



The Maternal Hack4Equity: Health Equity for Georgia's Black Mothers

KEY MESSAGES

There is a maternal health crisis in the U.S.

Proof Points:

- The maternal mortality rate in the U.S. jumped 50% between 1994 and 2013.
- According to the CDC, nearly 700 women die in the U.S. every year as a result of complications due to pregnancy or birth, and about 60% of these deaths could be prevented.
- Today, the U.S. has the highest maternal mortality rate of all the developed countries in the world.

Black mothers in Georgia are particularly at risk.

Proof Points:

- Black women are 3-4x more likely to die from a pregnancy or childbirth-related issue than White women.
- Georgia has the 3rd largest Black population in the U.S.
- Georgia has the 2nd highest maternal mortality rate in the country.
- More than half of the counties in Georgia do not have OB/GYN clinics leaving many women in healthcare deserts.

In collaboration with Microsoft, Accenture, Healthy Mothers, Healthy Babies; Johnson & Johnson is hosting *The Maternal Hack4Equity: Health Equity for Georgia's Black Mothers* hackathon the week of September 20th.

Proof Points:

- This collaboration is bringing together a thoughtful mix of creative problem solvers, researchers, medical professionals, technology innovators, engineers, academics, combined with the community at large to come up with tangible and actionable solutions to close Georgia's Black maternal health equity gaps that will have measurable within 2 years.
- The week-long innovation challenge will begin on September 20th with the teams collaborating around the design of their solutions over the weekend (September 24-26) and presenting to a distinguished panel of judges

Anyone interested in participating should visit the website at <https://maternalhack4equity.com> for more information.