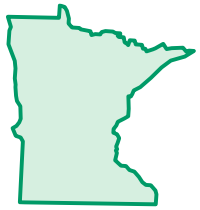
More than 80% of Likely Minnesota Voters Back Practical Steps to Keep Maternal Care Strong

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 Minnesota Voters Want State Leaders to Act on Maternal Health

Building on Strength

While 83% are confident that women in their community can get the care they need for a healthy pregnancy, the highest levels among the 10 states surveyed, more than 8 in 10 support specific policies to expand access and strengthen care.

Investing in Care

77% support increasing state investment in maternal health care.

Bipartisan Support

87% say it is important for leaders from both parties to work together to improve the health of moms and babies, including 80% of Republicans and 96% of Democrats.

Key Findings

87% support making it easier for pregnant women to get coverage for early prenatal checkups, 85% back expanding telehealth and mobile clinics for rural pregnant women and 84% support postpartum follow-up visits and home check-ins. Republican and Democratic support for early prenatal coverage and telehealth exceeds 80%.

57% chose keeping pregnancy and delivery care available in rural communities as a top priority for new state funding, followed by lowering out-of-pocket costs (47%).

66% are concerned about the cost of prenatal, delivery and emergency care for local families.

81% agree improving maternal and infant health is essential to supporting Minnesota's working families.

What Groups Across the State Are Saying

- Support is especially strong in Northern Minnesota, where 86% support increased investment in maternal health care, 91% support early prenatal coverage and 93% say bipartisan cooperation is important.
- Rural voters back increased investment at 82% and 63% name rural delivery care as a top funding priority.
- Majorities of both women (71%) and men (60%) call maternal health a top or high priority for the Minnesota legislature in 2027.

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