A Collaborative Effort to Transform Maternal and Infant Health in North Carolina

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Reset



Build Collective Power



Organize for systems change



Leverage influence



Double down on equity

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System barriers

- Systems, funders, and programs are siloed and fragmented

- Is there a need for an entity to help coordinate and drive action in the maternal infant health ecosystem?



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Working together for healthy starts



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Analyze and Prioritize

Raise Awareness and Amplify

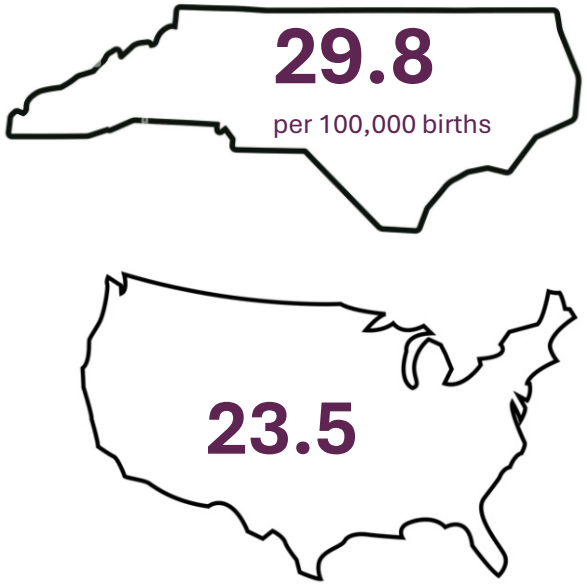
Partner and Convene

Invest and Resource

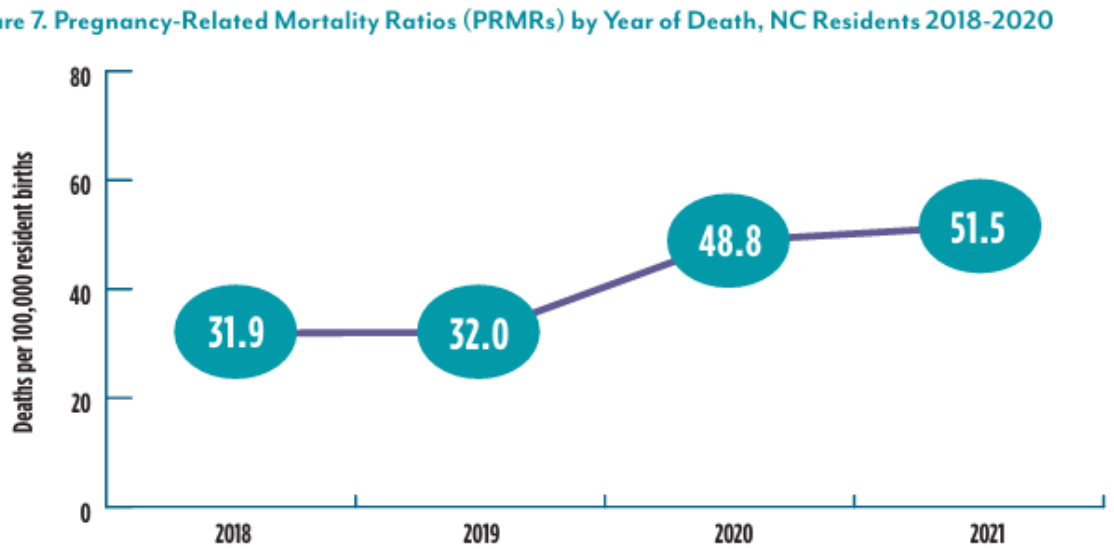
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Our moms are dying

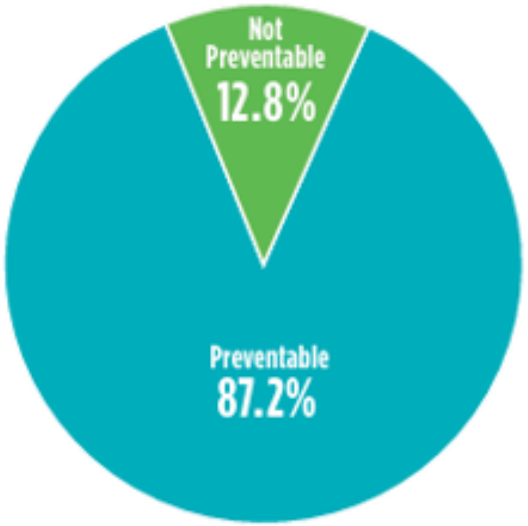
30% higher than US



Worsening



Preventable

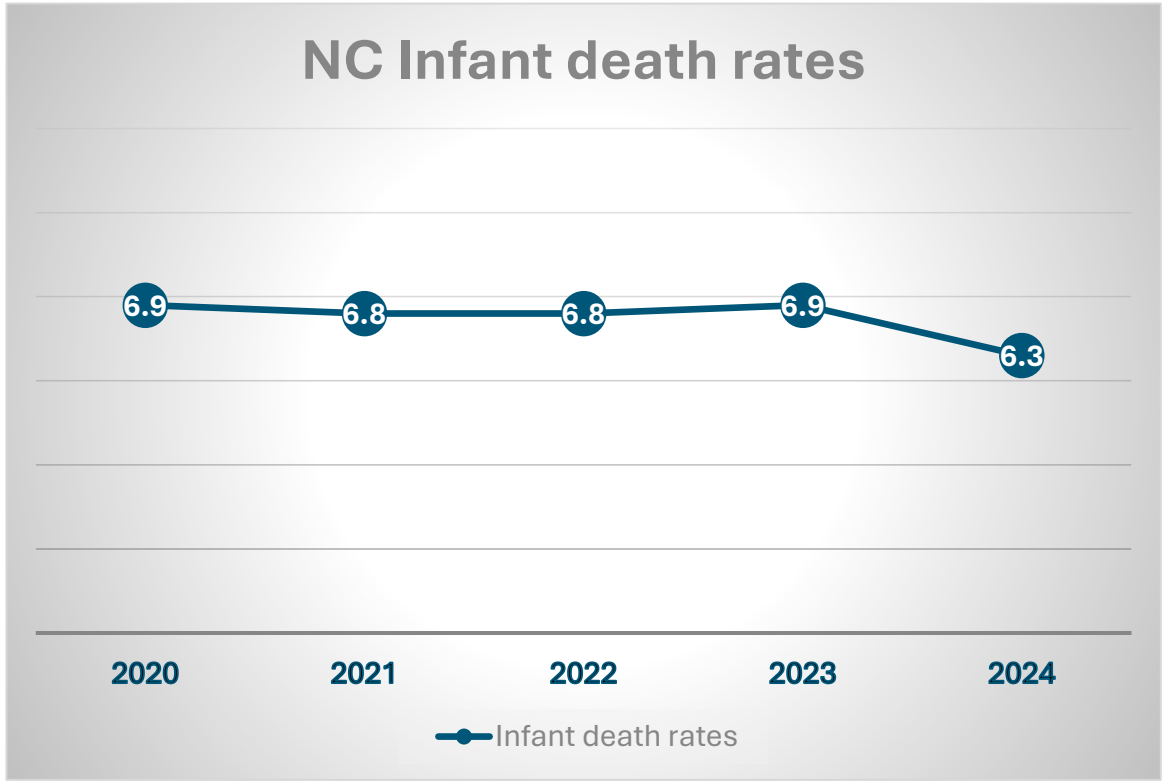


Sources: 2018-2021 Maternal Mortality Review Report , 2025 March of Dimes Report Card

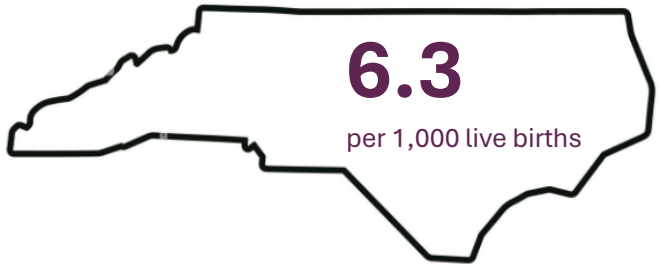
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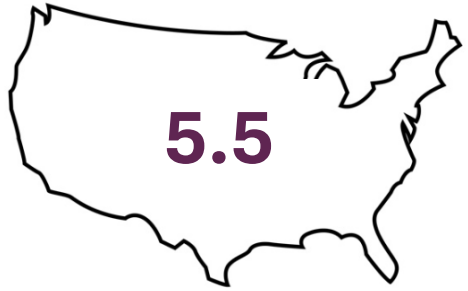
Our babies are dying

Recent Improvement



15% higher than US





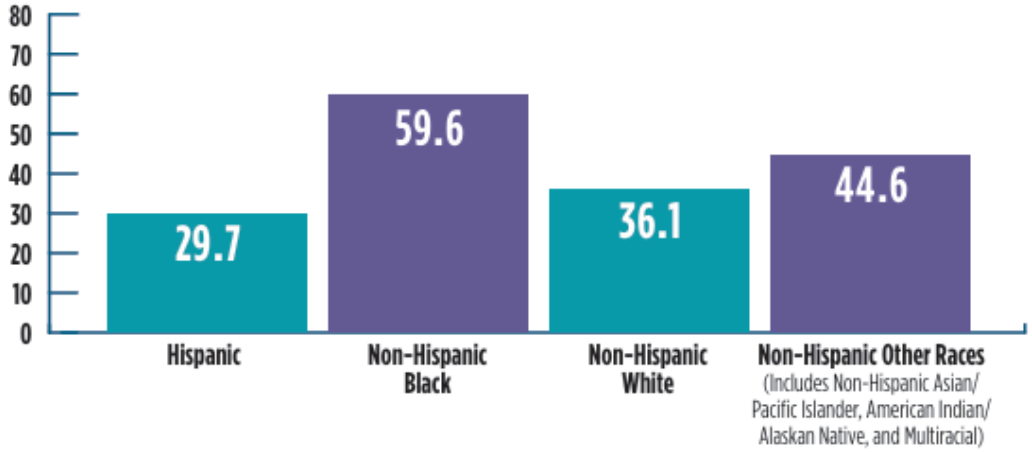
MARCH OF DIMES

PRETERM BIRTH GRADE D+

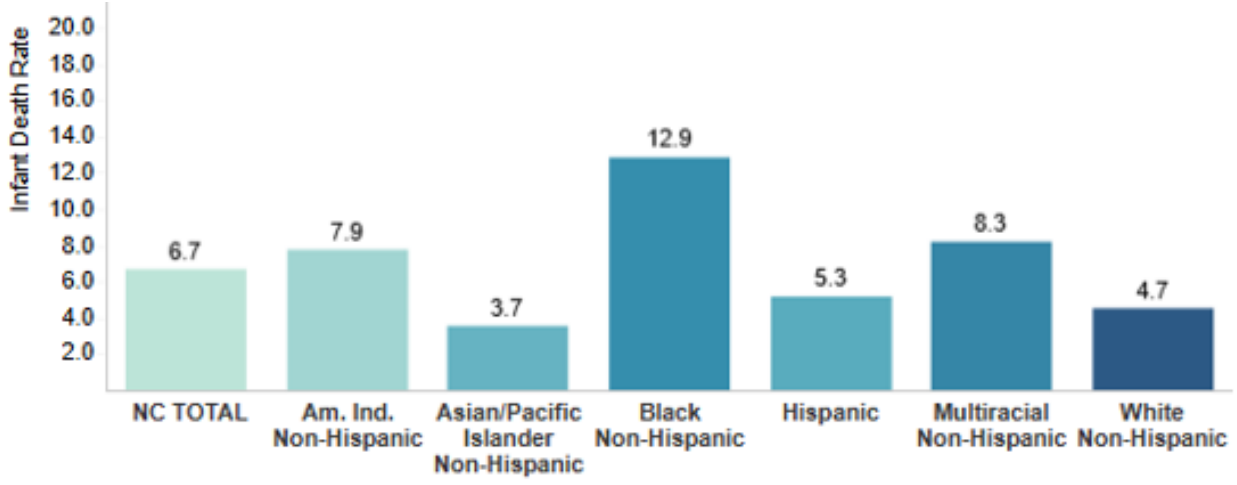
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Black moms and babies die more

Figure 11. Pregnancy-Related Mortality Ratios (PRMRs) by Race/Ethnicity, NC Residents 2018-2021



Infant Death Rates by Maternal Race/Ethnicity, Region & Year: NC TOTAL, 2020-2024

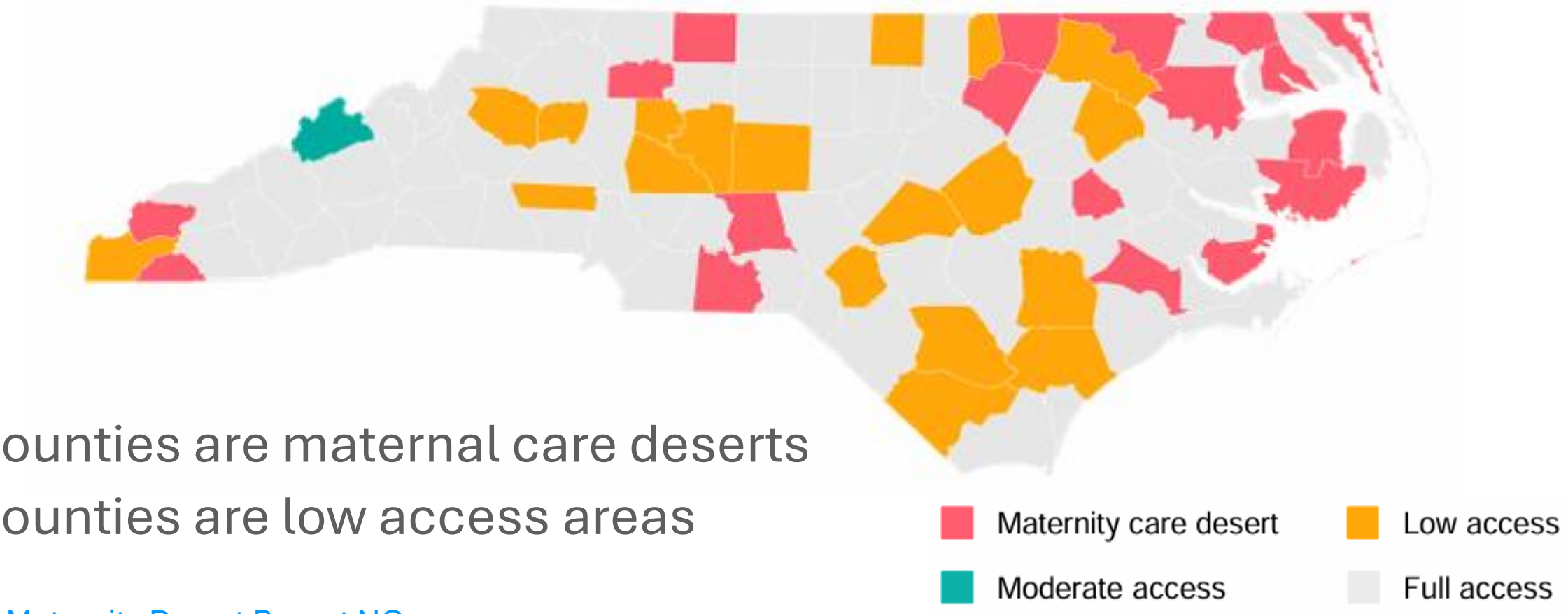


Black mothers are almost **twice** as likely to die than white mothers

Black babies are almost **three** times as likely to die than white babies

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Maternal Care Deserts



18 counties are maternal care deserts

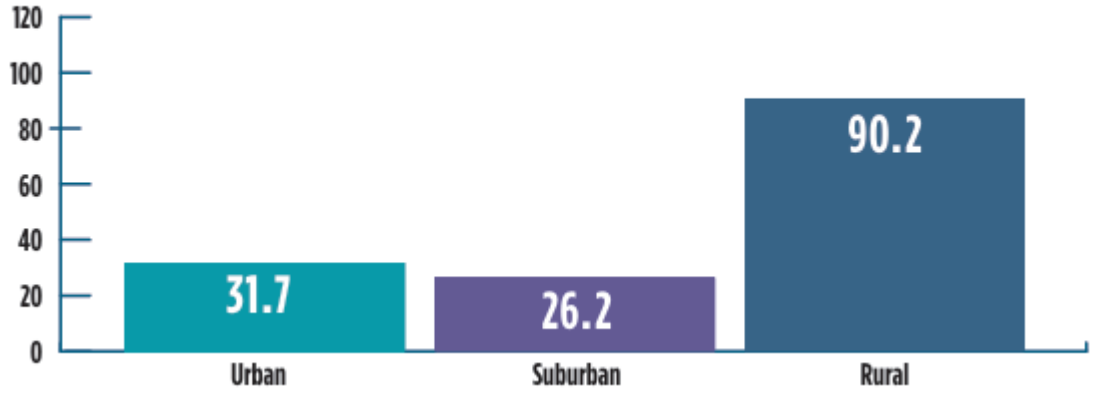
20 counties are low access areas

MOD Maternity Desert Report NC

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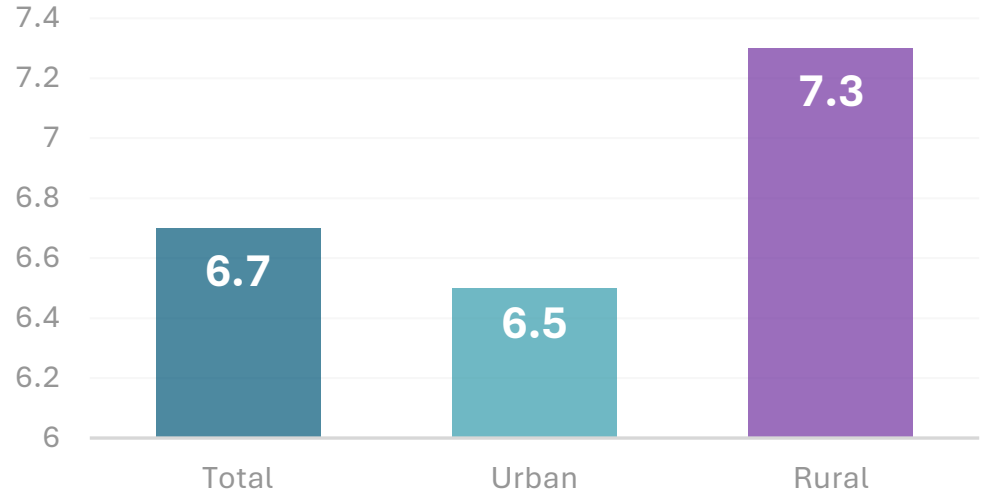
Rural moms and babies die more

Figure 13. Pregnancy-Related Mortality Ratios (PRMRs) by Urban/Rural Status, NC Residents 2018-2021



Rural mothers are almost **three times** as likely to die than white mothers

Infant Death Rates by NC Rural Health Urban/Rural Classification 2020-2024



Rural babies are **12%** more likely to die than white babies

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Maternal Health Workforce

Rural Health Access

Public Policy Optimization

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Maternal Health Workforce

- Convening and resourcing doulas, midwives in the field
- Raising public and policy makers awareness of midwifery and doulas
- Expanding midwifery and doula work force
- Advancing and integrating community midwifery and doulas with the health care system and payer models

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Rural HealthCare Access – Shared Maternity Care

PATCH-NC

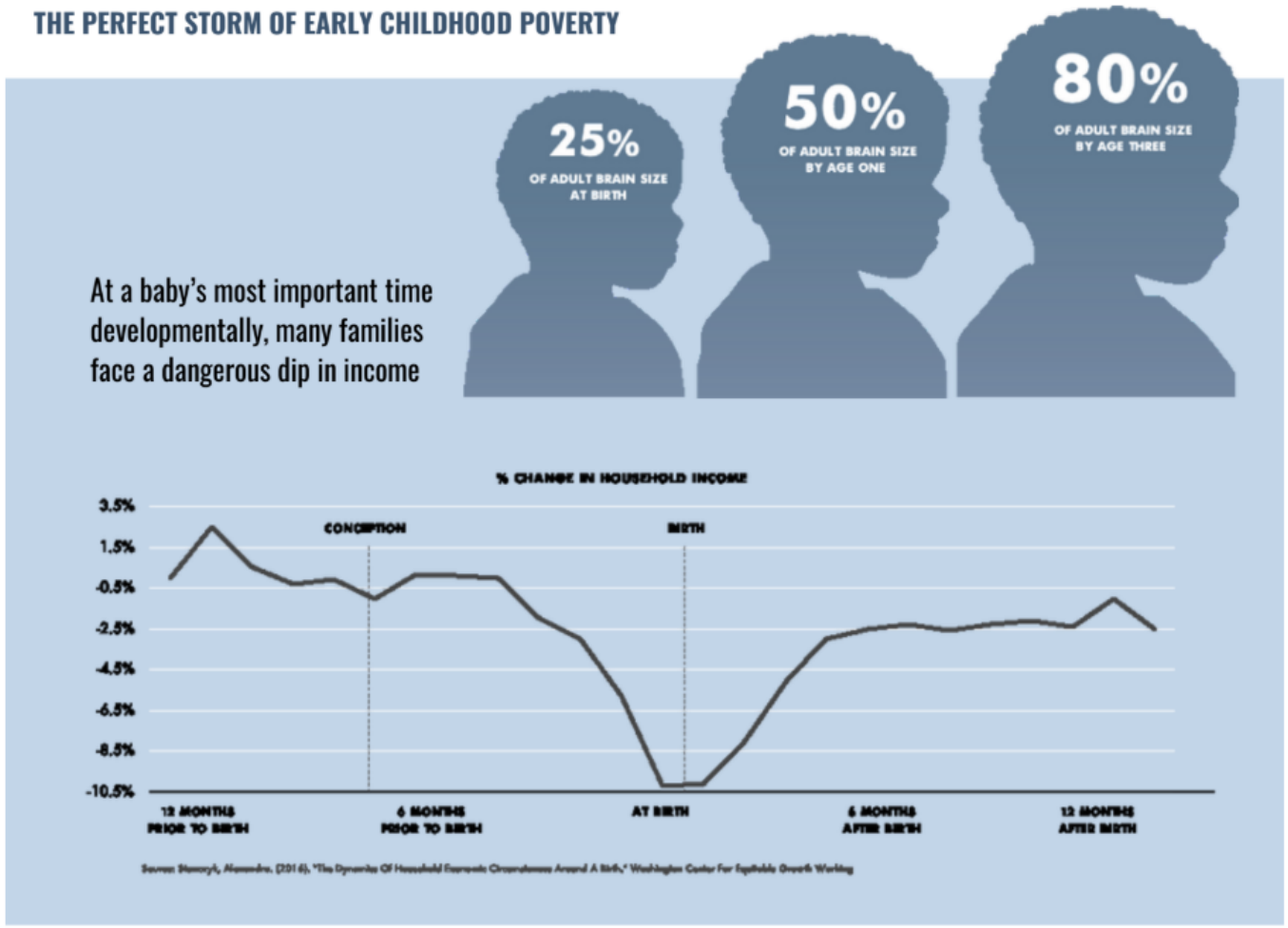
Perinatal Access to Care and Health in NC



- Family physicians provide prenatal and postpartum care locally, partner with **OB/GYNs and maternal-fetal medicine specialists** for consultations, high-risk collaborative care, and deliveries.
- Leon Levine Foundation awarding funding to implement shared maternity care in safety net sites across 10 rural counties identified as maternal care deserts or low-access counties.
- The North Carolina Community Health Center Association leading the cross-sector partnership with Nurture NC, North Carolina Area Health Education Centers, the North Carolina Academy of Family Physicians, and the American Academy of Family Physicians

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Public Policy Optimization – Basic support



Poverty is bad for moms and babies

Chung et al. Income insufficiency impacts early brain development in infants facing increased psychosocial adversity: A network-based approach. Proceedings of the National Academy of Science 2026

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"I had no idea I could get any of these things!"
-Medicaid Member

Public Policy Optimization – Basic Concrete Supports

Value-Added Benefits | Nurture NC

Working with partners to disseminate and raise awareness

Social media

Website, with survey for feedback



WHAT EXTRA BENEFITS ARE AVAILABLE?

Across AmeriHealth Caritas, Carolina Complete Health, Healthy Blue, and United Healthcare plans, the Value-Added Benefits programs may offer members the following support.

There are a lot of other benefits not listed, so don't wait to check them out!

Infant and Maternal Benefits

- **Gear:** Car seats, portable cribs, and strollers.
- **Doula Support:** Access to birth coaches that offer support before, during, and after childbirth.
- **Rewards and baby showers:** Financial incentives, resources, education, and giveaways for keeping your baby healthy.
- **Essentials:** Diapers, wipes, and formula.
- **Nursing:** Breast pumps, storage bags, and breastfeeding support.

Many rewards are provided as a prepaid card that you can use to purchase items like diapers or over-the-counter medications.

Additional Benefits To Support Your Family

- **Housing and utility support:** Vouchers and assistance with housing or utility bills.
- **Education:** GED vouchers and school supplies.
- **Transportation:** Rides and ride share gift cards to job interviews, wellness appointments, and more.
- **Grocery and Meal Support:** Grocery cards or allowances to purchase fresh foods or home-delivered meals.
- **Fitness:** Gym memberships and fitness essentials.

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QUICK START: HOW TO GET YOUR EXTRA BENEFITS

1. **Be a Medicaid member** enrolled in AmeriHealth Caritas, Carolina Complete Health, Healthy Blue, or United Healthcare.
2. **Have your Member number ready.**
3. **Call your plan's Member Services** or visit their website using the QR codes and numbers on the back. Your Member Services number should also be on the back of your insurance ID card.

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Convenings

Nurtured from the Start

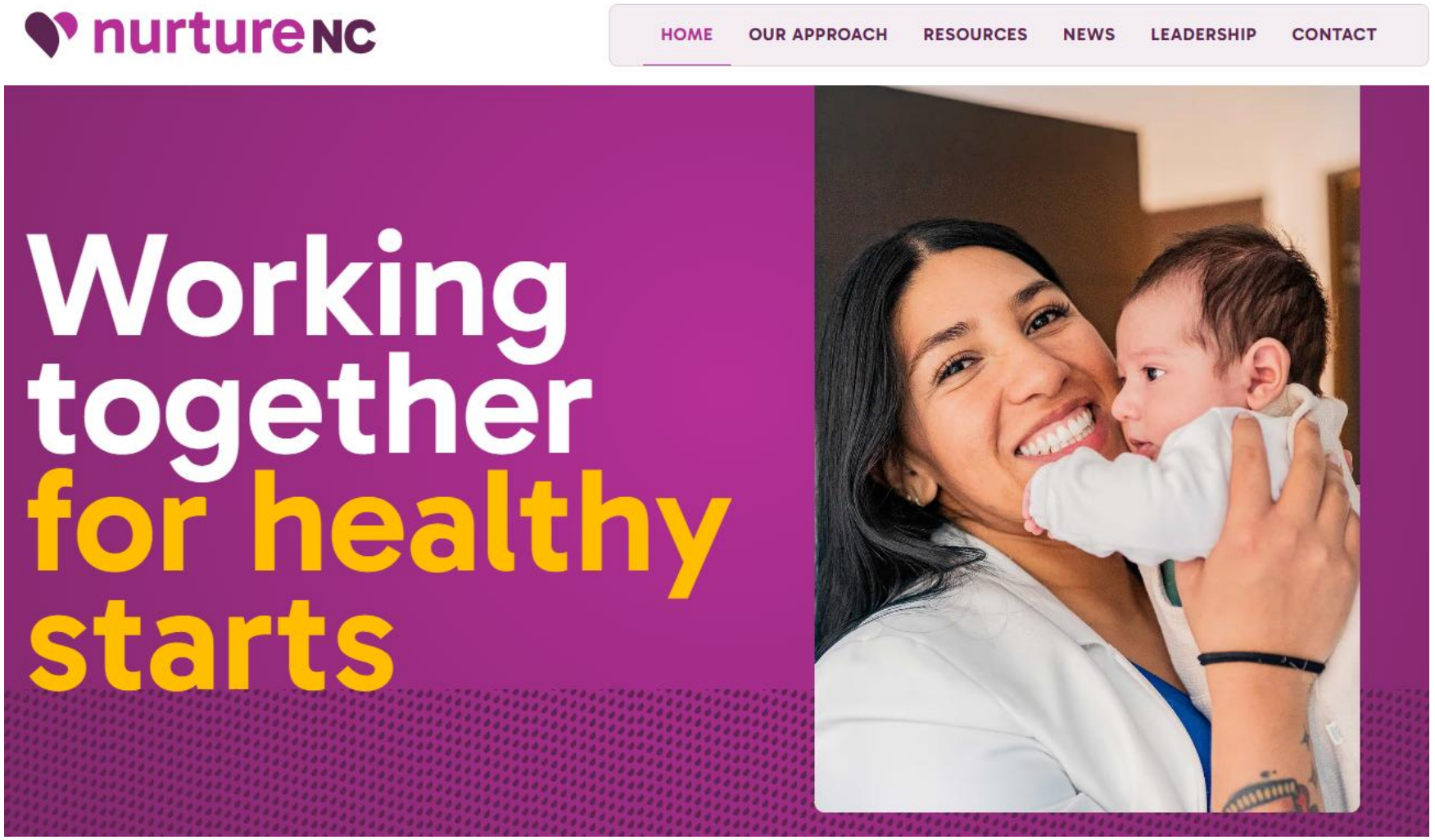
Research, Practice, Policy to Advance Maternal and Infant Health

Mark your calendars!

May 11th,12th 2027

Cary, NC

www.nurturencnow.org Follow us!



Questions?

Betsey@nuturencnow.org