



FY26 Strategic Plan

MISSION: To advance a foundation of respectful and equitable care for all moms to not only survive but thrive across Georgia.

VISION: A Georgia where every mom experiences safe, healthy and positive care—before, during and after birth.



Strategic Focus Areas & Subcommittees

Subcommittees are designed around three primary workstreams—clinical care, community (advocacy, respectful care and equity) and maternal health data – with each supporting maternal cardiac, postpartum care access and maternal mental health initiatives. This ensures clinical initiatives, community initiatives, advocacy, respectful care and data are considered for each goal area.

Goal Areas

1 Maternal Cardiac

2 Advocacy & Respectful Care

3 Postpartum Care Access

4 Maternal Mental Health

5 Maternal Health Data

Activities Support ALL Focus Areas

Focus Areas Inform Activities

Subcommittees

1 Clinical Care Initiatives and Equitable Experiences
• Maternal Cardiac
• Postpartum Care Access
• Maternal Mental Health

2 Community Advocacy, Respectful Care and Equity
• Maternal Cardiac
• Postpartum Care Access
• Maternal Mental Health

3 Maternal Health Data
• Maternal Cardiac
• Postpartum Care Access
• Maternal Mental Health

Maternal Cardiac

Advance heart-health awareness, screening and care to protect the lives of moms.

1. Build CVD risk awareness
2. Develop standardized CVD risk assessment screening processes

Advocacy & Respectful Care

Build a culture where moms voices guide the decisions that shape their care.

1. Recruit People With Lived Experience (PWLE; geography, race/ethnicity, cardiac, mental health, payor source) from each perinatal region in Georgia.
2. Include advocacy and respectful care in all programmatic decision-making.

Postpartum Care Access

Build a seamless postpartum care system that supports moms for a full year after birth.

1. Establish standardized postpartum care recommendations
2. Improve information and data sharing during the perinatal period

Maternal Mental Health

Make mental health care easier to find, easier to reach and easier to trust.

1. Build awareness among patients and providers of PEACE for Moms
2. Support the creation of a Maternal Health Peer Support (MHPS) Program

Maternal Health Data

Make maternal health data more meaningful and shareable to inform decisions that improve outcomes for moms.

1. Identify data points relevant to maternal health outcomes in prioritized topic areas
2. Identify and share data to inform HOPE focus area committees
3. Create web-based compilation of data sources