

WHEREAS; from pregnancy to childbirth to postpartum and beyond, ensuring the health and wellness of all mothers and babies in Wisconsin is a priority for the state; and

WHEREAS; despite advances in medical science and technology, pregnancy-related complications and deaths continue to occur at high levels in Wisconsin, with social determinants of health, mental health challenges, violence, and substance use disorders as significant contributors; and

WHEREAS; state and national health data identify that disparities in maternal health and health outcomes persist and Black, Indigenous, Latina, Hmong, and other communities of color in Wisconsin are more likely than their white, non-Hispanic peers to die from complications of pregnancy and childbirth; and

WHEREAS; these disparities in health outcomes are not the consequence of individual habits or poor choices and can only be rectified through improved maternal and reproductive healthcare and education that is accessible, culturally responsive, and free from discrimination, particularly for communities of color and other historically underserved populations; and

WHEREAS; the need to improve the state's maternal care systems has never been greater, and initiatives to support positive outcomes for all families across the state, including postpartum care and maternal and infant mortality preventive measures, are underway; and

WHEREAS; the Wisconsin Department of Health Services (DHS) found that approximately half of all Wisconsin pregnancy-related deaths occurred within the first year after the end of pregnancy, with one-third of deaths occurring between 43 and 365 days postpartum; and

WHEREAS; in addition to supporting efforts to expand postpartum Medicaid coverage in Wisconsin from 60 days to 12 months, Wisconsin is proud to have a longstanding multidisciplinary Maternal Mortality Review Team tasked with reviewing all maternal deaths, developing prevention recommendations and strategies, and increasing public and professional awareness of the incidence of pregnancy-related deaths; and

WHEREAS; on this occasion, the state of Wisconsin joins maternal health advocates, organizations, medical professionals, families, and researchers across the state in increasing public and professional awareness of maternal health issues, supporting the state's mothers and babies, promoting initiatives to reduce maternal morbidity and mortality, and eliminating existing disparities in access to maternal healthcare and health outcomes;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin,
do hereby proclaim January 23 2025 as

MATERNAL HEALTH AWARENESS DAY

throughout the State of Wisconsin and I commend this observance
to all our state's residents.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this 24th day of January 2025.



TONY EVERS, Governor

By the Governor:



SARAH GODLEWSKI, Secretary of State