



Anthem understands **maternal and child health** are the link to a stronger, healthier Kentucky.

Maternal and infant mortality rates are among the best measures of the Commonwealth's overall health. It is estimated that more than half of all pregnant-related deaths in Kentucky could be prevented. That's why Anthem is committed to **making sure mothers and children have the support and resources they need.**

Our Comprehensive Approach to Creating Equity in Health Care



Preventing the Spread of COVID-19 Among Kentucky Youth

Anthem also **donated \$100,000** to launch the "High Five for Health" campaign alongside Foundation for a Healthy Kentucky in January 2022. The campaign focused on increasing COVID-19 vaccinations rates for children ages 5 to 11.



Improving Health Outcomes Through Doulas

Doulas have been shown to improve birth outcomes, address disparities in maternal health care and mitigate health-related social needs.

Women who used doulas showed:

- **65% reduction** in requiring a C-section
- **85% reduction** in behavioral health diagnosis (post-partum anxiety or post-partum depression)

Anthem donated **\$300,000**

to support doula services in Fayette and Jefferson counties, partnering with the following organizations:

Mama to Mama
Birth Haven
Hope's Embrace

Increasing Access to Prenatal, Perinatal and Postnatal Care

Anthem is working to address racial disparities and remove barriers to care. These efforts include financial contributions to organizations that support new and soon-to-be mothers. To date, Anthem has **donated \$80,000 to open eight diaper closets** for mothers and families across the Commonwealth.

Anthem offers member incentives for completing certain doctor visits for children and pregnant women, and additional benefits like free diapers, Boys and Girls Club memberships, free breast pumps and a crib or car seat.

Anthem KY Medicaid Priority: Increase childhood immunizations and increase prenatal care.