91% of Likely Kentucky Voters Want Leaders of Both Parties to Work Together on Maternal Health

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 Kentucky Voters Want State Leaders to Act on Maternal Health

Top Priority

80% say improving maternal health care should be a top or high priority when the legislature meets in 2027.

Investing in Care

86% support increasing state investment in maternal health care for moms and babies.

Bipartisan Support

71% of Republicans and 90% of Democrats say maternal health should be a top or high legislative priority, and 83% of Republicans and 96% of Democrats support increased state investment.

Key Findings

57% say they or someone close to them has experienced a pregnancy- or postpartum-related challenge, and the most common experience is anxiety, depression or other mental health concerns after giving birth (32%).

86% agree improving maternal and infant health is essential to supporting Kentucky's working families and 78% say it is essential to strengthening the state's economy.

88% support making it easier for pregnant women to get coverage for early prenatal checkups (60% strongly support).

68% are concerned about hospitals closing labor and delivery units, with 37% very concerned. 67% are concerned about access to prenatal and specialized care in rural areas and small towns.

What Groups Across the State Are Saying

- In rural Kentucky, 27% say they or someone close to them has traveled a long distance to see a doctor or deliver a baby, compared with 18% statewide.
- In East Kentucky, 89% support increased investment in maternal health care (44% strongly support).
- 88% 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 Kentucky 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 Kentucky survey is part of a 10-state poll for Heartland Forward in Arkansas, Indiana, Kansas, Kentucky, Louisiana, Minnesota, Mississippi, Missouri, Oklahoma and Tennessee.