

December 2023

Healthy Moms Healthy Babies

A Communications Toolkit



Healthy Moms Healthy Babies



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Overview

Agencies in Missouri are dedicated to improving maternal and infant health outcomes. There are multiple new initiatives that are working to address this important issue.

The Current State of Maternal and Infant Health in Missouri:

From 2018-2020, an average of 70 Missouri women died while pregnant or within one year of pregnancy. Eighty-four percent of pregnancy-related deaths were determined to be preventable.¹

What is Being Done To Improve Maternal and Infant Health in Missouri?

- **Healthy Moms, Healthy Babies** is a new website with the goal to consolidate education and resources in a single location for mothers and healthcare providers.
- **Twelve month postpartum coverage** for women with MO HealthNet has been approved. “Federal approval of the 12 month postpartum coverage is an important step toward improving health outcomes for moms in the state of Missouri,” said Todd Richardson, Director, MO HealthNet. “With nearly fifty percent of births in Missouri on MO HealthNet we want to make sure that mothers have the ability to take care of their own health as well as the health of their babies.”
- **Group prenatal visits** will be soon be approved. Kirk Mathews, Chief Transformation officer at MO HealthNet: “We are excited to announce the launch of additional reimbursement to providers conducting evidenced-based group prenatal visits for their patients. We believe this is a great step toward eliminating the racial disparities in maternal/infant health outcomes that have existed far too long.” Group prenatal care has demonstrated reduction in preterm birth, neonatal intensive care unit (NICU) admissions; increased birth weight for term and preterm infants; increased rates of breastfeeding initiation and continuation; decreased emergency department visits in the third trimester; improved pregnancy-related weight management; an increase in patients presenting in active labor and at greater cervical dilatation; increased patient, obstetrician and other obstetric care provider satisfaction; and improved knowledge of childbirth, family planning, postpartum depression, and early child rearing.²

1 MO Pregnancy Associated Mortality Review [2018-2020 Annual Report](#) from MO Dept of Health and Senior Services

2 American College of Obstetricians and Gynecologists Committee [Opinion Number 731](#)



Communication Strategy

The Department of Social Services has partnered with agencies around the state to prepare a resource for Missourians.

How can partners help?

We are asking partners, advocates, providers, and friends to help spread the word so Missourians can stay informed. You can help by:

- Directing women to apply for healthcare on our website: mydss.mo.gov/healthcare/apply
- Emailing, posting, or handing out the outreach materials included in this toolkit.
- Reminding pregnant women to update their contact information **online**
- Helping pregnant women **update their contact information** if they need assistance
- Informing people about the new resource website: **Healthy Moms, Healthy Babies**

Press Release



MICHAEL L. PARSON, GOVERNOR • ROBERT J. KNOEDEL, DIRECTOR
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For Immediate Release
December 14, 2023

Contact: Caitlin Whaley
Caitlin.Whaley@dss.mo.gov

Missouri Agencies Launch Healthy Moms, Healthy Babies

JEFFERSON CITY, MO –MO HealthNet, a division of the Missouri Department of Social Services, in collaboration with the Department of Health and Senior Services, Department of Mental Health, and Department of Elementary and Secondary Education is excited to launch the Healthy Moms, Healthy Babies initiative. The mission of Healthy Moms, Healthy Babies is to achieve better health outcomes by connecting women to quality healthcare and supportive resources that will provide healthy, successful pregnancy and post-partum experiences for both mom and baby. According to the [Pregnancy-Associated Mortality Review](#), every year an average of 70 women die while pregnant or within one year of pregnancy in Missouri. 84% of these pregnancy-related deaths were determined to be preventable. The Healthy Moms, Healthy Babies efforts are designed to address not only maternal health concerns, but also pre-term pregnancies, and low birth weight and very low birth weight babies.

"Pregnancy and early motherhood is a very vulnerable time for women," said Todd Richardson, Director, MO HealthNet. "I want to thank all the state agencies, community partners, and healthcare providers that continue to contribute to this initiative. As a group representing many facets of healthcare and early childhood in the state we are striving to think innovatively and comprehensively about how we can support women and families during this critical phase. We will continue to push, but I am proud to launch the Healthy Moms, Healthy Babies initiative as well as the numerous policy changes we have made so far.

The [Healthy Moms, Healthy Babies website](#) offers a hub of information for women, to support them and their children through their journeys to motherhood, from conception through post-partum. Women can use the website to educate themselves, learn about obtaining healthcare coverage, and find resources to provide a safe and healthy environment for their babies. Individuals interested in receiving additional communication from MO HealthNet can subscribe for updates on the website.

"more"

AUXILIARY AIDS AND SERVICES ARE AVAILABLE UPON REQUEST TO INDIVIDUALS WITH DISABILITIES
TDD / TTY: 800-735-2999
RELAY MISSOURI: 711

Missouri Department of Social Services is an Equal Opportunity Employer/Program.

The Healthy Moms, Healthy Babies initiative supports a number of policy changes that have been implemented by MO HealthNet to improve maternal and infant health outcomes. The federal government recently approved Missouri's implementation of extended post-partum coverage for women enrolled in MO HealthNet. This new policy will provide 12 months of coverage to moms after the end of their pregnancy. Providers and community partners can find additional information including a toolkit of promotional materials regarding MO HealthNet pregnancy coverage on the [Healthy Moms, Healthy Babies website](#).

MO HealthNet has also identified opportunities to cover additional services and benefits that support women through their pregnancy. MO HealthNet is partnering with St. Louis Integrated Health Network to launch group prenatal care across Missouri. Group prenatal care models are designed to improve patient education and include opportunities for social support while maintaining the risk screening and physical assessment of individual prenatal care. MO HealthNet has also approved the Missouri's managed care providers to cover doula services where available.

MO HealthNet wants to hear from moms about their healthcare experiences. Moms interested in a safe place to share feedback can complete our online survey at mjdss.mo.gov/mo-mom-chat.

Over 40% of births in the state of Missouri are covered by MO HealthNet. To learn more about MO HealthNet eligibility and apply for coverage visit mjdss.mo.gov/healthcare/apply.

The mission of the Department of Social Services is to empower Missourians to live safe, healthy, and productive lives.

###

December 2023 Press Release



HealthyMomsBabies.mo.gov

Flyers & Rack Cards

Healthcare Services for Pregnant Women - Flyer

Healthcare Services for Pregnant Women

You may qualify for free services to help you get the healthcare you need.

What help is available?

If you are pregnant and have MO HealthNet (Missouri Medicaid), you may qualify for additional services at no cost, including:

- Medical services (including preventive care)
- Prenatal care (including ultrasounds, delivery)
- Postnatal care for 12 months after the end of pregnancy
- Pharmacy benefit (prescription medicine)
- Transportation to medical appointments
- Behavioral health services
- Family planning
- STD testing and treatment
- Care management
- Dental services
- Vision services
- Hearing aids and testing
- Diabetes treatment & self-management
- Podiatry (foot care) services
- Physical therapy

How do I find a provider?

To find a provider that accepts MO HealthNet, visit: mymohealthportal.com

How do I apply?

You must have MO HealthNet to qualify for help. If you do not already have MO HealthNet, you will need to apply. You can apply:

- **ONLINE:** Visit mydss.mo.gov/healthcare/apply
- **IN PERSON:** Apply at your local Family Support Division Resource Center
- **BY PHONE:** Call 855-373-9994

Learn more

To learn how to keep you and your baby healthy during your pregnancy and after delivery, find resources, and get advice, visit healthymomsbabies.mo.gov.

dss **MoHealthNet** **Healthy Moms Healthy Babies**

The Missouri Department of Social Services is an equal opportunity provider.

Download flyer PDF ([English](#)) ([Español](#))

Healthcare Services for Pregnant Women - Rack Card

Healthcare Services for Pregnant Women

What is covered?

Missouri Medicaid, also known as MO HealthNet, provides healthcare services to eligible pregnant women, which includes:

- Medical & preventative services
- Healthcare during pregnancy and 12 months after the date of delivery
- Transportation to medical appointments
- Behavioral health services
- Family planning
- STD testing and treatment
- Pharmacy benefit (prescription medicine)
- Care management
- Dental services
- Vision services
- Hearing aids and testing
- Diabetes treatment & self-management
- Podiatry (foot care) services
- Physical therapy

Apply today!

healthymomsbabies.mo.gov

Am I eligible?

To be eligible for MO HealthNet for Pregnant Women, you must be pregnant and:

- Live in Missouri and be a United States Citizen (or qualified non-citizen)
- Have (or apply for) a Social Security Number
- Make less than the annual income limit for your household size

Visit mydss.mo.gov/healthcare/apply to check annual income limits.

Apply today!

You can apply for MO HealthNet for Pregnant Women in one of these ways:

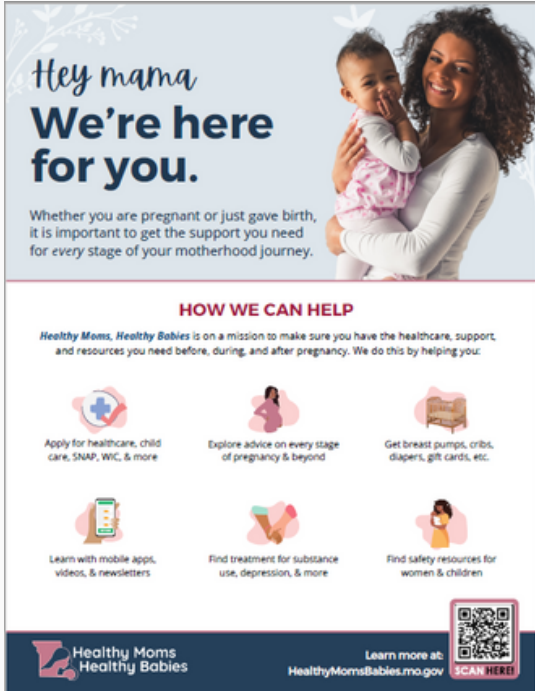
- **ONLINE:** Visit healthymomsbabies.mo.gov
- **IN PERSON:** Visit your local Family Support Division Resource Center to apply in person
- **BY PHONE:** Call 855-373-9994

MoHealthNet **Healthy Moms Healthy Babies**

The Missouri Department of Social Services is an equal opportunity provider.

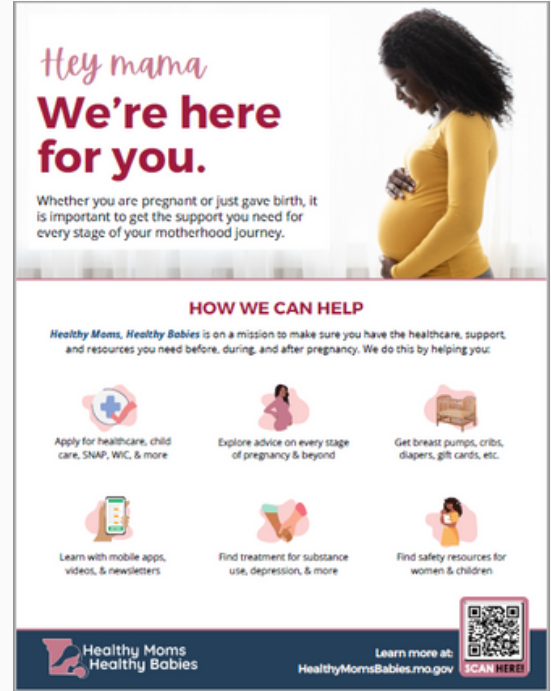
Download rack card PDF ([English](#)) ([Español](#))

Healthy Moms, Healthy Babies flyer #1



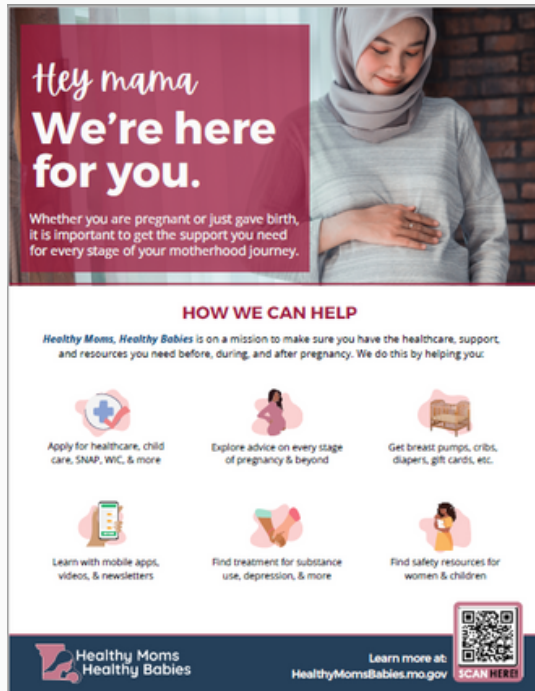
Download flyer PDF (English) (Español)

Healthy Moms, Healthy Babies flyer #2



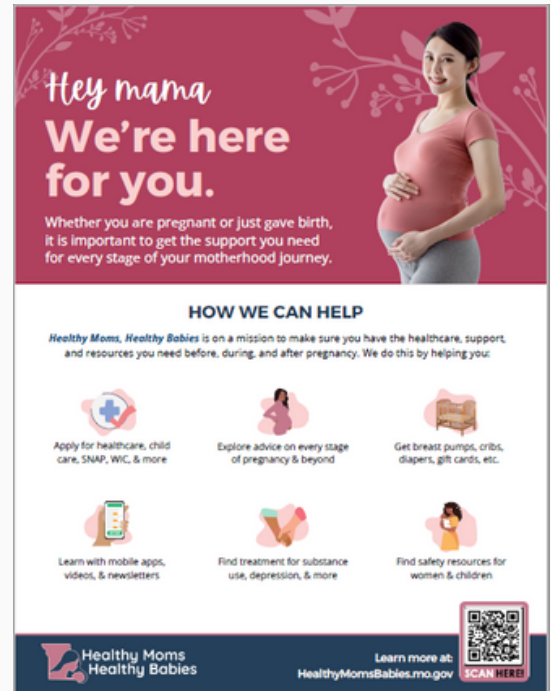
Download flyer PDF (English) (Español)

Healthy Moms, Healthy Babies flyer #3



Download flyer PDF (English) (Español)

Healthy Moms, Healthy Babies flyer #4



Download flyer PDF (English) (Español)







Hey mama We're here for you.


Whether you are pregnant or just gave birth, it is important to get the support you need for every stage of your motherhood journey.



HOW WE CAN HELP

Healthy Moms, Healthy Babies is on a mission to make sure you have the healthcare, support, and resources you need before, during, and after pregnancy. We do this by helping you:

-  Apply for healthcare, child care, SNAP, WIC, & more
-  Explore advice on every stage of pregnancy & beyond
-  Get breast pumps, cribs, diapers, gift cards, etc.
-  Learn with mobile apps, videos, & newsletters
-  Find treatment for substance use, depression, & more
-  Find safety resources for women & children



SCAN HERE!

Learn more at:
HealthyMomsBabies.mo.gov

Download HMHB rack card PDF ([English](#)) ([Español](#))

Social Media

Copy

12 month postpartum coverage for women with MO HealthNet has been approved.

Todd Richardson, Director, MO HealthNet said, "With nearly fifty percent of births in Missouri on MO HealthNet we want to make sure that mothers have the ability to take care of their own health as well as the health of their babies."

This extension of postpartum benefits for women with MO HealthNet coverage was passed in 2023 by the Missouri Legislature and signed into law by Governor Parson.

If you are pregnant and covered by MO HealthNet you will automatically receive this extended coverage. If you want to learn more about applying for MO HealthNet you can visit mydss.mo.gov/healthcare/apply.

12-month postpartum coverage for women with MO HealthNet has been approved!

If you are pregnant and covered by MO HealthNet you will automatically receive this coverage. If you want to learn more about applying for MO HealthNet you can visit: mydss.mo.gov/healthcare/apply

Graphic

Great News!



[Download graphic](#)

Exciting News



[Download graphic](#)

Copy

Did you hear? If you have MO HealthNet insurance, you will be covered for a full 12 months after the end of your pregnancy.

If you are pregnant and covered by MO HealthNet you will automatically receive this extended coverage. If you want to learn more about applying for MO HealthNet you can visit:

mydss.mo.gov/healthcare/apply

Graphic

Did you Hear?

Hey moms!

Did you hear?

If you have MO HealthNet, you are now covered for a full year after your pregnancy.

Learn more: healthymomsbabies.mo.gov

Healthy Moms Healthy Babies MoHealth Net

[Download graphic](#)

Q: Can I get health coverage after my pregnancy ends?

A: Yes! MO HealthNet now provides full health insurance coverage for 12 months after the end of the pregnancy. If you are pregnant and covered by MO HealthNet you will automatically receive this extended coverage. If you want to learn more about applying for MO HealthNet you can visit:

mydss.mo.gov/healthcare/apply

Can I get health coverage after my pregnancy?

Q: Can I get health coverage after my pregnancy ends?

A: Yes! With MO HealthNet, you will get healthcare coverage during your pregnancy and for 12 months after the date of delivery.

MoHealth Net Healthy Moms Healthy Babies

[Download graphic](#)

Copy

Q: I'm pregnant, am I eligible for MO HealthNet?

A: To be eligible for MO HealthNet for Pregnant Women you must be pregnant and:
·Live in Missouri and be a United States Citizen (or qualified non-citizen)

·Have (or apply for) a Social Security Number
·Make less than the **annual income limit** for your household size

If you do not meet these qualifications, the Family Support Division will check to see if you qualify for **Show Me Healthy Babies**. If you do not qualify for Show Me Healthy Babies, please visit the **Federal Marketplace** to explore more options.

If you want to learn more about applying for MO HealthNet you can visit:

mydss.mo.gov/healthcare/apply

Q: I am pregnant and I have MO HealthNet, what should I do?

A: It is important that we know you are pregnant so we can make sure to cover your services. You need to report your pregnancy as soon as possible. You can report your pregnancy in one of these ways:

- Report your pregnancy **online**
- Start a chat with us online at mydss.mo.gov

- Visit your local FSD Resource Center

If you want to learn more about applying for MO HealthNet you can visit:

mydss.mo.gov/healthcare/apply

Graphic

Am I eligible for MO HealthNet?

Am I eligible for MO HealthNet?

You may be eligible for MO HealthNet for Pregnant Women if you are pregnant and:

- Live in Missouri and be a United States Citizen (or qualified non-citizen)
- Have (or apply for) a Social Security Number
- Make less than the annual income limit for your household size

MoHealthNet Healthy Moms Healthy Babies Learn more: healthymomsbabies.mo.gov

[Download graphic](#)

Report your pregnancy

Report your Pregnancy

If you have MO HealthNet, it's important to report your pregnancy as soon as you find out. You can let us know in one of these ways:

- Select 'Report a Change' at mydss.mo.gov
- Visit your local Family Support Division office

MoHealthNet Healthy Moms Healthy Babies Learn more: healthymomsbabies.mo.gov

[Download graphic](#)

Copy

Q: I don't have health insurance and I'm pregnant, what should I do?

A: Getting regular healthcare is vital for you and your baby's health and to make sure there are no problems. If you do not currently have healthcare coverage, you can apply for MO HealthNet for Pregnant Women, which is part of MO HealthNet (Missouri Medicaid), in one of the following ways:

·Online through our [online portal](#)

·In person at your local FSD Resource Center
NOTE: You do not need to provide a doctor's note or positive pregnancy test to qualify for MO HealthNet for Pregnant Women.

If you want to learn more about applying for MO HealthNet you can visit:

mydss.mo.gov/healthcare/apply

Graphic

Pregnancy FAQ - health insurance

The graphic features a pink background with a floral pattern. At the top, the title "Pregnancy FAQs" is written in a cursive font. Below the title, a white speech bubble contains the question: "Q I don't have health insurance and I'm pregnant, what should I do?". A pink speech bubble below it contains the answer: "A Visit healthymomsbabies.mo.gov to apply for MO HealthNet. If approved, MO HealthNet will cover your healthcare during pregnancy and 12 months after delivery." To the right of the text is a photograph of a hand holding a white pregnancy test stick. At the bottom, there are logos for "MoHealth Net" and "Healthy Moms Healthy Babies", along with the text "Learn more: healthymomsbabies.mo.gov".

[Download graphic](#)

Q: Can MO HealthNet help cover the cost of a breast pump?

A: If you are a MO HealthNet Managed Care member, breast pumps are provided to you through your health plan. For Fee-For-Service participants, breast pumps are covered up to the age of 21.

If you have MO HealthNet insurance, you will be covered for a full 12 months after the end of your pregnancy.

If you are pregnant and covered by MO HealthNet you will automatically receive this extended coverage. If you want to learn more about applying for MO HealthNet you can visit: mydss.mo.gov/healthcare/apply

Pregnancy FAQ - Breast Pump

The graphic features a light blue background with a floral pattern. At the top, the title "Pregnancy FAQs" is written in a cursive font. Below the title, a white speech bubble contains the question: "Q Will MO HealthNet cover the cost of a breast pump?". A dark blue speech bubble below it contains the answer: "A If you are a MO HealthNet Managed Care member, breast pumps are provided to you through your health plan. For Fee-For-Service participants, breast pumps are covered up to the age of 21." To the right of the text is a photograph of a baby bottle and a breast pump. At the bottom, there are logos for "MoHealth Net" and "Healthy Moms Healthy Babies", along with the text "Learn more: healthymomsbabies.mo.gov".

[Download graphic](#)

Copy

Q: Will MO HealthNet cover midwife services?

A: Yes. MO HealthNet will cover services provided by a Certified Nurse Midwife that accepts MO HealthNet insurance.

If you have MO HealthNet insurance, you will be covered for a full 12 months after the end of your pregnancy.

If you are pregnant and covered by MO HealthNet you will automatically receive this extended coverage. If you want to learn more about applying for MO HealthNet you can visit: mydss.mo.gov/healthcare/apply

Graphic

Pregnancy FAQ - Midwife Services

The graphic features a pink background with a floral pattern. At the top, the text "Pregnancy FAQs" is written in a large, cursive, pink font. Below this, a white speech bubble contains the question "Q Will MO HealthNet cover midwife services?". A dark red speech bubble contains the answer "A Yes. MO HealthNet will cover services provided by a Certified Nurse Midwife that accepts MO HealthNet insurance." The background image shows a pregnant woman in a white sweater sitting on a couch, talking to a midwife in a beige sweater. At the bottom, there are logos for "MoHealth Net" and "Healthy Moms Healthy Babies", and the text "Learn more: healthymomsbabies.mo.gov".

[Download graphic](#)

Q: Will MO HealthNet still cover me after I deliver my baby?

A: Yes. Women with MO Healthnet receive healthcare coverage for themselves and baby up to 12 months after the date of delivery

If you have MO HealthNet insurance, you will be covered for a full 12 months after the end of your pregnancy.

If you are pregnant and covered by MO HealthNet you will automatically receive this extended coverage. If you want to learn more about applying for MO HealthNet you can visit: mydss.mo.gov/healthcare/apply

Pregnancy FAQ - health coverage after delivery

The graphic features a pink background with a floral pattern. At the top, the text "Pregnancy FAQs" is written in a large, cursive, pink font. Below this, a white speech bubble contains the question "Q Will MO HealthNet still cover me after I deliver my baby?". A dark red speech bubble contains the answer "A Yes. MO HealthNet will continue to cover you for 12 months after the date of delivery." The background image shows a woman smiling and holding a baby. At the bottom, there are logos for "MoHealth Net" and "Healthy Moms Healthy Babies", and the text "Learn more: healthymomsbabies.mo.gov".

[Download graphic](#)

Copy

Need Healthcare Coverage?

To be eligible for MO HealthNet for Pregnant Women you must be pregnant and:

- Live in Missouri and be a United States Citizen (or qualified non-citizen)
- Have (or apply for) a Social Security Number
- Make less than the **annual income limit** for your household size

If you do not meet these qualifications, the Family Support Division will check to see if you qualify for **Show Me Healthy Babies**. If you do not qualify for Show Me Healthy Babies, please visit the **Federal Marketplace** to explore more options.

If you want to learn more about applying for MO HealthNet you can visit:

mydss.mo.gov/healthcare/apply

Graphic

Need Healthcare coverage?

Need Healthcare Coverage?

You may be eligible for MO HealthNet if you:

- Live in Missouri and be a United States Citizen (or qualified non-citizen)
- Have (or apply for) a Social Security Number
- Make less than the annual income limit for your household size

MoHealth Net | Healthy Moms Healthy Babies | Learn more: healthymomsbabies.mo.gov

[Download graphic](#)

Don't Forget

Follow the Missouri Department of Social Services on social media and help share information about the postpartum extended coverage and new Healthy Moms, Healthy Babies resource.

- Facebook: [Missouri Department of Social Services](#)
- X (formerly Twitter): [DSS_Missouri](#)
- Instagram: [mo.socialservices](#)
- LinkedIn: [Missouri Department of Social Services](#)



Healthy Moms Healthy Babies

HealthyMomsBabies.mo.gov

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