

PoWERing Rural Maternal and Infant Health

Giving mom and baby
the full circle of support
they deserve.



Behind the name, a promise.
People who Work for
Engagement and Resilience

**The PoWER program puts
mothers and infants at the
center of a dedicated care team.**

Support extends beyond clinic walls,
from prenatal care through
postpartum, in rural Kentucky.

Here's what that looks like in practice:

- ▶ Enhanced support teams for local providers so that mothers and babies receive the support they need when reaching a clinic is challenging.
- ▶ Expanded training for doulas and perinatal community health workers (CHWs), increasing care capacity in rural areas.
- ▶ PoWER teams coordinate wraparound care, helping mothers and babies connect to telehealth visits, access transportation, nutrition, behavioral health support, infant care resources, and parenting skills.

**One in six Kentucky women of
childbearing age lives in a maternity care desert.**

Supported moms. Stronger babies. Healthier families.

Kentucky is facing a maternal health crisis, with nearly half of its counties lacking obstetrics care. For nearly 6 in 10 rural women, the nearest birthing hospital is more than a half-hour away.

The PoWER program brings perinatal and infant care to Kentucky's maternity care deserts, from pregnancy through a baby's first year.

► During the pregnancy

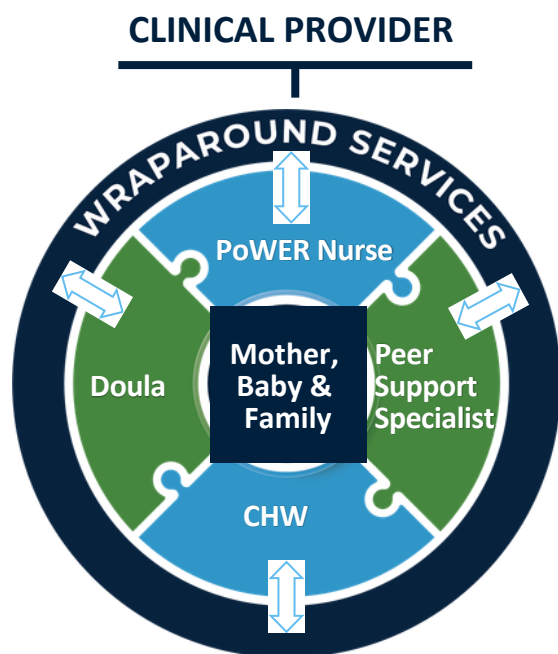
Clinical providers develop care plans, supported by telehealth, and the nurse-led PoWER Team.

► During the delivery

The PoWER Team facilitates care delivery across clinical and community-based settings.

► During the first year

Ongoing care coordination connects moms to postpartum support and infants to newborn care through their first year.



PoWER Teams support delivery of high-quality maternal and infant care and reduce gaps in services for rural patients.

PoWER Nurses coordinate the team, schedule follow-ups, communicate with providers, and other support programs.

Peer Support Specialists provide lived-experience support for families facing additional challenges.

CHWs connect families to wraparound services such as transportation, referrals, and care navigation.

Doulas provide continuous support throughout pregnancy, delivery, and postpartum.

When support reaches rural moms, outcomes follow:

- A stronger maternal health workforce means this care reaches more families.
- Pregnancies are healthier, births are safer, and behavioral health needs are caught sooner.
- More women get prenatal care early and stay connected to care throughout pregnancy.
- Rural newborns get consistent care through their first year of life.



Kentucky Rural Health Transformation
Five programs. One promise.

ruralhealthplan.ky.gov

This project is 100% funded by the Centers for Medicare and Medicaid Services of the U.S. Department of Health and Human Services (HHS) for a total of \$212.9 million in budget year 1 with 100% by CMS/HHS. The RHT grant spans five budget periods aligned with federal fiscal years (FY2026–FY2030). Funding is disbursed annually by CMS based on achievement of performance metrics. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by CMS/HHS, or the U.S. Government. [View the Notice of Funding Opportunity from CMS.](#)