88% of Likely Indiana Voters Support Increasing State Investment in Moms and Babies

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 Indiana Voters Want State Leaders to Act on Maternal Health

Top Priority

82% say improving maternal health care should be a top or high priority when the General Assembly meets in 2027, and 88% support increasing state investment in maternal health care.

Primary Concerns

73% are concerned about hospitals closing labor and delivery units, 72% about the cost of care for local families and 69% about rural access to prenatal and specialized care.

Bipartisan Support

91% of Republicans and 93% of Democrats say it's important for leaders of both parties to work together to improve the health of moms and babies, and 91% of Republicans support making it easier for pregnant women to get coverage for early prenatal checkups.

Key Findings

54% say they or someone close to them has experienced a pregnancy- or postpartum-related challenge, including 78% of parents of children under 17.

89% back expanding telehealth and mobile clinics for rural pregnant women and team-based care that includes doctors, nurses, midwives, doulas and community health workers.

86% agree that improving maternal and infant health is essential to supporting Indiana's working families, and 79% say it is essential to strengthening the state's economy.

What Groups Across the State Are Saying

- 94% of parents of children under 17 support increased state investment (88% statewide), and 92% say improving maternal health care should be a top or high priority (82% statewide).
- In South Indiana, 82% are concerned about labor and delivery closures (73% statewide), and 90% say improving maternal and infant health is essential to supporting working families (86% statewide).
- Support for increased state investment reaches across Indiana, from 87% in the Indianapolis area and 86% in rural Indiana to 94% in South Indiana.

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 Indiana 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 Indiana survey is part of a 10-state poll for Heartland Forward in Arkansas, Indiana, Kansas, Kentucky, Louisiana, Minnesota, Mississippi, Missouri, Oklahoma and Tennessee.