal health care for moms and babies, the highest level of support among the 10 heartland states surveyed.

### Bipartisan Support

88% of Republicans and 95% of Democrats support increased state investment.

## Key Findings

**89%** support increasing access to follow-up visits and voluntary home check-ins for new mothers within two weeks of giving birth to monitor for physical and mental health risks. Support crosses party lines, with 90% of Republicans and 89% of Democrats in favor.

**90%** agree improving maternal and infant health is essential to supporting Arkansas' working families and 84% say it is essential to strengthening the state's economy.

**93%** support making it easier for pregnant women to get coverage for early prenatal checkups (64% strongly support).

**80%** are concerned about hospitals closing labor and delivery units, with 49% very concerned, the highest intensity among the 10 states surveyed. 78% are concerned about access to prenatal and specialized care in rural areas and small towns.

## What Groups Across the State Are Saying

- Support is especially strong in rural Arkansas, where 91% back increased investment.
- In South Arkansas, 62% strongly support increased investment and 35% call maternal health the top legislative priority.
- 95% of parents of children under 17 support increased state investment in maternal health care for moms and babies.

**State leaders have strong public support to build on as they consider ways to improve care for mothers and babies.**

## About Heartland Forward & the Maternal & Child Health Center for Policy & Practice

Heartland Forward is a non-profit, policy think-and-do tank that turns ideas into action for states and local communities. Our mission is to accelerate economic growth, change the narrative about the middle of the country and generate $500 million of economic impact to the heartland by 2030. We do this through applied research, community-driven programs, policy and convenings—focusing on regional competitiveness, talent pipeline and health and wellness. Heartland Forward's Maternal & Child Health Center for Policy & Practice (MCH CPP) works with policymakers, employers, philanthropies, providers and communities to scale evidence-based solutions to improve outcomes for mothers and babies. MCH CPP's work builds from Heartland Forward's landmark research report, *The Economic Case for Investing in Maternal Health*, which describes how improved maternal health outcomes directly improve state economies. MCH CPP works alongside Healthy Moms, Healthy Babies America (HMHBA), a national, five-year campaign to cut the U.S. maternal mortality rate in half.

## About the Poll

John Zogby Strategies conducted an interactive poll of 500 likely voters in Arkansas from October 8 to 15, 2026, with a margin of error of plus or minus 4.5 percentage points. Results for subgroups and regions carry larger margins of error. The Arkansas survey is part of a 10-state poll for Heartland Forward in Arkansas, Indiana, Kansas, Kentucky, Louisiana, Minnesota, Mississippi, Missouri, Oklahoma and Tennessee.