

Agency

Office of the Mississippi Attorney
General and Mississippi
Department of Information
Technology Services

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mississippi access to maternal assistance

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You can do this!

Category

Digital Services:
Government to Citizen

Initiation: July 2023
End: January 2024



Executive Summary

In 2023, Mississippi Attorney General Lynn Fitch worked alongside the Mississippi State Legislature to create and adopt the Mississippi Access to Maternal Assistance (MAMA) program ([SB 2781](#)) which marked a pivotal moment in the landscape of maternal and child welfare in Mississippi. Designed to address the diverse needs of expectant mothers and new parents, MAMA fosters healthier outcomes for families across a state with one of the highest infant mortality rates and lets Mississippi MAMAs know that they are not alone.

At the heart of MAMA lies its unwavering commitment to leveraging technology for social good. Through a seamless integration of a user-friendly website and mobile application, MAMA provides access to a comprehensive suite of resources and services, ranging from pregnancy support to financial assistance and employment opportunities, connecting individuals with the resources to cultivate strong Mississippi families.

The program's impact extends far beyond its digital interfaces. Through its inclusive approach and targeted outreach efforts, MAMA reaches marginalized communities and underserved populations, ensuring that no mother is left behind.

The MAMA program stands as a testament to the power of collaboration, innovation, and empathy in state governance. With nine different Mississippi governmental agencies working together alongside a myriad of community partners, MAMA continues to push the boundaries of what is possible, driving positive change and uplifting communities across Mississippi.



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Mama, you can do this!

The Mississippi Access to Maternal Assistance (MAMA) program is a website that connects women and families to the countless public and private resources available in the state. Whether you're a mother-to-be or a mother of three, MAMA can help you quickly access healthcare services, infant essentials, clothing, food, shelter, financial assistance, child care, jobs, education, legal aid, adoption services and more.

MAMA.MS.GOV

The Mississippi Access to Maternal Assistance program is administered by the Office of the Mississippi Attorney General.



Questions or feedback?
Send an email to mama@ago.ms.gov

Project Idea

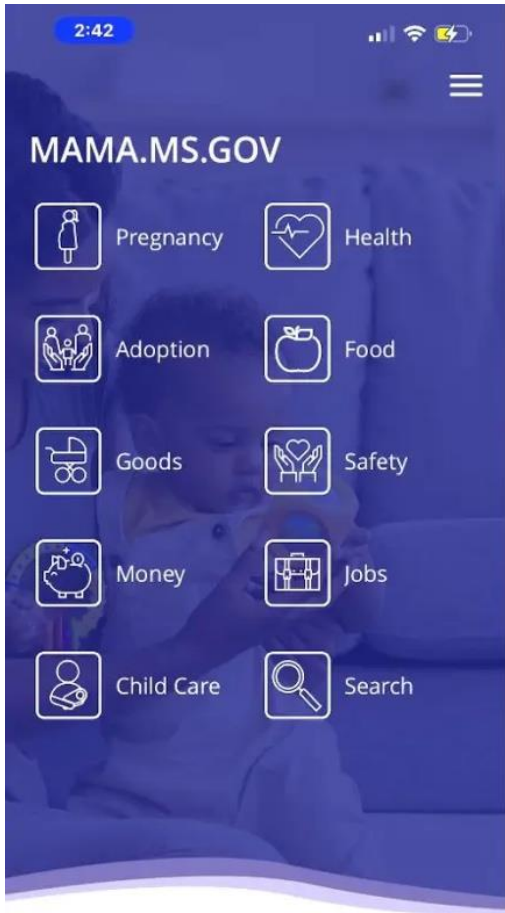


In 2021, there were more than 35,000 live births in Mississippi – that’s more than 35,000 new mothers navigating vital services like post-natal healthcare, childcare, adoption services, employment resources, and more. Mississippi also continues to have the highest rate of infant mortality of any state at twice the national average of 5.44 infant deaths per 1,000.

To strengthen the support of pregnant women and new mothers across the state, the Mississippi Attorney General’s Office needed a centralized digital space to streamline and facilitate access to those services and resources.

A foundational component of Attorney General Fitch’s Empowerment Project focused on empowering women and building strong Mississippi families, the idea was to provide one voice across multiple channels, including a resource-centric website alongside iPhone and Android mobile applications to maintain the consistent message of quickly connecting pregnant women and mothers to resources they need while simultaneously delivering enhanced resident experiences.

Addressing the challenge of resources being difficult to find, identify, and access, the new website and mobile app focus on streamlining navigation across disparate sites and identifying support for new mothers and families. As such, the website has segmented www.mama.ms.gov into nine distinct categories, aiming to simplify the search process and enhance accessibility to essential resources and services for pregnant women and mothers.



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Pregnancy: Receive a free pregnancy test or ultrasound, visit a center with baby essentials, find a diaper bank, or take a childbirth and parenting class.

Health: Enroll in Medicaid, find free health services near you, connect with a mental health counselor, seek help for substance abuse/addiction, or download health/pregnancy/childbirth tips.

Adoption: Learn more about adoption, locate safe haven baby boxes, or explore other life-affirming options.

Food: Sign up for food benefits and assistance, locate food pantries and community kitchens, or access free formula.

Goods: Find a resource center near you with car seats, strollers, cribs, diapers and wipes, maternity and infant clothing, and other household items.

Safety: Find a domestic abuse shelter or rape crisis center, connect with a confidential counselor, or request legal aid.

Money: Apply for financial assistance and government benefits for food, rent/mortgages, transportation, and child care; learn more about child support enforcement; or find a financial planning and literacy class.

Child Care: Locate a child care center near you or apply for financial assistance.

Jobs: Search job openings, enroll in job training courses, or apply for financial aid for college

Instead of searching endlessly online and bouncing between websites to find the information and services they are looking for, pregnant women and new mothers can visit one comprehensive site containing all the resources and support services they may need.



The MAMA program addresses several of the State CIO Top 10 Priorities including: cloud SaaS, application modernization, digital government services, consolidation and optimization, and customer relationship management.

Implementation

The Mississippi Office of the Attorney General and Mississippi Information Technology Services began discussions and requirements gathering with Tyler Mississippi, the State of Mississippi's eGovernment partner, in July 2023 with the goal of having the MAMA website launched by October 1, 2023, and the entire program and associated mobile application components live by January 1, 2024. Designated resources including developers, creative designers, and quality assurance analysts executed the project development. An assigned project manager led the project's design, development, implementation, and launch, along with simultaneously overseeing coordination between the two agencies and Tyler Mississippi.

The Mississippi Access to Maternal Assistance (MAMA) website aimed at connecting pregnant women and mothers to public and private resources across the state in three clicks or less launched in just three months on October 1, 2023. The MAMA iPhone and Android mobile applications launched January 1, 2024, meeting the program's statutorily required deadline.

Implementing this program has been a high priority for Mississippi Attorney General Lynn Fitch. The MAMA program is part of Fitch's Empowerment Project, which advocates for legislation that aids women and their families, focusing on childcare access, flexible workplace policies, and child support enforcement.

The MAMA Program provides an elevated level of comprehensive, easily navigated functionality that quickly guides users to information and features and allows Mississippi to serve new mothers and families more efficiently, including:



Interactive Mapping: Users can search and find services for any need by category or by keyword. Categories including pregnancy, health, adoption, food, goods, safety, money, jobs, and childcare help users identify available resources. Search results are displayed on a map and can be filtered by region to help users find resources closest to home. Results also include an address, phone number, website link, email address, hours, and description, allowing users to choose how they want to connect.



List Your Service: Organizations that offer services and resources to women and their families in Mississippi can complete a web form to be added to the MAMA website and mobile application.

“ Our state is blessed with countless public and private resources, but it can be challenging to navigate while also adjusting to a changing family.

Whether you are a mother-to-be or a mother of three, MAMA can quickly connect women and their children to the resources they need to thrive, including infant essentials, food, financial assistance, clothing, shelter, job opportunities, and childcare. ”

Attorney General Lynn Fitch



Contact Us: If a user cannot find a resource for their specific need, the Contact web form connects the user with help.



Google Analytics: The MAMA website and mobile app uses Google Analytics and to track website activity such as session duration, pages per session, bounce rate, etc. and app downloads of individuals using the services, along with the information on the source of the traffic.

Project Impact

Key performance indicators leveraged to benchmark MAMA's utilization and impact include website analytics tracked through Google Analytics, service organizations and resources added to the MAMA database, and mobile application metrics tracked through a custom admin dashboard.

Within its first three months, mama.ms.gov attracted 26,700 views and saw a 63% engagement rate across the site. In the first six months alone, mama.ms.gov tracked more than 9,800 active users on the website with an average engagement time of 1:00 minute and 35 seconds per active user—this exceeds the general average time spent on a website of 53 seconds.

When mama.ms.gov was first launched, the database included 180 resources for mothers and pregnant women. As the site continues to gain visibility throughout the state, more than 150 additional resources have been added to the website, bringing the total number of resources to 330.

In January 2024, the Mississippi Attorney General's Office supplemented the website with the MAMA mobile application, utilizing Tyler's My Civic solution. My Civic allowed the Attorney General's Office one comprehensive, customizable platform to better connect with residents by placing all the agency's public-facing engagement tools in a single app. Since the app's launch, the program has seen over 206 downloads across iOS and Android devices. The most-viewed menu categories to date are pregnancy, money, and food.

Before the launch of MAMA, pregnant women and mothers across Mississippi had to conduct open-ended online searches and scan multiple web pages when they needed to access or find more information about services like health care, pregnancy support, providers of baby food and clothing, childcare options, employment information, and more.

Now, in partnership with Tyler and the Mississippi Department of Information Technology Services, the Mississippi Attorney General's Office has provided a solution that strengthens the support of pregnant women and new mothers by making it easier to access these vital services. Offering a one-stop shop for all public and private resources and services across the state streamlines and facilitates connections between mothers and service providers, putting critical resources and support services front and center.