



Mothers First Toolkit  
Story 2: Medicaid Churn  
October 6, 2020

**Release Date**

October 6, 2020

**Mothers First Landing Page on Houston Public Media**

<https://www.houstonpublicmedia.org/mothersfirst/>

**Story 2 Direct Link on Houston Public Media**

<https://www.houstonpublicmedia.org/articles/series/mothers-first/2020/10/06/383306/medicaid-for-low-income-women/>

**Story 2 YouTube Video Direct Link**

<https://www.youtube.com/watch?v=1OFvTkVO9nk>

**Suggested Hashtags**

#maternalhealth #blackmaternalhealth #improvingmaternalhealth  
#imhhouston

**Sample Social Media and Newsletter Copy**

During Juanita's first pregnancy, she developed gestational diabetes. Two months after giving birth to her child, she lost her Medicaid coverage, including access to her diabetes medication. She didn't know where to turn. Hear more about her story at Mothers First.

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Medicaid is a critical safety net for pregnant women, serving as the primary payer for prenatal care in the state of Texas and covering 53% of our state's births. Improving access to postpartum Medicaid is critical for our mothers, especially those who may experience a severe maternal morbidity. Hear from Juanita, a Young Invincibles' Storyteller, at Mothers First.

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Extending the Medicaid postpartum coverage period to 12 months would increase access to and use of health care services – both physical and behavioral – and improve maternal health outcomes. Hear Juanita's story and how postpartum Medicaid coverage beyond 60 days would have given her access to the medication she needed to control her diabetes.

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The greatest opportunity to improve maternal and infant health occurs before and after a woman becomes pregnant. Unfortunately, in Texas, the state's limited Medicaid eligibility requirements have impeded the ability of low-income, non-pregnant women to find coverage, allowing potentially treatable conditions to worsen until pregnancy is already established. Hear from Juanita and her experience of not having health coverage in-between her pregnancies, including a loss of access to much needed medication.  
<https://www.houstonpublicmedia.org/mothersfirst/>

"It's really critical to provide care to women after they deliver," as many of the maternal morbidities and the majority of pregnancy-associated mortality happens 60 days after delivery, when low-income women have lost access to health insurance. In Mothers First, Carla Ortique, MD speaks about why women should have access to Medicaid up to one year postpartum.  
<https://www.houstonpublicmedia.org/mothersfirst/>

### **Social Media Handles** (should you wish to tag)

#### Young Invincibles

- Facebook: @together.invincible
- Instagram: @younginvincibles
- LinkedIn: @young-invincibles
- Twitter: @YoungInvincible
- YouTube: @YIWantChange

#### Improving Maternal Health Houston

- Facebook: @imhhouston
- Instagram: @imhhouston
- LinkedIn: @imhhouston
- Twitter: @imhhouston

#### Houston Public Media

- Facebook: @houstonpublicmedia
- Instagram: @houstonpubmedia
- LinkedIn: @houstonpublicmedia
- Twitter: @HoustonPubMedia

If you have any questions, please contact Alicia Lee, Director, Improving Maternal Health at [alicia@imhhouston.org](mailto:alicia@imhhouston.org).

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### **Improving Maternal Health**

*Harris County has one of the highest rates of maternal mortality and morbidity among metropolitan areas in the United States. Further, between 2008 and 2015,*

*Harris County's incidence of maternal morbidity increased 53 percent, compared with a 15 percent increase for Texas overall. The Improving Maternal Health initiative addresses the various and complex drivers of maternal mortality and other adverse outcomes through a comprehensive, long-term strategy. The initiative is funded with support from Houston Endowment, Episcopal Health Foundation, Cullen Trust for Health Care and others, and includes more than 100 area maternal medical leaders and community leaders committed to increasing maternal survival and improving women's pre- and postpartum wellness by shifting healthcare norms and societal attitudes. More at [www.imhhouston.org](http://www.imhhouston.org).*