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## FOR IMMEDIATE RELEASE

### **Nurture KC Launches Healthy Start Baby App to Support Families in Kansas City Communities Most Impacted by Infant Mortality**

*New app funded with a grant from Missouri Medicaid plan **Healthy Blue***

**Kansas City, MO, February 2, 2026** – Nurture KC has launched a new [Healthy Start Baby App](#), available within the **Bump2Baby360®** platform, to better support families enrolled in its Healthy Start program across the Kansas City metropolitan area.

In several urban neighborhoods throughout the KC metro, infant mortality rates remain higher than state and national averages due to long-standing inequities in access to care, resources, and support. The Healthy Start Baby App is part of Nurture KC's proactive approach to addressing these disparities by putting trusted information and meaningful connections directly into families' hands.

Free to Healthy Start participants, the app offers accessible pregnancy and infant health education, program updates, reminders, and links to local and national resources – helping families stay informed, supported, and connected from pregnancy through early childhood.

“Our goal is to make support easier to access and more consistent for families who need it most,” said Tracy Russell, Nurture KC CEO. “This app strengthens our Healthy Start services by extending education and connection beyond in-person visits and into everyday life.”

The Nurture KC Bump2Baby App is fully funded by a grant from the parent foundation of **Healthy Blue**, a Missouri Medicaid health plan. This investment supports innovative, community-based solutions that will improve maternal and infant health outcomes and promote health equity.

“We know that improving infant and maternal health starts with meeting families where they are,” said Jeff Davis, president of Healthy Blue in Missouri. “We’re proud that we can support Nurture KC’s Healthy Start Baby App – an innovative tool that will help connect families to trusted information, resources, and support during some of the most important moments of their lives.”

For media inquiries or to learn more, contact Nurture KC at [info@nurturekc.org](mailto:info@nurturekc.org).

## About Nurture KC

Nurture KC works to reduce infant mortality and improve family health for KC metro families who need the most support. We do so through public policy action and by providing direct support to families in our [Healthy Start](#) program. Nurture KC is committed to health equity for all families – regardless of race, place or circumstance – because we all deserve the opportunity to be healthy.

Learn more at [www.nurturekc.org](http://www.nurturekc.org) and explore our [2024 Annual Report](#). Follow us on [Facebook](#), [Instagram](#), [LinkedIn](#), and [Twitter](#) for updates. Nurture KC is located at 300 E. 39<sup>th</sup> Street, Suite 4K, Kansas City, MO 64111.

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