79%

of Likely Missouri Voters Say Improving Maternal Health Care Should Be a Top or High Priority When the Legislature Meets 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 Missouri Voters Want State Leaders to Act on Maternal Health

Supporting Families

87% say improving maternal and infant health is essential for supporting Missouri's working families.

Bipartisan Support

82% of Republicans and 93% of Democrats say improved maternal and infant health supports the state's working families.

Working Together

92% say it is important for leaders of both parties to work together to improve the health of moms and babies.

Key Findings

88% support increasing access to follow-up visits and voluntary home check-ins for new mothers within two weeks of giving birth, including 89% of Republicans and 92% of Democrats.

87% support making it easier to get coverage for early prenatal checkups (57% strongly support), 86% support team-based care that includes doctors, nurses, midwives, doulas and community health workers, 86% back provider recruitment incentives for underserved communities and 84% support expanded telehealth and mobile clinics.

70% are concerned about the cost of prenatal, delivery and emergency care for local families.

61% say they or someone close to them has experienced a pregnancy- or postpartum-related challenge, including 82% of parents of children under 17.

What Groups Across the State Are Saying

- Support is especially strong in rural Missouri, where 92% back postpartum follow-up and home check-ins and 89% support provider recruitment incentives.
- 84% of parents of children under 17 say improving maternal health care should be a top or high priority when the legislature meets in 2027.
- Women are especially likely to support improved access to early prenatal coverage, at 92%.

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