



HOW THE AMERICAN HEART ASSOCIATION IS FIGHTING THE MATERNAL HEALTH CRISIS



Cardiovascular disease is the leading cause of maternal death in the U.S. It can pose a threat to women's heart health during pregnancy and later in life, making it important that women understand how to care for themselves and their baby.

The American Heart Association and Go Red for Women® are doing something about this crisis.

Increasing Awareness and Education



Pregnancy and Maternal Health Hub on GoRedforWomen.org

The Go Red for Women website is a hub of information and regularly updated with the latest scientific findings. The webpage on pregnancy and maternal health provides expecting mothers with information and resources to help identify and reduce their risk for cardiovascular disease before, during and after pregnancy.



My Health is Our Health Public Awareness Campaign

Cardiovascular disease is the leading cause of maternal death in the U.S. *My Health is Our Health* is an awareness campaign aimed at the hearts of soon-to-be moms and new moms. Through a variety of multi-media platforms, the campaign reminds mothers to talk to their doctors and prioritize their heart health during their pregnancy and in the critical weeks and months after giving birth.



Go Red for Women Class of Survivors

This annual class of national volunteers represent a diverse sisterhood of survivors, who actively, urgently and passionately champion the Go Red for Women movement. They share their powerful and unique stories of survival of heart disease and stroke, including during pregnancy and postpartum, and inspire others to take charge of their own health and well-being.



American Heart Association Support Network – Maternal Health Forum

Research shows that support after a heart event or stroke can improve your ability to make changes to live a longer, healthier life. The Maternal Health forum on the American Heart Association's Support Network allows expecting mothers and new mothers who have had or are living with pregnancy-related cardiovascular health issues to connect with each other and share their firsthand experiences.



Social Impact Fund – Maternal Health

The American Heart Association's Social Impact Fund is supporting community-based solutions to improve maternal health and reverse adverse pregnancy outcomes. This grant funding has supported local organizations and aspiring entrepreneurs to overcome social and economic barriers that can put women at higher risk for developing cardiovascular disease during pregnancy.



Empowered to Serve Maternal Health Module

EmPOWERED to Serve™ offers college scholarships to students who are passionate about public health, health equity and community engagement. Modules exploring maternal health are driving change through localized solutions to meet the unique needs of mothers of color.



Health Equity Research Network on Disparities in Maternal-Infant Health Outcomes

Growing rates of pregnancy-related deaths in the U.S. are tied to cardiovascular disease. To address this issue, the American Heart Association is funding a new \$20 million initiative comprised of a network of special projects focused on advancing the understanding of the factors underlying the disproportionate impact of pregnancy complications and deaths among Black and Native American pregnant women and those living in rural areas.



Research Goes Red

The American Heart Association's Go Red for Women® movement's Research Goes Red empowers women to participate in surveys, focus groups and clinical research to help create the world's largest women's health registry and platform for research. Grants are also allocated to help engage more women in cardiovascular disease research.

Driving Policy and Systems Change



Postpartum Medicaid Extension

We're fighting at state capitols across the country to pass postpartum Medicaid extension. This will provide more access to health coverage for low-income mothers and families impacted by heart disease, stroke and other serious health conditions.



Farm Bill Renewal

The Farm Bill is a multiyear law that includes funding for many agricultural and food programs as well as the federal Supplemental Nutrition Assistance Program (SNAP). It is typically renewed in Congress every five years. Without reauthorization, vital nutrition assistance programs that are essential to the health of mothers and their families would expire.

Improving Clinical Care



Addressing Gaps in Quality Care

The AHA and Merck for Mothers, a global initiative that invests in local maternal health systems, are working together to convene geographically and professionally diverse maternal health experts to determine the most pressing needs in the field. This collaboration develops recommendations for ideal and equitable systems of postpartum care and provides insight and feedback to the AHA's Professional Education team on curriculum development.