91% of Likely Tennessee Voters Support Easier Access to Prenatal Care

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 Tennessee Voters Want State Leaders to Act on Maternal Health

Top Priority

83% say improving maternal health care should be a top or high priority when the legislature meets in 2027.

Investing in Care

87% support increasing state investment in maternal health care for moms and babies.

Bipartisan Support

77% of Republicans and 91% of Democrats say maternal health should be a top or high legislative priority.

Key Findings

93% say it is important for leaders of both parties to work together to improve the health of moms and babies.

88% or more support four of the policies tested: postpartum follow-up visits for new mothers (90%), provider recruitment incentives (90%), team-based care (89%) and telehealth for rural mothers (88%). No more than 6% oppose any of the policies tested.

75% are concerned about hospitals closing labor and delivery units, with 43% very concerned, and 75% are concerned about the cost of prenatal, delivery and emergency care for local families.

88% agree improving maternal and infant health is essential to supporting Tennessee's working families and 78% say it is essential to strengthening the state's economy.

What Groups Across the State Are Saying

- Support is especially strong in rural Tennessee, where 90% back increased investment.
- In West Tennessee, 50% strongly support increased investment and 25% call maternal health the top legislative priority.
- 90% 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 Tennessee 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 Tennessee survey is part of a 10-state poll for Heartland Forward in Arkansas, Indiana, Kansas, Kentucky, Louisiana, Minnesota, Mississippi, Missouri, Oklahoma and Tennessee.