

About Moms Under Pressure

In January 2023, Huddle Up Moms received a grant from Million Hearts® Health Equity Implementation project funding to implement evidence-based strategies to improve cardiovascular health and advance health equity. Our goal is to distribute 350 blood pressure cuff kits throughout Southwestern Virginia to pregnant mothers and birthing persons diagnosed with preeclampsia, HELLP syndrome, gestational hypertension, or at risk for those hypertensive disorders.

Those who choose to enroll in the **FREE** community health intervention program will receive:

- Official Moms Under Pressure backpack
- Blood pressure self-measuring kit from the Pre-Eclampsia Foundation
- Care-Coordination and navigation
- Connecting with local resources to ensure a healthier pregnancy
- Educational materials endorsed by the American Heart Association

3-Step Community Health Approach

1. **Self-Enrollment:** MUP program allows pregnant persons and women to enroll themselves or we accept referrals
2. **Education & Empowerment:** Individuals enrolled will receive a cuff kit and access to educational materials and workshops
3. **Community Engagement:** Stakeholder involvement is essential to improving maternal health outcomes

3-Phase Approach

- **Phase 1:** Launched March 15th emphasis on self-enrollment
- **Phase 2:** Community partnership emphasis & inclusion criteria pivoted to include anyone who is pregnant and not just diagnosed
- **Phase 3:** (Current Phase): Clinical emphasis expansion via the VDH of health CDC grant

Moms Under Pressure Partnerships



Moms Under Pressure Cuff Kit Materials

Program Highlights

- Mom Under Pressure is a Health Equity and Social Determinant of Health lens and focus
- Care Coordination and guidance provided by the MUP Program Director, Breana Turner, MPH
- Spanish Translational Services provided by Casa Latina
- **VDH has awarded the MUP program sustainable funding for the next 5 years. Due to receiving the grant, processes are subject to change, but this page provides an overview and structure of the program to date**

Moms Under Pressure Registration (SCAN ME)

