



**HEALTHY MOTHERS,  
HEALTHY BABIES**

*Coalition of Georgia*



# STRATEGIC PLAN

## FY24-26



# Organizational Background

Founded in 1974 as a statewide, nonpartisan nonprofit organization, Healthy Mothers, Healthy Babies Coalition of Georgia has been one of the strongest statewide voices for improved access to healthcare and health outcomes for Georgia's mothers, birth givers, and babies.

During these unprecedented times, HMHBGA recognizes just how critical it is to not only provide direct resources and education to families but also bolster the workforce and reduce systematic barriers to ensure that every mother, birthing person, and child has access to resources for a healthier life. To support this need, HMHBGA focuses on the full spectrum of maternal and infant health concerns from prematurity to maternal mortality. As a statewide organization, HMHBGA honors the diversity of our neighbors in the 159 counties across Georgia and in doing so, provides resources that are relevant to the individual needs of each community.

## Mission

To improve maternal and infant health through our collective advocacy, education, and access to vital resources.

## Vision

To realize a Georgia where all mothers, birthers, infants, and families thrive with equitable access to resources and knowledge, responsive to the needs that are reflected in our diverse communities.

## Values

We evolve with the world around us.

We embrace the power of collective action.

We center equitable representation in all collaborative conversations.

We shift power structures and catalyze conversation.

We foster holistic approaches to access.

We build trust by humanizing data that speaks to and centers the communities we serve.

# Impact at a Glance

Strategic Planning Period 2020–2023



## Advocacy

- Mobilized over 500 multisectoral stakeholders to advocate for key policies
- Conducted 18 research studies informing policy and practice improvements in Georgia



## Education

- 100% of program participants experienced knowledge growth
- 90+ individuals trained as perinatal professionals
- 2500+ individuals served via digital education platform



## Access to Vital Resources

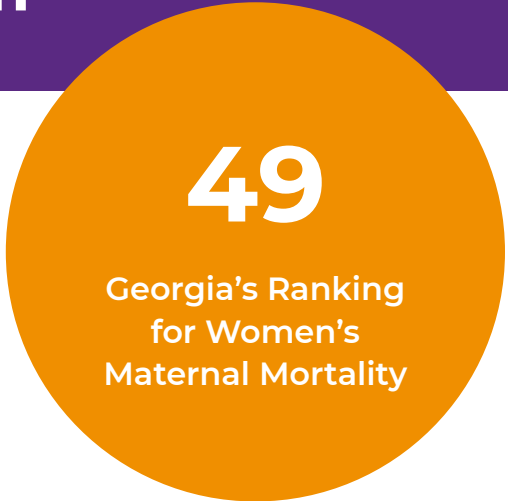
- 205,000+ calls supported through our contact center
- Over 10,000 perinatal care items distributed throughout the State of Georgia
- \$100,000+ distributed to families and partner orgs

# Understanding the Problem

## Birthing in Georgia

### Contributing Factors

- Pre-pregnancy health conditions
  - Cardiovascular disease
  - Obesity
  - A compromised immune system
  - Asthma
  - Hypertension
  - Diabetes
- Lack of access to quality care
- Racial, ethnic, and economic disparities



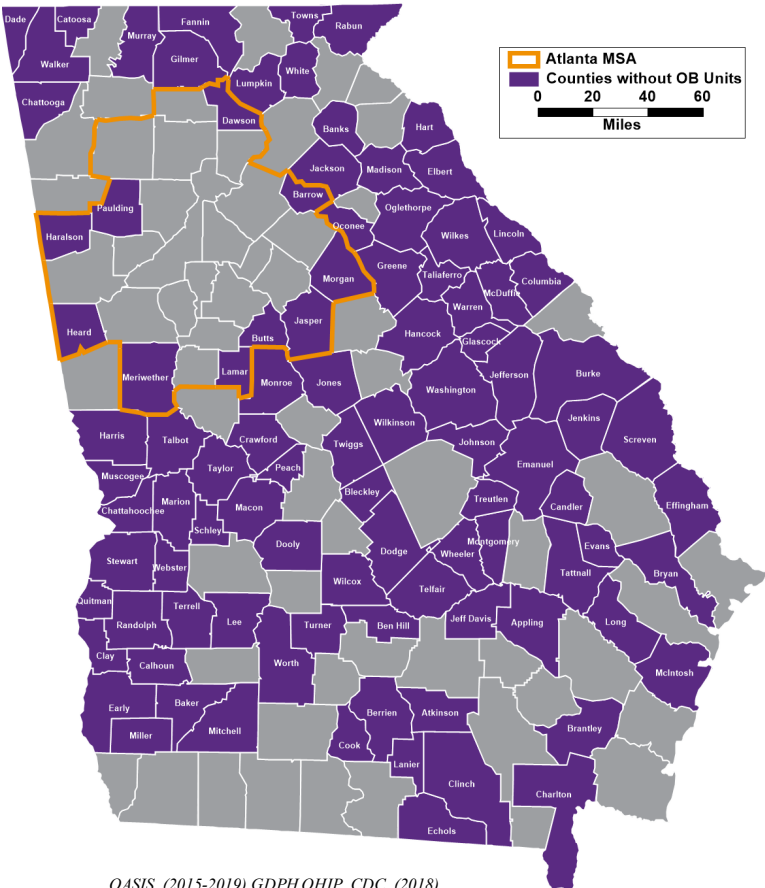
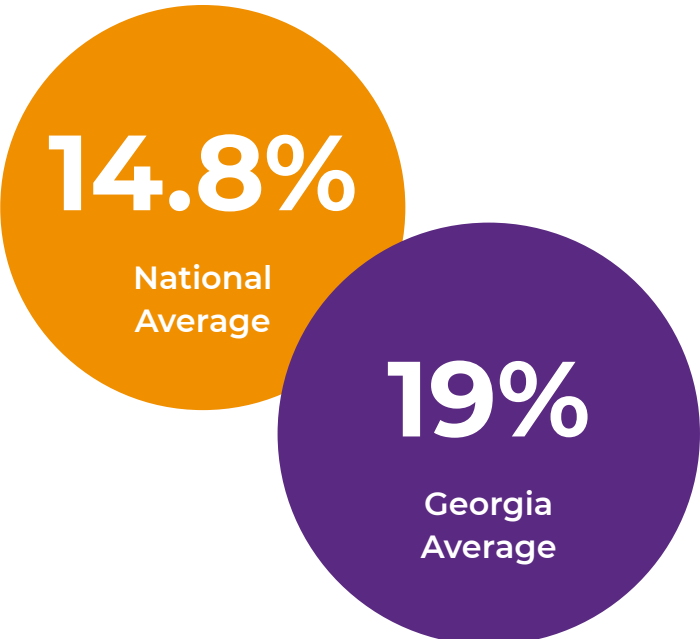
Georgia has the second-highest rate of maternal mortality of 48.4 per 100,000 live births.

*Source: World Population Review, 2022*

## Health Inequities

### Understanding Maternal Health Inequities by Geography

Access to Prenatal Care (2015-2019)



*OASIS. (2015-2019) GDPH OHIP. CDC. (2018).*



**Did you know?**

**87%**

of pregnancy related deaths in Georgia were deemed preventable? This means that it is a solvable problem.

## Health Inequities

### Understanding Maternal Health Inequities By Race

Pregnancy-Associated Mortality Ratio by Race/Ethnicity, Periods 2012-2014 and 2015-2017

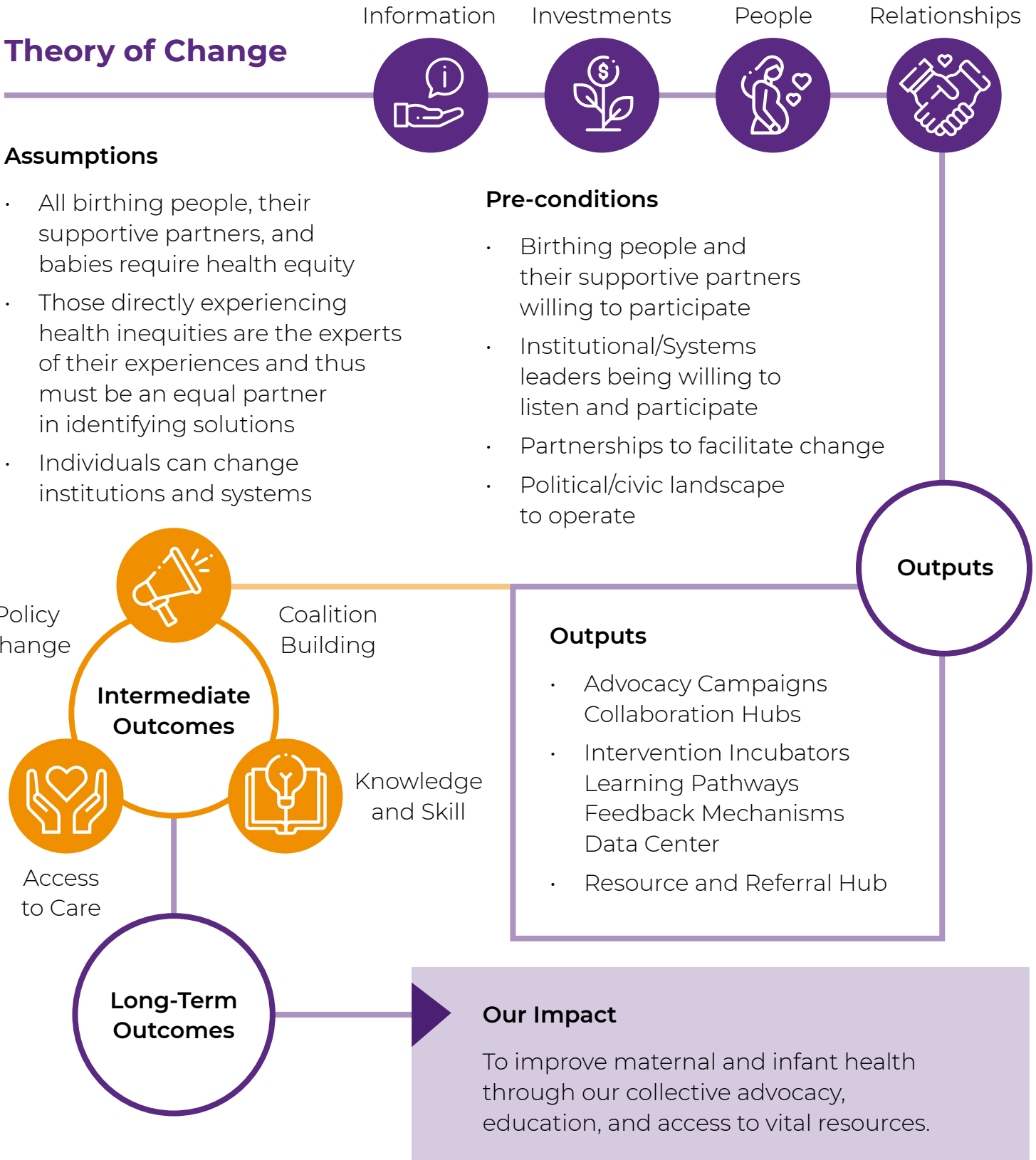
	2012-2014	2015-2017	2012-2017
<b>Black, Non-Hispanic</b>	91.6	98.3	95.0
<b>White, Non-Hispanic</b>	56.1	61.9	59.0
<b>Hispanic/Latino</b>	38.9	37.3	38.1
<b>Other</b>	50.1	42.9	46.3
<b>Missing (N)</b>	0	2	2

Maternal Mortality Ratio: Deaths Per 100,000 Live Births

**2X**

Black women are 2X more likely to experience maternal mortality than white (non-Hispanic women)

# Identification of Solutions



# Our Overall Goal

Leveraging our collective strength, we aim to serve **100,000** Georgians annually

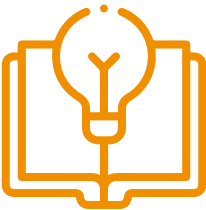


Through process improvements, innovative research, and community partnerships we aim to improve maternal and infant health outcomes, ensuring that each of our goals and metrics are tied directly to our mission.

# Strategic Initiatives



Collective Advocacy



Responsive Education



Access to Vital Resources





## Collective Advocacy

HMHBGA focuses on State-level policy, but strategically moves into national policy discussions when it directly affects the state of Georgia.

HMHBGA is intentional when engaging in discussions around maternal and infant health, taking care to champion the issues while centering policy recommendations in and for those directly impacted in our community.

HMHBGA advances collective advocacy by conducting maternal and infant health research, leveraging data to inform policy and sharing with our allies to foster alignment in our collaborative efforts.

HMHBGA understands that no one of us can do this work alone and it is through collective action that we can realize a Georgia where all moms, birthing people, and babies thrive.

### Metrics

- Online presence and engagement
  - Advocacy and Research page visits
  - Project 236 Fact Sheet downloads
  - Keeping Current @ the Capitol subscribers, open rates, and views
- Physical presence and engagement
  - Attendees at maternal health awareness day
  - Attendees at advocacy 101 trainings
  - # of Coalition partner advocacy events invited to
  - # of advocacy and research presentations at conferences/meetings
  - Working Group/Coalition meeting attendance
  - Legislative meetings
  - Number of meetings with legislators
- Research studies
  - Number of active studies that correlate with legislative priorities and strategic initiatives

### Tactics

- Invest in data, story banking and innovation infrastructure
- Establish a scorecard and/or matrix to track progress in adopting recommended policies and practices

**5,000**

Support and Activate  
5,000 Individuals and  
Coalition Partners  
Each Year

## Responsive Education

HMHBGA is committed to leveraging innovation and collaboration to fill educational and programming gaps for communities experiencing the most significant health inequities.

HMHBGA will work to educate a wide variety of professionals supporting maternal and infant health, including community-based birth workers, clinical providers, legislators, and the general public.

### Metrics

- Families
  - # of perinatal education class participants
  - # of engagements with digital content
  - Satisfaction rate
  - Knowledge growth
- Clinicians
  - # of participants
  - Knowledge growth
  - Satisfaction rate
- Perinatal Workforce
  - # of participants
  - Graduation rate
  - Satisfaction rate



**15,000**

diverse, interested parties who received trainings, educational resources, and services from our team

### Tactics

- Identify and implement scaling methodology for existing offerings
- Establish feedback mechanisms to ensure offering align with community need
- Establish a more structured and clear presentation of data and engagement



## Access to Vital Resources

HMHBGA is a leader in procuring tangible maternal and infant health resources that address the immediate needs of our interested parties while also catalyzing change.

HMHBGA is a convener, partnering with a variety of individuals, organizations, funders, and institutions to coordinate our collective efforts and maximize our reach.

### Metrics

- Call Center
  - # of calls
  - # of unique callers
  - # of operating lines of business
  - # of providers and partner resources available in the database
- Perinatal Care Resources
  - # of Items distributed
  - # of individuals served

### Tactics

- Identify and implement scaling methodology for existing offerings
- Invest in staffing infrastructure to expand our reach
- Identify and invest in innovative delivery models to attract more diverse interested parties

*Interested parties include but are not limited to legislators, corporation leaders, and researchers*

**80,000**

clinicians, families, perinatal work force members, and interested parties reached through our resource and referral work



# Interested Party Feedback



***“HMHBGA does a great job communicating impact”***

– Philanthropic/Elected Official

***“HMHBGA is the go to place for information on the maternal and infant mortality crisis in GA.”***

– Philanthropic/Elected Official

***“HMHBGA changed my life. I was so stuck in the grief of losing children that I never thought I would have the strength to advocate for other women. Being able to have the awareness and support from other women has been amazing.”***

– Program Participant

# Methodology

Healthy Mothers, Healthy Babies Coalition of Georgia began working with Purpose Possible in January 2023 on a strategic plan. The steering committee helped us identify interested parties to survey, questions to ask, and ensured we were staying true to Healthy Mothers Healthy Babies of Georgia

We spent early February gathering interested party feedback through one-on-one interviews and surveys. From there, we held a retreat with the steering committee and the board in early March. In tandem, we scheduled three deep dives with the steering committee, targeting specific topics that were important to the strategic direction for this plan. From there, the steering committee met twice more in early April to finalize the plan.

## The Steering Committee includes:

- |                  |                |
|------------------|----------------|
| Precious Andrews | Ky Lindberg    |
| Mashanda Burton  | Rachel Powell  |
| Latasia Cox      | Jonathan Smith |
| Alex Kim         | Daphne Yuan    |



# Contact Us

## Ky Lindberg

Chief Executive Officer

Ky.Lindberg@hmhbga.org

*"I am here to help with organizational oversight,  
strategic partnerships, and development activities."*

 /HMHBGA

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[www.hmhbga.org](http://www.hmhbga.org)



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HEALTHY BABIES**

*Coalition of Georgia*

healthy mothers, healthy babies®