82% of Likely Louisiana Voters Want Lawmakers to Make Maternal Health Care a Top or 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 Louisiana 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 legislature meets in 2027, and 30% call it the top priority, the highest share among the 10 states surveyed.

Primary Concerns

76% are concerned about hospitals closing labor and delivery units (the second-highest share among the 10 states), 75% about the cost of care for local families and 74% about rural access to prenatal and specialized care.

Bipartisan Support

84% support increasing state investment in maternal health care, including 85% of Republicans and 86% of Democrats, and 95% of Republicans and 93% of Democrats say it is important for leaders of both parties to work together on the health of moms and babies.

Key Findings

55% say they or someone close to them has experienced a pregnancy- or postpartum-related challenge, most often postpartum mental health concerns (27% overall and 42% of parents), including 77% of parents of children under 17.

88% support making it easier for pregnant women to get coverage for early prenatal checkups (55% strongly support), the strongest of any policy tested in Louisiana.

86% back expanding telehealth and mobile clinics for rural pregnant women, including 90% of Republicans, and 86% support follow-up visits and voluntary home check-ins for new mothers.

86% say improving maternal and infant health is essential to supporting Louisiana's working families, and 74% say it is essential to attracting new businesses (36% strongly agree, the highest of any state surveyed).

What Groups Across the State Are Saying

- 89% of parents of children under 17 and 89% of voters ages 18 to 34 say improving maternal health care should be a top or high priority (82% statewide).
- 42% of Black voters call it the legislature's top priority (30% statewide), and 87% are concerned about labor and delivery closures (76% statewide).
- In South Louisiana, 35% call it the top priority (30% statewide), and in the New Orleans area, 87% say it should be a top or high priority (82% statewide).

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