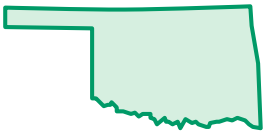
85% of Likely Oklahoma Voters Support Increasing State Investment in Maternal Health Care for Moms and Babies

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 Oklahoma Voters Want State Leaders to Act on Maternal Health

Top Priority

81% say improving maternal health care should be a top or high priority when the legislature meets in 2027.

Investing in Care

85% support increasing state investment in maternal health care for moms and babies.

Bipartisan Support

75% of Republicans and 94% of Democrats say maternal health should be a top or high legislative priority, and 87% of Republicans and 91% of Democrats support increased state investment.

Key Findings

89% agree improving maternal and infant health is essential to supporting Oklahoma's working families and 81% say it is essential to strengthening the state's economy.

69% are concerned about hospitals closing labor and delivery units, including 78% of rural voters. 22% say they or someone close to them has traveled a long distance to see a doctor or deliver a baby.

71% are concerned about the cost of prenatal, delivery and emergency care for local families, with keeping pregnancy and delivery care available in rural communities (53%) and lowering out-of-pocket costs (42%) ranking as the top priorities for new state funding.

59% say they or someone close to them has experienced a pregnancy- or postpartum-related challenge. The most common experience is anxiety, depression or other mental health concerns after giving birth (34%).

What Groups Across the State Are Saying

- Support is especially strong in rural Oklahoma, where 88% back increased investment.
- In West Oklahoma, 51% strongly support increased investment and 31% call maternal health the top legislative priority.
- 87% 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 Oklahoma 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 Oklahoma survey is part of a 10-state poll for Heartland Forward in Arkansas, Indiana, Kansas, Kentucky, Louisiana, Minnesota, Mississippi, Missouri, Oklahoma and Tennessee.