

Blue Shield of California

MATERNAL CHILD HEALTH EQUITY INITIATIVE

www.blueshieldca.com

Blue Shield of California’s Maternal Child Health Equity initiative is an innovative, community health-focused offering that incorporates a high-tech, high-touch approach along with community-based organizations to help improve support, care and family-centered services for mothers, birthing people and their babies. Started in 2021, the initiative offers a comprehensive program to help address disproportionate mortality rates among mothers and children, especially in underserved communities. Services are available to expecting and new mothers in Los Angeles and Sacramento counties by signing up on the Mahmee platform, where they are connected to a care coordinator.

The goal of the initiative is to bring equitable maternity support to mothers. Blue Shield of California is working with trusted community-based organizations, including BLACK Wellness and Prosperity Center, Diversity Uplift, and Her Health First, and connecting mothers to family-centered services, emergency funds and maternal supplies. The company is also collaborating with Mahmee to bring access to health records of the mother and baby, educational materials ranging from nutrition to return to work, and unbiased guidance at every stage of the process.



PROGRAM IMPACT:

High-tech, high-touch family-centered support for underserved birthing people in two counties in California

“Her Health First’s partnership with Blue Shield of California, to build and expand doula services for marginalized communities, has had a profound impact on the lives of pregnant people and their families. Disproportionate disparities in birth outcomes for pregnant people of color has been a stagnant trend for decades, and it is exciting to see a health care provider show leadership in prioritizing the needs of mothers and babies.”

– Shannon Shaw, executive director, Her Health First

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