

Mississippi Rural Maternal Health Summary

October 2024



Agenda



Opening Remarks



Maternal Health Assessment



Maternal Health Reflection



Next Steps and Closing

The Center's Purpose

The [National Rural Health Resource Center \(The Center\)](#) is a leader in the improvement of rural health – serving as a national knowledge center that provides technical assistance, information, tools, and resources designed to support the financial and operational performance, and sustainability of the country's rural hospitals and clinics, rural health networks, and other rural health care organizations.

The Center's work is focused on strengthening state and local capacity in five key areas:

- Transition to Value and Population Health
- Collaboration and Partnership
- Performance Improvement
- Health Information Technology
- Workforce



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Diversity, Equity, Inclusion, & Anti-racism



Building a culture where difference is valued.

- The Center is committed to DEI and anti-racism. We create an environment that reflects the communities we live in and serve; a place where everyone feels accepted and empowered to be their full, authentic selves; and where everyone belongs.
- We understand the impact of and seek to defeat racism and discrimination in ourselves, our workplace, and the world. This guides how we cultivate leaders, build our programs and resources, and deliver our technical assistance.
- We are an organization that honors, celebrates, and respects all dimensions of diversity. These principles are central to our mission and to our impact.

Read more at ruralcenter.org/about/DEI

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Introductions



Name

Organization & Role

One or two words to describe maternal health in your community.

Objectives

OVERVIEW

Provide an overview of the MS Maternal Health Project



ANALYSIS AND OBSERVATION

Present results from the MS Maternal Health Assessment



ACTION PLANNING

Launch the Mississippi Maternal Health Action Planning Phase II



DEVELOP THE TEAM

Recruit task force members



Project Partners

National Rural Health Resource Center

Rural health advisory team with experience in maternal health and community health development to conduct a maternal health evaluation and to guide the local development of potential solutions.

USDA Rural Development

With HHS, supporting rural maternal health assessments in specific states as part of the Rural Partners Network effort.

Health and Human Services

With USDA Rural Development, the Federal Office of Rural Health Policy is supporting rural maternal health assessments in specific states as part of the Rural Partners Network effort.

USDA Mississippi Rural Partners Network

Collaboration of 24+ federal agencies connecting rural communities to resources to create jobs, build infrastructure, and support long-term economic stability on their own terms

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USDA Rural Development Team

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MENU



Washington County Economic Alliance

HOME > COMMUNITY NETWORKS > MISSISSIPPI > WASHINGTON COUNTY ECONOMIC ALLIANCE

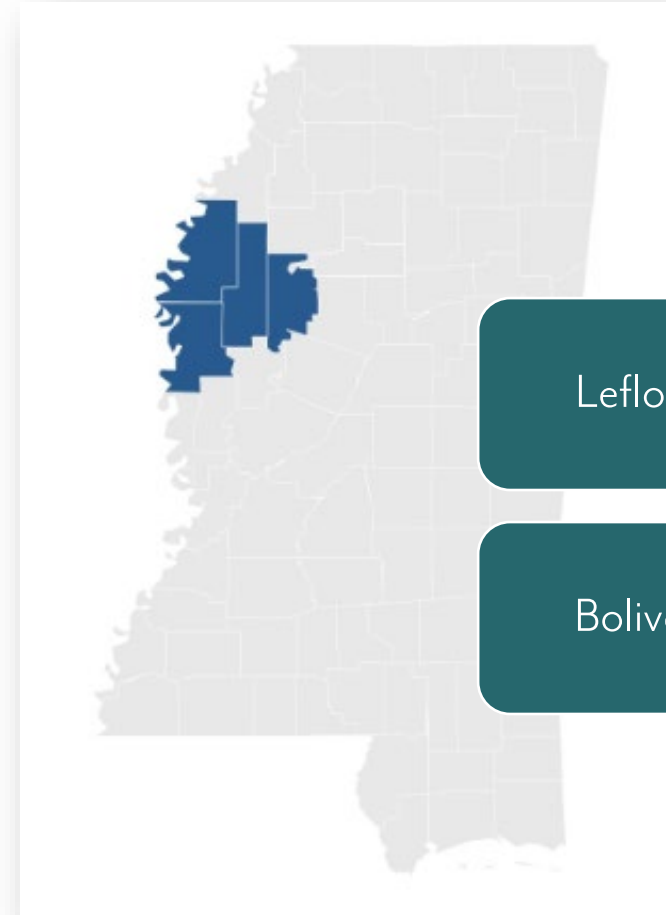


Print



FEATURED

RPN works to overcome barriers in the Mississippi Delta



Leflore

Sunflower

Bolivar

Washington

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Other Partners

Community (local/regional)

Pregnant women and families, health care professionals, health care facilities, community leaders, civic/social organizations, and first responders

Organizations

State and federal agencies, provider associations, patient advocacy groups, rural health interest groups, payor groups, telehealth networks, and academic medical institutions.

Delta Health Alliance (NIH)

Improving access to health services and expanding educational opportunities in the Mississippi Delta – with NIH, focusing on co-creating community-led maternal health equity structural interventions

Institute for the Advancement of Minority Health (RMOMS)

Committed to improving maternal and child health outcomes through education, outreach, and linkage to quality care. Through its breastfeeding initiative, Baby Depot, and Rural Maternity and Obstetrics Management Strategies (RMOMS) program, IAMH is focused on reducing disparities in maternal healthcare to ensure that all mothers and children in the Mississippi Delta and Central Mississippi have the resources necessary to thrive.

Mississippi State Department of Health

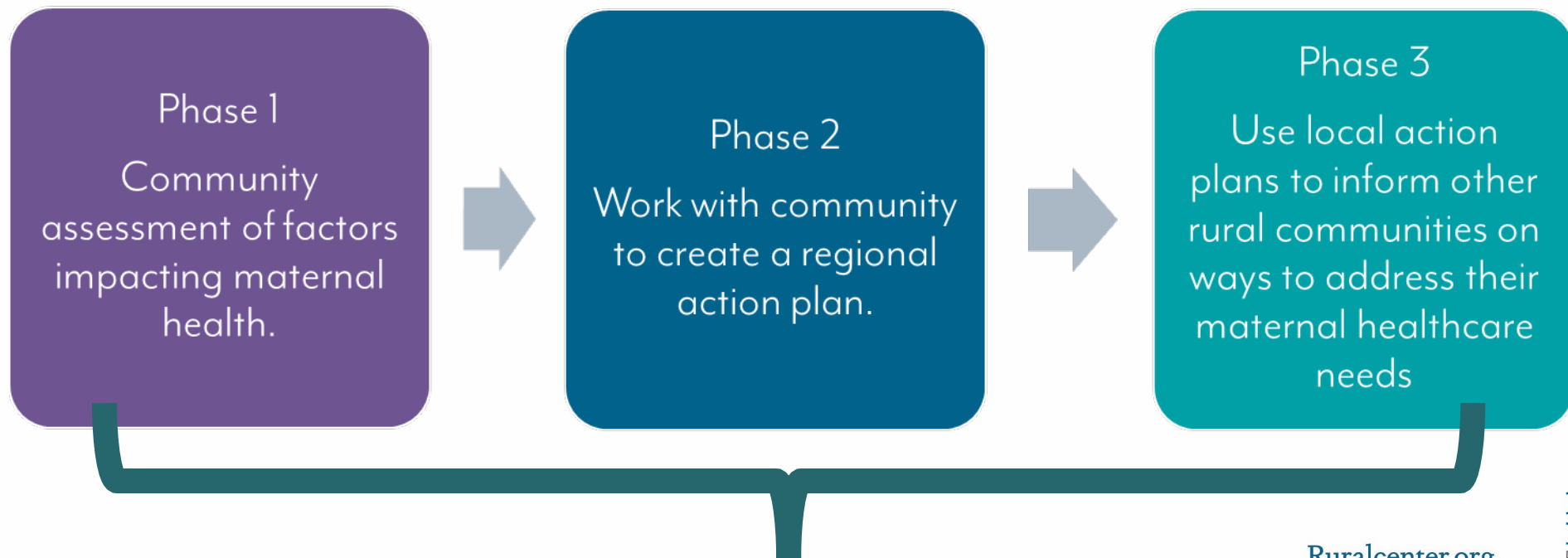
The mission is to protect and advance the health, well-being and safety of everyone in Mississippi. This includes offering programs and resources which support initiatives to improve maternal health outcomes.

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Project Overview

- This project is a collaboration between USDA RD, HRSA, and The Center.
- Mississippi is one of three RPN's selected by the USDA and HRSA to participate in the Maternal Health Initiative.
- The goal of this project is to work with the MS communities to give moms and babies their best chance to be healthy and thrive.



USDA Project Duration – Through June 2025

[Ruralcenter.org](https://ruralcenter.org)

Maternal Health Assessment Process





Maternal Health Assessment

[Ruralcenter.org](https://ruralcenter.org)



Data Collected

Secondary Data Sources

- US Census Bureau
- American Community Survey
- March of Dimes Foundation Peristats
- Robert Wood Johnson County Rankings and Roadmaps
- Healthy People 2030
- Centers for Disease Control and Management
WONDER
- Mississippi Department of Health and Human Services
- The State Data Center of Mississippi

Maternal Health Community Interview Questions

- We would like to know a little more about your community first. How would you describe your community?
- What maternal health care services are currently available in the local area?
- What barriers or challenges do pregnant women from this area face in accessing maternal health care services?
- What has been done to address these challenges?
- What does your community need to provide high quality maternal health care?
- What advice do you have for people who are working on bringing more programs and services to your community?

Secondary Data

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County Level Populations and Projections

County	Bolivar	Leflore	Sunflower	Washington
2010*	34,145	32,317	29,450	51,137
2020*	30,985	28,339	25,971	44,922
2025 Projection**	27,592	26,438	27,577	41,783
2035 Projection**	27,634	26,478	27,619	41,847

*U.S. Census Bureau County Profiles accessed September 12, 2024 from [Census Bureau Profiles Results](#)

** The State Data Center of MS received September 9, 2024

Community Characteristics

- **Racial Ethnic Demographics**

- White: 26.6%
- Black: 71.53%
- Hispanic or Latino: 2.15%
- American Indian/Alaskan Native: 0.35%
- Asian: 0.70%
- Two or More Races: 0.78%

- **Population**

- 11% population decline in the project counties from 2010-2020.
- Projected 8% decline between 2020-2035 in all project counties minus Sunflower County which is expected to increase 6.3%

- **Population Distribution by Age Group**

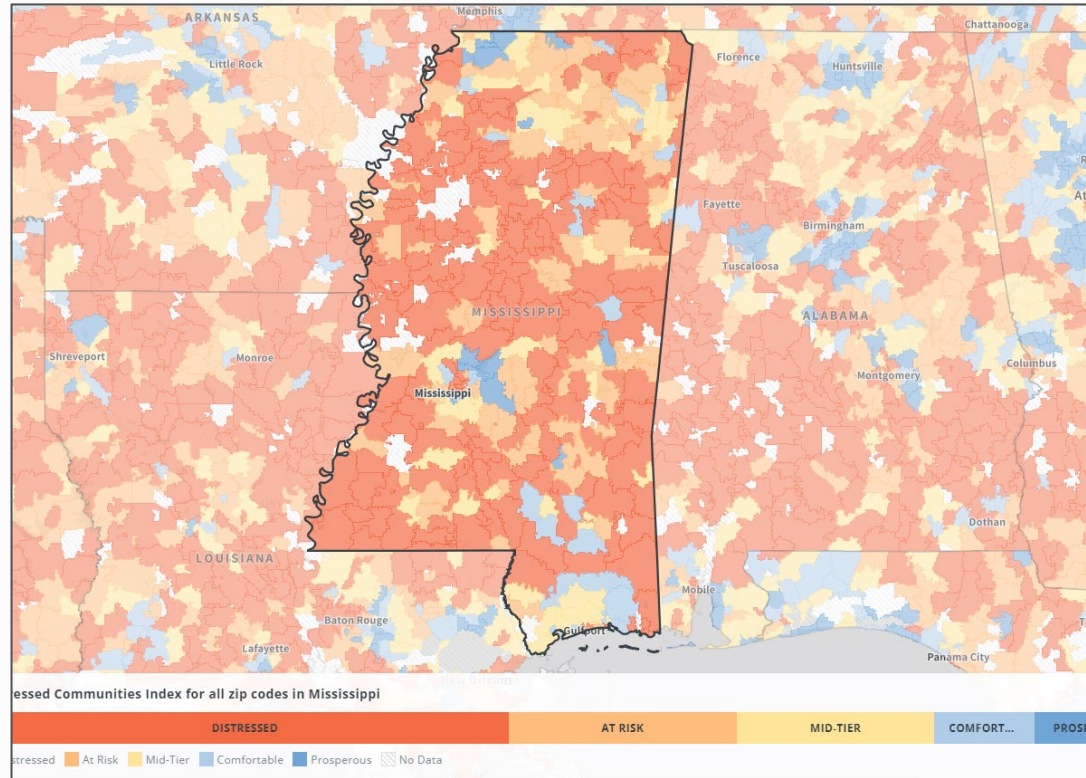
- Under 5 years: 6.4%
- 5-9 years : 6.5%
- 10-19 years : 14.6%
- 20-29 years : 14.1%
- 30-39 years : 12.7%
- 40-49 years : 11.6%
- 50-64 years :18.4%
- Persons 65 years and over: 16.9%

- **Population of Women in Childbearing Age (15-49)**

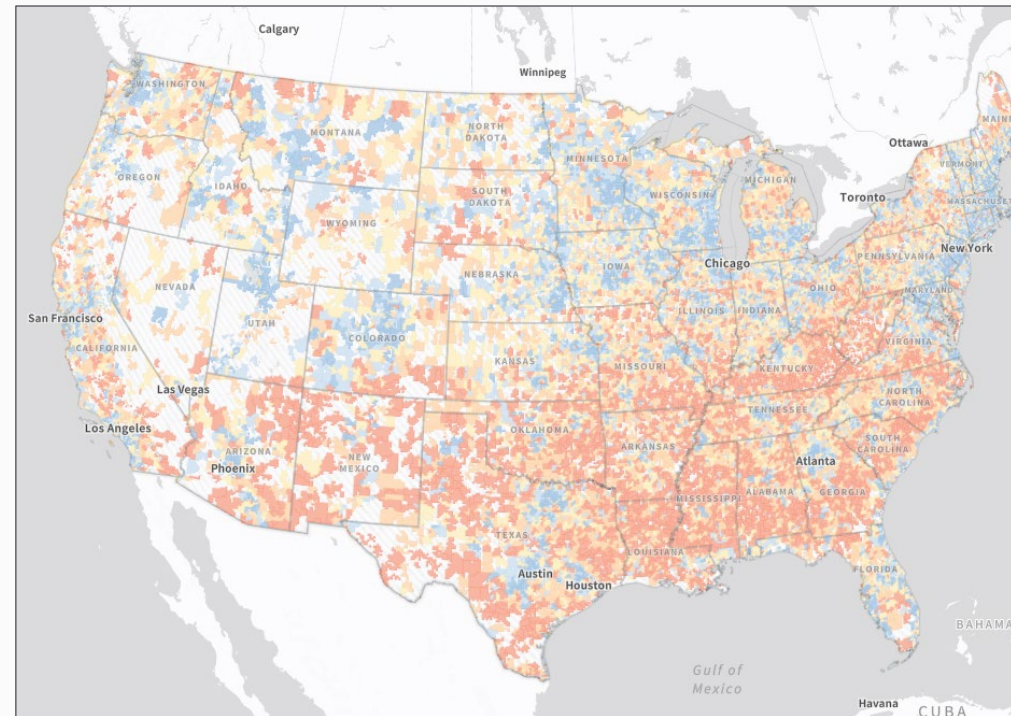
- 2022: 28,899
- 2010: 39,715

Distressed Communities Index

Mississippi has 45.2% of its population living in a distressed zip code and 9.6% living in a prosperous zip code.



The United States has 15.6% of its population living in a distressed zip code and 24.4% living in a prosperous zip code.



Economic Status

	Unemployment Rate**	Employment Rate*	Median Household Income*	Poverty*	Life Expectancy**	High School Graduate/GED*	Bachelors Degree or Higher*
Bolivar	4.8%	45.9%	\$37,845	31.8%	68.1 years	25.4%	27.2%
Leflore	5.4%	49.3%	\$33,115	32.2%	67.1 years	33.9%	19.2%
Sunflower	5.8%	42.0%	\$37,403	28.7%	67.7 years	31.0%	17.4%
Washington	5.8%	47.7%	\$38,394	29.3%	67.4 years	31.5%	20.6%
Mississippi	3.9%	53.7%	\$52,719	19.1%	72.5 years	30.8%	24.8%
United States	3.7%	60.3%	\$74,755	12.6%	77.6 years	26.1%	35.7%

*U.S. Census Bureau County Profiles accessed September 12, 2024 from [Census Bureau Profiles Results](#)

**County Health Rankings & Roadmaps County Level Data accessed September 12, 2024 from [County Health Rankings & Roadmaps](#)

Maternal Health Data in Mississippi

51.2% of MS countries are defined as maternity care deserts compared to 32.6% in the U.S.

24.3% of MS women had no birthing hospital within 30 minutes compared to 9.7% in the U.S.

Women in MS with chronic health conditions have a 39% increased likelihood of preterm birth compared to women with none.

Maternal Health Data in Mississippi

PRETERM BIRTHS

U.S. RATE



MS RATE

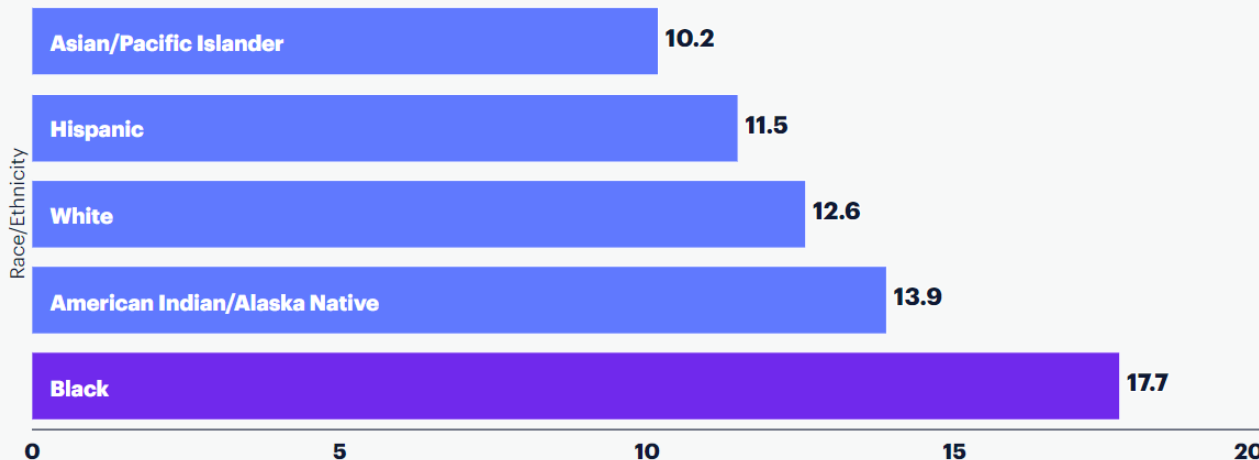


43.0

PER 100,000 BIRTHS



Preterm birth rate by race/ethnicity, 2020-2022

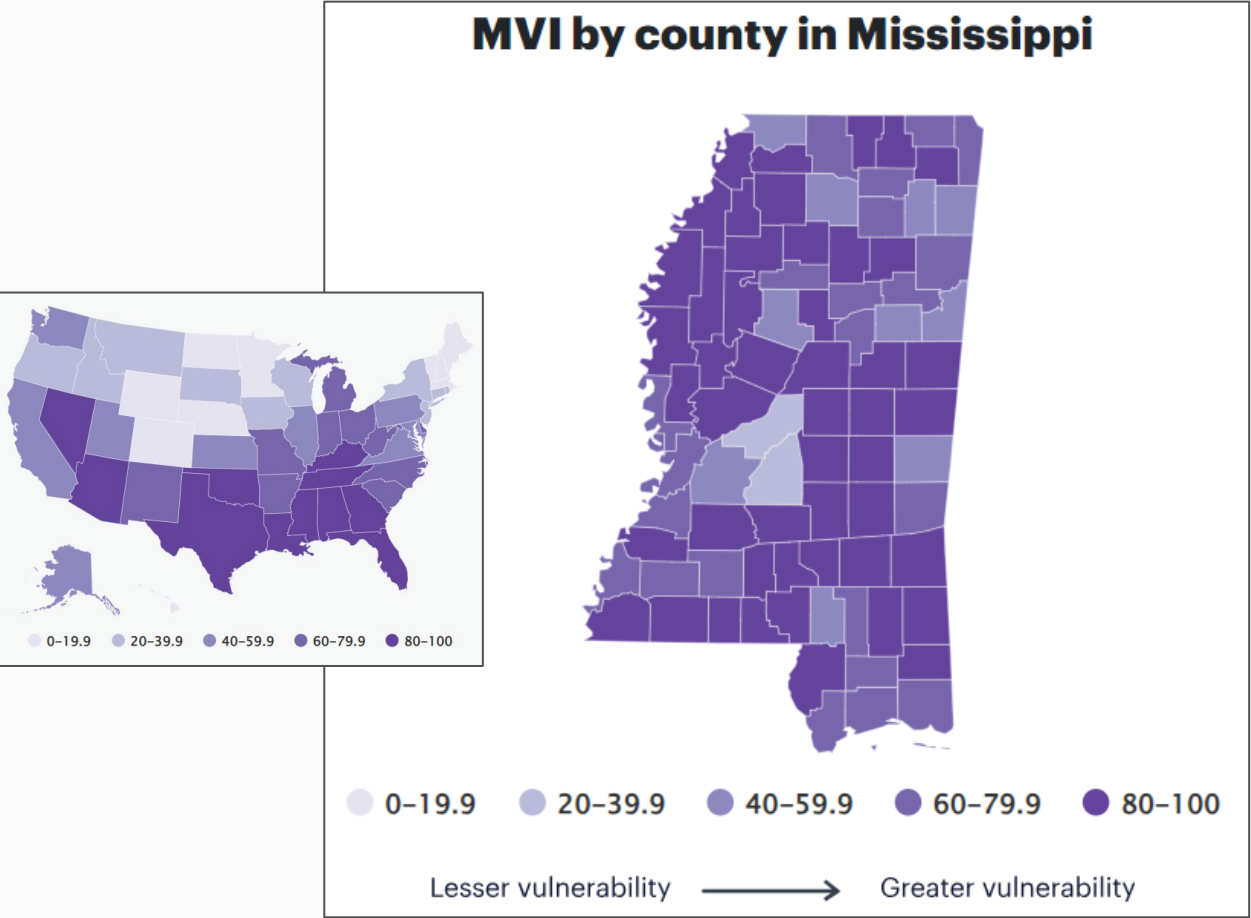


MATERNAL MORTALITY

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Maternal Vulnerability Index



Higher Scores Indicate Higher Vulnerability:

- Bolivar: 91.6
- Leflore: 80.1
- Sunflower: 83.3
- Washington: 84.5



March of Dimes (2024). 2023 March of Dimes Report Card for Mississippi. (n.d.). March of Dimes | PeriStats. Retrieved September 12, 2024, from <https://www.marchofdimes.org/peristats/reports/mississippi/report-card>

Community Focus Groups

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Focus Group Participants

- Delta Health System
- USDA RD Rural Partner Network
- Delta HealthPartners
- Mississippi State Department of Health
- Mississippi State University
- Delta Health Alliance/RMOMS
- Mississippi Board of Health
- Mississippi State University Extension
- Plan A Health
- Institute for the Advancement of Minority Health/NIH
- Women's Resource Center
- Community Health Workers
- Lactation Consultant
- Bolivar Medical Clinic - Women's Services
- Indianola Wellness Center
- Providers
- Moms

10 Community Discussions Held
Across the Four Mississippi Counties!



Community Context

Welcoming, Friendly, Family

Rural, Small-town, Agricultural

Giving, Strong community groups

Diverse, Significant social drivers, Disparities

Lack of quality homes, Low incomes, Lack of
information

Mix of strengths and challenges, Disparities

Resilience and potential, *“We want a future”*



Identified Maternal Health Resources

- **Health Care Providers and Facilities**

- OB/GYNs
 - 2- Delta Health – The Medical Center
 - 1- Bolivar Medical Center
 - 0- North Sunflower Medical Center
 - 0-Greenwood Leflore Hospital
- Family Practice Providers that deliver in Sunflower
 - 2- South Sunflower County Hospital
- MS Delta Family Residency Program - Delta Health – The Medical Center
- Family Medicine OB Fellowship - South Sunflower County Hospital
- Certified Nurse Midwife model being created
- University of MS Medical Center – OB Residency - Jackson
- Plan A – mobile clinic

- **Support Services**

- Lactation Consultants – Delta Health System and South Sunflower County Hospital
- Community Health Workers
- Doula Services
- Healthy Moms/Healthy Babies – MS Health Dept
- Tougaloo College/ Delta HealthPartners Healthy Start Initiative – Bolivar, Sunflower, Washington Counties
- Delta Health Center
- First Steps Early Intervention
- Maternal Mental Health Hotline – 1-833-TLC-MAMA
- Delta Health Alliance – Home Visiting, Delta Doulas, Opioid Initiative

Identified Maternal Health Resources (cont.)

- **Community and Educational Programs**

- Washington, Leflore, Bolivar, and Sunflower County Health Departments – WIC, SNAP, Medicaid Assistance, Smoking Cessation, Substance Use Education/Support
- Fatherhood Classes
- Family Planning Services
- Delta Health Alliance - LifeSkills Training, Financial Literacy, Head Start/Early Head Start, Safe Families Collaborative, etc.

- **Social Service Supports**

- Diaper Bank of the Delta – statewide
- Milk League - Wednesdays
- Pregnancy Care & Hope Center - Greenwood
- Food Pantries
- Woman's Resource Center- Cleveland
- Community Action Agencies and Child Care Payment Assistance – Under Mississippi Dept of Human Services
- Community on Aging

- **Technology**

- MAMA.MS.GOV
- Remote Patient Monitoring

- **Transportation and Accessibility**

- Mississippi State Dept of Health – Transportation to Health Program Coordinated with Uber
- Mississippi LIFT Resource & Referral Network and Mobile Units at MSU Extension

Maternal Health Barriers and Challenges

- **Transportation**
 - Lack of Reliable Transportation
 - Distance to Providers
- **Financial Barriers**
 - Affordable Care
 - Insurance
 - Financially Sustainable Services
- **Health Care Providers**
 - Attitudes and Communication
 - Health Care Provider Shortages
 - Wait Times
 - Access to Specialists
 - Judgment and Discrimination
- **Education and Awareness**
 - Lack of Knowledge
 - Resource Awareness
 - Literacy and Education Barriers
- **Childcare and Family Support**
 - Childcare Challenges
 - Lack of Family Support
- **Socioeconomic Factors**
 - Poverty
 - Low Income
 - Food Insecurity
 - Insufficient Quality Homes
- **Mental Health and Social Issues**
 - Access to Care
 - Post-partum Support
 - Substance Misuse
 - Domestic Violence and Safety
- **Systemic and Structural Issues**
 - Fragmented Services
 - COVID-19 Impact
- **Community Dynamics**
 - Cultural understanding
 - Confidentiality
 - Lack of Community Economic Growth

Currently Addressing the Challenges

- **Health Services and Access**

- Mobile Health Clinics
- Community Health Fairs
- Delta Health Center and Delta HealthAlliance Services
- Indianola Wellness Center
- Bringing OBs to Rural Clinics
- Home Visits

- **Educational and Support Programs**

- Healthy Moms/Healthy Babies
- Delta HealthPartners Healthy Start Initiative
- Maternal Health Track Grant and Mid-wives Grant
- Educational Providers

- **Transportation and Accessibility**

- Delta Health Center Transport
- Other Transport to Health Departments
- Community Health Center

- **Technology**

- Telehealth Options
- Remote Patient Monitoring
- Mobile Apps

- **Support and Outreach**

- Maternal Mental Health Hotline
- Community Action Networks and Partnerships
- Outreach Teams
- Time for Moms and Baby

- **Other Improvements**

- Addressing Social Drivers of Health
- Creation of Resource Centers
- Conversations on Silos

Needs for High Quality Maternal Health Care (cont.)

- **Health Care Workforce**
 - Recruitment and Retention
 - Culturally Aware Providers
 - Accessible Training
 - Other Provider Types – CHWs, Doulas
- **Health Care System Improvements**
 - Integrated Care
 - Improved Communication
 - Compassionate Care
 - Facility Upgrades
 - Trust
- **Prevention, Education, and Awareness**
 - Health Education
 - Family Planning
 - Parenting Classes
 - Early Intervention and Prevention
- **Technology**
 - Mobile Health
 - Apps



Needs for High Quality Maternal Health Care

- **Community Resource Awareness & Management**
 - Resource Mapping
 - Mental Health Services
 - Lactation Support
 - Support Groups
 - Care Coordination and Social Workers
- **Access and Support Services**
 - Transportation
 - Childcare Support
- **Community-Based Initiatives**
 - Local Advocacy and Collaboration
 - Youth Investment
- **Financial and Economic Support**
 - Financial Assistance
 - Grants
 - Economic Development
 - Insurance
 - Funding for Sustainable Services
 - Quality and Affordable Housing



Community Advice

- **Engage the Community and Listen to Understand Needs**
- **Build Trust and Relationships While Respecting Experiences**
- **Focus on Long-Term Sustainability And Avoid Duplication**
- **Increase Accessibility and Education**
- **Address Needs to Overcome Barriers and Provide Incentives**
- **Effectively Communicate and Promote Services**
- **Leverage Technology and Innovation**
- **Recruit Providers to Enhance Capacity and Interactions**
- **Collaborate Between Organizations to Coordinate Efforts**
- **Focus on Comprehensive Care**



Priority Areas that Emerged from the Assessment

- Collaborate on Resource Mapping and Communication Efforts – to build awareness of health care services and support services.
- Build Trust and Cultural Understanding in Providers and Community Organizations
- Increase Maternal Health Workforce and Access to Providers – providers, transportation, telehealth
- Address Financial Barriers Impacting Maternal Health – economic development, housing, insurance, sustainable services and resources
- Integrate Comprehensive Care – Providers, Education, Support Systems, and Resources from pre-conception to postpartum

****Engage local families and caregivers in developing action steps to ensure they meet needs.**



Questions



Learn More About Our Partners

- [Mississippi State Department of Health](#)
- [Institute for the Advancement of Minority Health](#)
- [Delta Health Alliance](#)
- [Washington County Economic Alliance](#)



Delta Health Alliance

DHA works to improve the health and education of the men, women, and children who make the Mississippi Delta their home

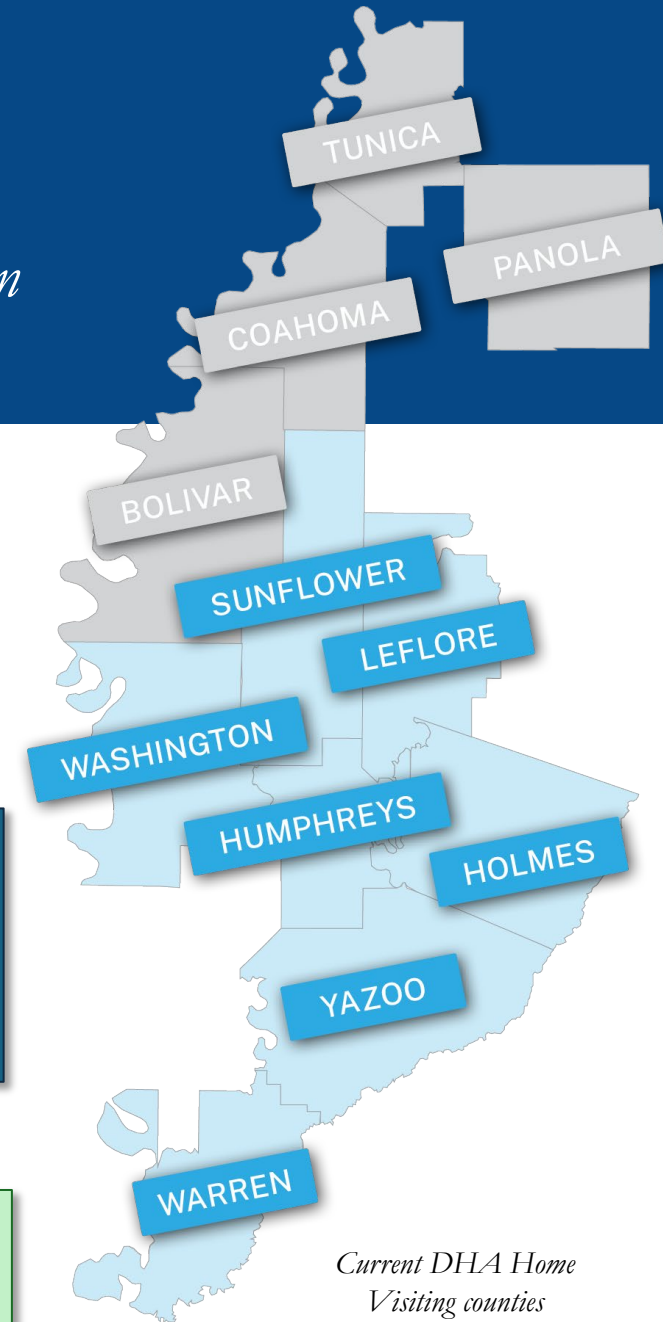
- In the Delta's unique healthcare landscape, DHA taps into underutilized resources, employing a network of Community Health Workers to reach pregnant women and new moms.
- DHA's maternal Home Visiting Initiative builds trust and camaraderie, bolstering care in the community. CHWs visit participants and their families monthly and sustain relationships over time.
- Participants exceed benchmarks in several measures:
 - Obtaining preventive healthcare, such as checkups and screening for depression and intimate partner violence
 - Practicing safe sleep routines and breastfeeding support
 - Male partner involvement in the prenatal and postpartum period

4,500+

Women served
in Home Visiting
programs



Improving these health outcomes early in life helps reduce the incidence of costly health outcomes later in life.



*Current DHA Home
Visiting counties*

- With partner Center for Community Research & Evaluation (University of Memphis), DHA was recently awarded an NIH ComPASS grant to develop a community-led health equity structural intervention initiative focused on maternal health equity
 - Community-led study to outline and target the health disparities in pregnancy, maternal, and infant health outcomes in five rural, low-income majority-minority communities of the Mississippi Delta
- Research so far indicates the level to which care in the community – especially Home Visiting programs – has been filling gaps in available maternal health care providers, services, and facilities.
- Projected community-informed structural interventions:
 - Continued collaboration with existing maternal Home Visiting programs – establishing and maintaining community trust
 - Pilot doula network and patient-centered provider training on contraception counseling and provision
 - Build local maternity healthcare workforce
 - Increase awareness of & access to full-spectrum reproductive healthcare
 - Contribute to Title X resources access (Converge)
 - Regulatory innovation – State Medicaid reimbursement landscape

