HEALTH & WELLNESS

Maternal & Child Health Center for Policy & Practice

Strong healthy moms build strong healthy communities

Maternal health is economic policy. When moms and babies thrive, so do state workforces and economies. Heartland Forward's **Maternal & Child Health Center for Policy & Practice** (MCH CPP) combines research, innovative care models, policy leadership and on-the-ground action to improve maternal health outcomes across the heartland.

$165.3B
Annual cost to the U.S. economy from poor pregnancy outcomes

$78.6B
Potential annual U.S. savings from preventing half of avoidable outcomes

87%
Share of pregnancy-related deaths the CDC estimates are preventable

Our Approach

Three connected strategies to advance maternal health and improve outcomes for families

Applied Research

Demonstrating how maternal resilience and better outcomes strengthen state economies

- *The Economic Case for Investing in Maternal Health*, our landmark research report
- The **Maternal Resiliency Index**, providing state- and county-level maternal health data that points policymakers to solutions

Unite State and Local Leaders

Convening community health leaders and policymakers to strengthen care pathways

- Engaging the **Heartland Health Caucus** member states
- Expanding partnerships with community-based organizations, health systems and policymakers

Effective Solutions

Equipping providers with the tools and policies needed to deliver team-based care

- Applying the National Governors Association's **proven policy playbook** in partnership with policymakers, providers and community organizations
- Advancing care models that ensure access to quality maternal health services, particularly in rural areas

Americans Support Action

86%
Support policy action to reduce maternal mortality

79.2%
Support employers providing paid maternity leave

Healthy Moms, Healthy Babies America

A national, bipartisan campaign with one ambitious goal: cut the U.S. maternal death rate in half in five years. HMHBA brings together leaders across government, business, health care, philanthropy and communities to accelerate proven solutions, align action and make maternal health a national priority.

Learn more: heartlandforward.org/maternal-child-health-center **Explore the data:** mri.heartlandforward.org