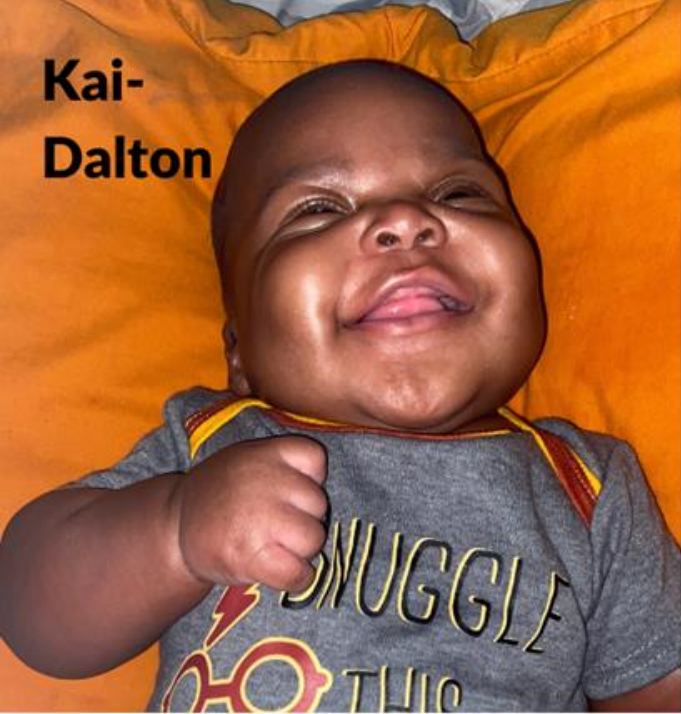


**Kai-
Dalton**



William



DJ

John Walker



Aspen



Carter



Ellis & Everly



Jovie



Nahla

Count 
the KICKS

Poll: *Have you heard of Count the Kicks?*

- ▶ **Evidence-based** stillbirth prevention program
- ▶ **Educates** expectant parents on the importance of tracking fetal movement
- ▶ **Empowers** expectant parents to speak up to providers if there is a concern



Today's Presenters



Sarah Coleman, MPH

State Expansion Director

Healthy Birth Day, Inc./Count the Kicks

Coleman.Sarah@healthybirthday.org



Sarah Hybels

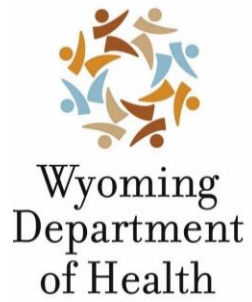
State Expansion Coordinator

Healthy Birth Day, Inc./Count the Kicks

Hybels.Sarah@healthybirthday.org



Count 
the KICKS®



**MATERNAL &
CHILD HEALTH**

Meet Wyoming Baby Save John Walker





Count the Kicks is a highly effective, evidence-based stillbirth prevention program.



We developed a proven early warning system for moms.



We save 1 in 3 at-risk babies in Iowa.

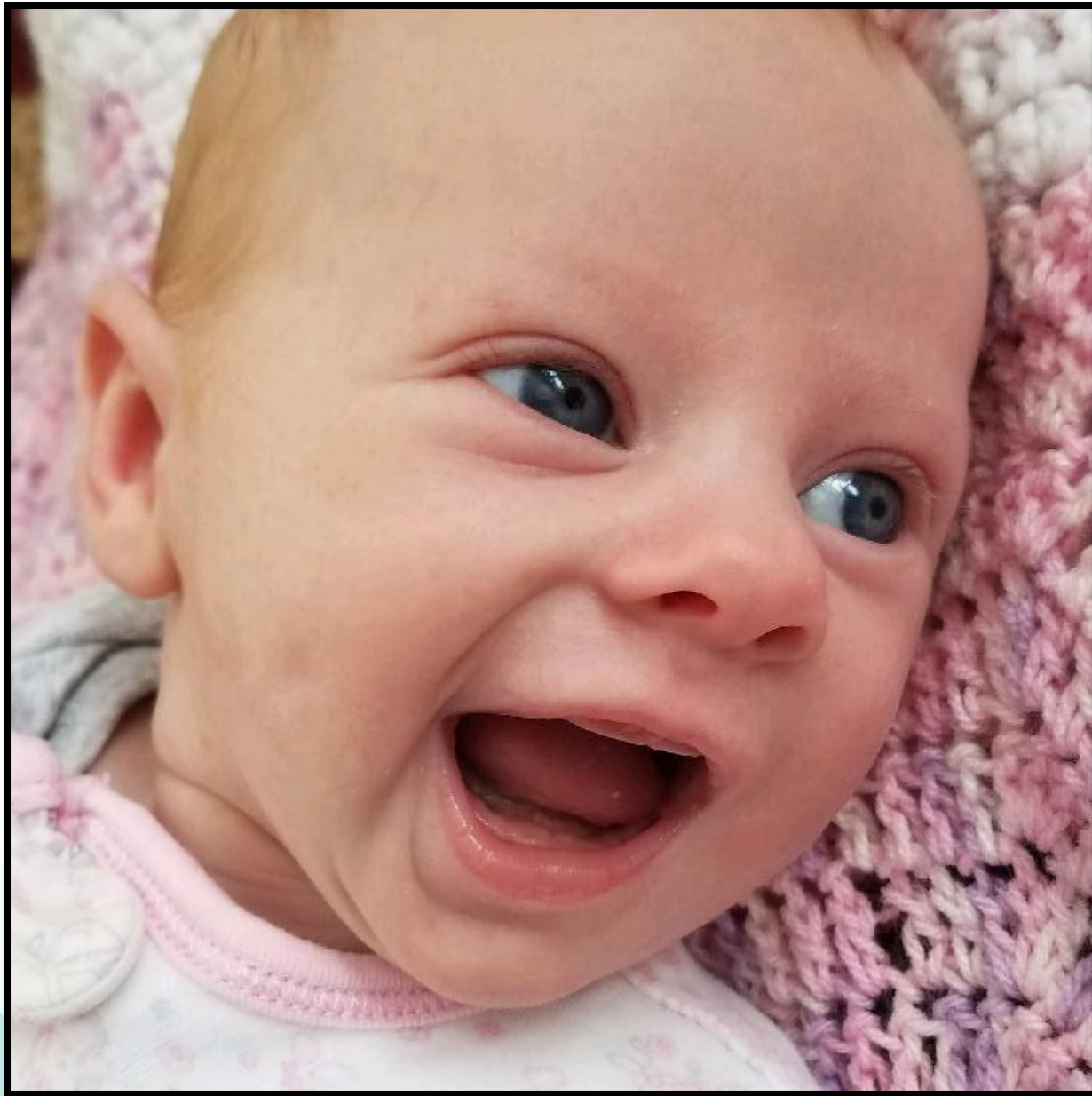




Jen Hamilton *RN, BSN, CEN, RNC-OB*



13 Wyoming babies
could be saved every year
with our program



“When we were one day shy of 36 weeks, I went in with app data (not just a feeling) showing changes in movement. That, coupled with another barely passing non-stress test and biophysical profile, led us to deliver that day. Little Lena needed some help to get going, but we are beyond grateful to have her with us today.

Count the Kicks and a responsive and attentive medical team have more than earned our trust and praise.”

-Carley C., Lena’s Mom



Norway Study

BMC Pregnancy Childbirth. 2009; 9: 32.

Published online 2009 Jul 22. doi: [10.1186/1471-2393-9-32](https://doi.org/10.1186/1471-2393-9-32)

PMCID: PMC2734741

PMID: [19624847](https://pubmed.ncbi.nlm.nih.gov/19624847/)

Reduction of late stillbirth with the introduction of fetal movement information and guidelines – a clinical quality improvement

[Julie Victoria Holm Tveit](#),^{1,2} [Eli Saastad](#),^{2,3} [Babill Stray-Pedersen](#),¹ [Per E Børdahl](#),^{4,5} [Vicki Flenady](#),⁶
[Ruth Fretts](#),⁷ and [J. Frederik Frøen](#)^{2,7}

- Educated expectant parents on getting to know what's normal and to speak up if you notice a change in baby's movement
- 30% reduction in Norway's stillbirth rate
- Dr. Ruth Fretts, the original researcher, now sits on our Medical Advisory Board

Count the Kicks Evidence

Published in AJOG and BJOG, evidence shows that expectant parents who utilize *Count the Kicks* have better birth outcomes.



An official practice brief from the Association of Women's Health, Obstetric and Neonatal Nurses.

AWHONN 1800 M Street, NW, Suite 740 South, Washington, DC 20036 (202) 773-8499

AWHONN periodically updates practice briefs. For the latest version, go to <http://www.awhonn.org>. The information herein is designed to aid nurses in providing evidence-based care to women and newborns. These recommendations should not be construed as dictating an exclusive course of treatment or procedure. Variations in practice may be warranted based on the needs of the

AWHONN

(The Association of Women's Health, Obstetric and Neonatal Nurses)

Practice Brief addresses Decreased Fetal Movement

Background: Fetal Movements. The Centers for Disease Control and Prevention (CDC, 2022b) defined stillbirth as the death of a fetus 20 weeks gestation; however, movements can be detected. Early stillbirth occurs from earlier by multiparous women and later by nulliparous women. A stillbirth at of movements and that movements transitioned from term to post-term. After 28 weeks gestation, improvements in medical care during pregnancy, the rate of stillbirth has decreased by 1 strength and frequency of fetal movements in 175 births (CDC, 2022b). Bias and racism influence identify when changes occurred (Bradford & Maude, 2023).



The Practice Brief **explicitly states,**
"Focused assessment and management of decreased fetal movement or significant changes in fetal movement patterns by perinatal clinicians is essential for improved fetal outcomes."

An official practice brief from the Association of Women's Health, Obstetric and Neonatal Nurses. AWHONN 1800 M Street, NW, Suite 740 South, Washington, DC 20036 (202) 773-8499. AWHONN periodically updates practice briefs. For the latest version, go to <http://www.awhonn.org>. The information herein is designed to aid nurses in providing evidence-based care to women and newborns. These recommendations should not be construed as dictating an exclusive course of treatment or procedure. Variations in practice may be warranted based on the needs of the

Know the risk factors for decreased fetal movement and provide increased surveillance for those with decreased fetal movements. Fetal movements are commonly felt first from 18 to 20 weeks gestation, before or during delivery. Early stillbirth occurs from earlier by multiparous women and later by nulliparous women (Aagaas & Patel, 2016). During pregnancy, fetal movements are commonly felt first from 18 to 20 weeks gestation when fetal movements are more noticeable and a pattern can be detected. A stillbirth at of movements and that movements transitioned from term to post-term. After 28 weeks gestation, improvements in medical care during pregnancy, the rate of stillbirth has decreased by 1 strength and frequency of fetal movements and in 175 births (CDC, 2022b). Bias and racism influence identify when changes occurred (Bradford & Maude, 2023).

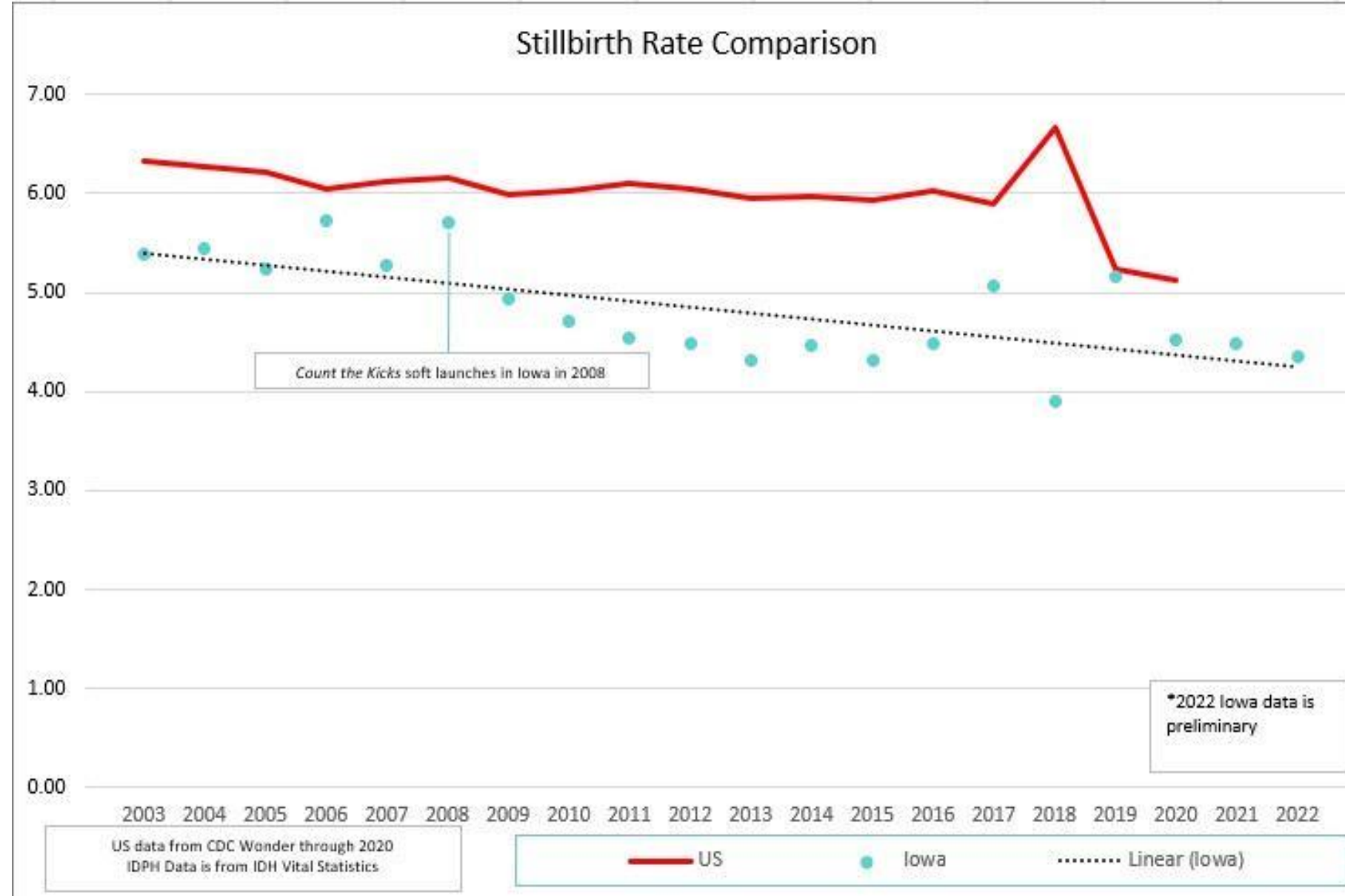


Decreased Fetal Movement: AWHONN Practice Brief #20, Nursing for Women's Health, 2023, ISSN 1751-4851, <https://doi.org/10.1016/j.nwh.2023.11.004>. (<https://www.sciencedirect.com/science/article/pii/S1751485123002489>)



Research shows Iowa's stillbirth rate declined one percent every three months for a decade while the U.S. remained relatively stagnant.

Iowa's African American stillbirth rate decreased by 39% in the first five years of our program.



Source: Iowa Department of Health + Human Services vital statistics 2003-2022





Stillbirth by the numbers

National Data

Families are 15x more likely to lose a baby to stillbirth than to SIDS (CDC, 2023)

- ▶ 1 in 175 pregnancies end in stillbirth¹
- ▶ Racial disparities persist¹
 - ▶ Native Hawaiian or Other Pacific Islander pregnancies: **1 in 101**
 - ▶ Black pregnancies: **1 in 101**
 - ▶ Indigenous pregnancies: **1 in 133**
 - ▶ Hispanic pregnancies: 1 in 207
 - ▶ White pregnancies: 1 in 206
 - ▶ Asian pregnancies: 1 in 253



Racial Disparities

Why are there disparities in birth outcomes?

- ▶ Research identifies the following contributors:
 - ▶ **Systemic racism**
 - ▶ **Epigenetics**
 - ▶ **Preexisting conditions**
 - ▶ **Access to healthcare**
 - ▶ **Socioeconomic barriers.**
 - ▶ **Research shows education is NOT a determining factor.**

SOURCES: [Management of Stillbirth, ACOG](#) [Epigenetics and Child Development, Harvard University](#)
[What is Structural Racism, AMA](#)



Health Equity at the Center



**Kick Counting
Bracelets**



App in 16 Languages



**Social Determinants
of Health Survey**



**Non-Traditional
Providers**

Activity

Take a minute to brainstorm 5 people that you could share this information with during the course of your work week. What might you need to know in order to talk about Count the Kicks?

Put your questions in the chat!



EVERYBODY GETS CTK MATERIALS



imgflip.com

Count
the Kicks

3rd trimester?



Start Counting!

Counting kicks is what you should do. It's important and easy too!
ASK HOW. ASK NOW.



Download the **FREE** **Count the Kicks**® app today!

 counthekicks.org

©2023 Healthy Birth Day, Inc.®
Count the Kicks® is a campaign of Healthy Birth Day, Inc.®, a 501(c)(3) organization dedicated to the prevention of stillbirth and infant death through education, advocacy and support.

This information is for educational purposes only and is not meant for diagnosis or treatment. Use of this information should be done in accordance with your healthcare provider.

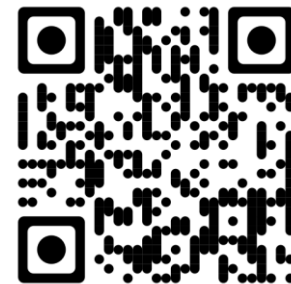
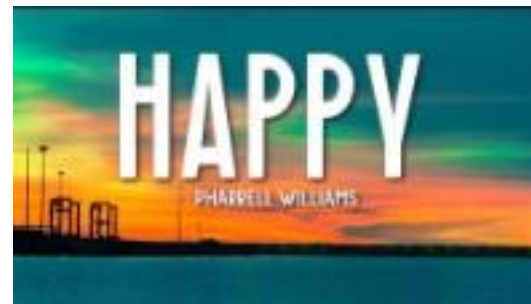


The International Childbirth Education Association endorses Healthy Birth Day, Inc.®, and the Count the Kicks® stillbirth prevention campaign.

Free Educational Materials

- ▶ Posters in English and Spanish
- ▶ App Reminder Cards in English and Spanish
- ▶ Brochures in English and Spanish
- ▶ Additional free resources like kick counting reminder bands and printable kick-counting charts.

www.CountTheKicks.org



Why might a baby's movement change when they are in distress?



MOVEMENTS MATTER – Let's Start Counting!

When should a mom start counting movements?

- ACOG recommends beginning counting at 28 weeks gestation or 26 weeks if considered high risk or pregnant with multiples. This is when research indicates baby has established a consistent pattern that mom can feel and track.

What counts as a movement?

- Rolls, kicks, jabs, swishes, pushes – anything EXCEPT for hiccups (these are involuntary movements).

Count the Kicks App Features

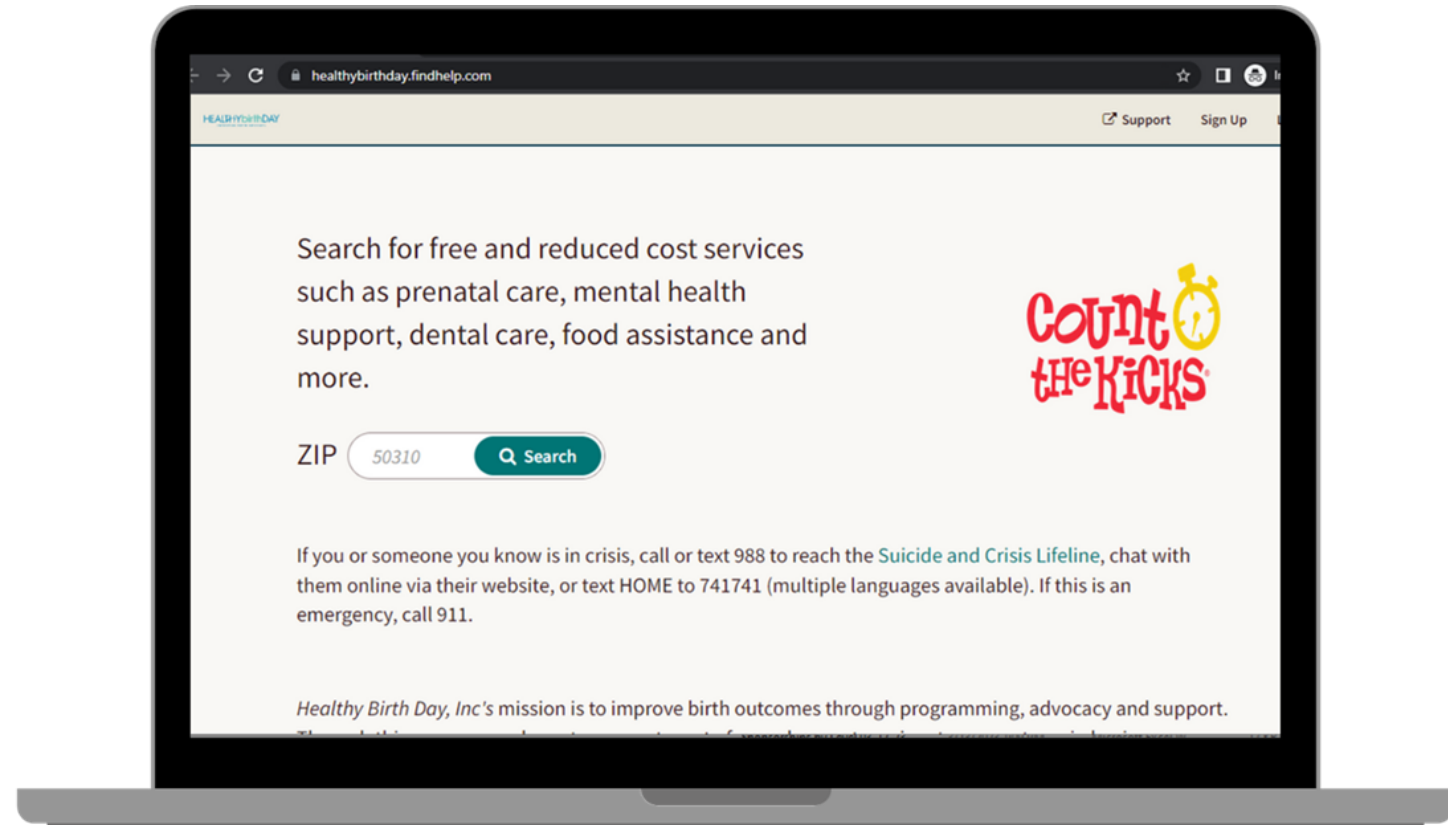
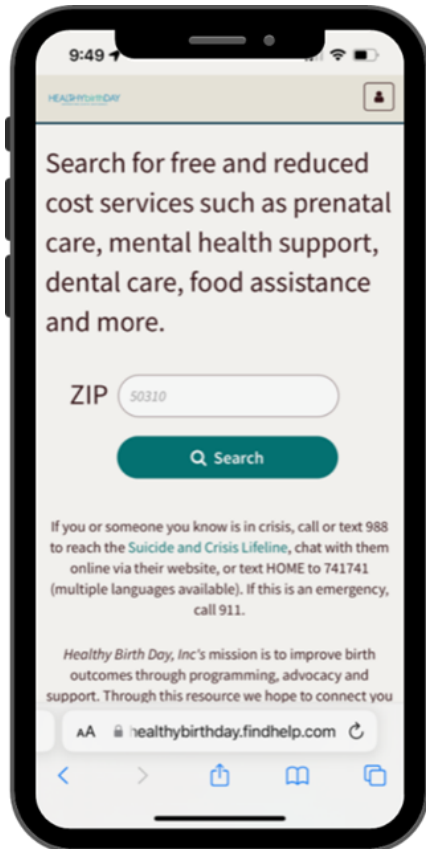


- Our FREE app is evidence-based and available in [16 languages](#)
- Available for Apple and Android products
- Users can restart their session or delete a kick
- **Set a daily reminder to *Count the Kicks***
- Review kick-counting history
- Download history to share with their provider, family or friends via text or email
- Monitor the strength of baby's movements
- We also have a web-based kick counter!

We do not share or sell app user information.



Find Local Resources



Visit www.HealthyBirthDay.findhelp.com to search for free and reduced cost resources in your local community.



5 ways to
improve the
conversation

Be Equitable

Listen & Learn

Be Clear & Concise

Be Honest

Re-teach

False: Common Misconceptions



FALSE

**My baby
should get 10
kicks in 2
hours.**

False: Common Misconceptions



FALSE

If baby isn't moving, I should drink something cold or eat something sugary to get baby moving.

How can you integrate this into your system?

Team knows!

Include Count the Kicks in paperwork – intake forms, action plans

Discuss at every parent meeting

Share throughout the community

Count the Kicks Ambassadors

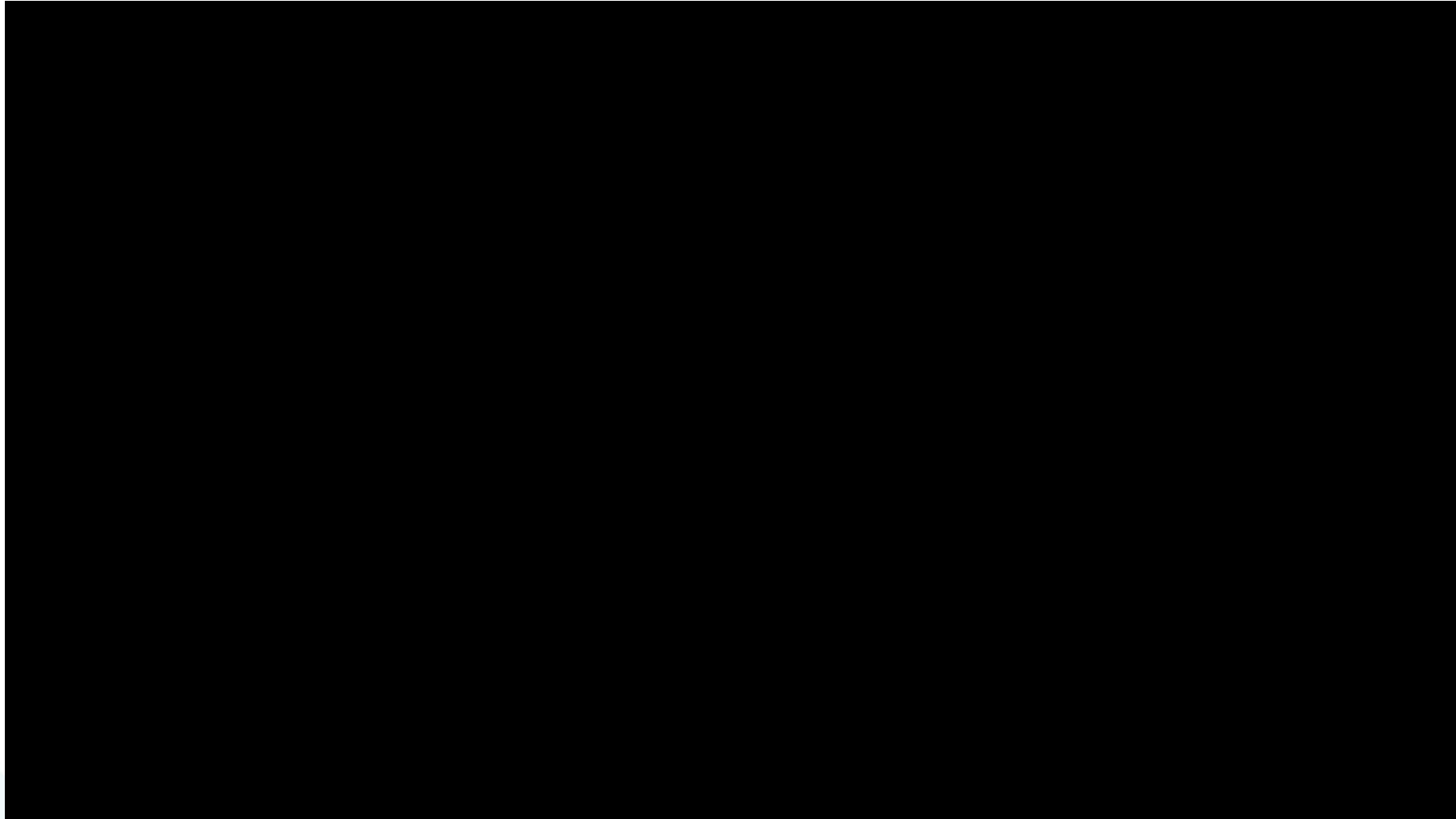
Count the Kicks has ambassadors in many states across the U.S.

These women are volunteers who are passionate advocates due to their own personal experiences.

Ambassadors attend a variety of events such as medical conferences and baby fairs, give media interviews, work to grow partnerships, fundraise, and more.



Baby Saves: 120 & Counting!













Follow Us on Social Media!

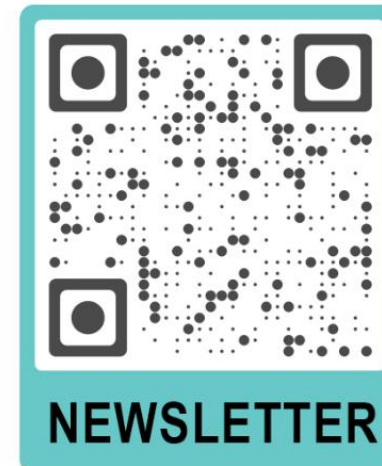
Follow *Count the Kicks* and *Healthy Birth Day, Inc.* to learn more about our work to improve birth outcomes and make kick counting a common practice for all expectant parents.

HEALTHY
birthDAY
IMPROVING BIRTH OUTCOMES

-  @healthybirthday
-  @healthybirthdayinc
-  @Healthy_Birth
-  Healthy Birth Day Inc.

Count
the KICKS

-    @countthekicks
-  @countthekicksus
-  @countthekicksUS



Count
the KICKS

References

The World Bank. (2019). *Maternal mortality ratio (modeled estimate, per 100,000 live births) – High income*. Retrieved from: <https://data.worldbank.org/indicator/SH.STA.MMRT?>

Malhi, R., Nussey, L., Krueger, S., Darling, E., Giglia, L., Seigel, S., ... & Hunter, A. (2019). 153 Neonatal Outcomes of Inadequate Prenatal Care. *Paediatrics & Child Health*, 24, e61.

Kozhimannil KB, Interrante JD, Tuttle MKS, Henning-Smith C. Changes in Hospital-Based Obstetric Services in Rural US Counties, 2014-2018. *JAMA*. 2020;324(2):197–199. doi:10.1001/jama.2020.5662

Rouse, H.L., Abraham, W.T., Wallace, L., Bruning, J., Dorius, C. (2022) Access to care, outcomes, and birthing unit closures: Results from a statewide mixed methods study in Iowa. Prepared for the Iowa Department of Public Health, Des Moines, IA.

Heazell, A., Holland, F., Wilkinson, J., (2023) Information about fetal movements and stillbirth trends: Analysis of time series data. <https://doi.org/10.1111/1471-0528.17426>

Bryant J, Jamil RT, Thistle J. Fetal Movement. [Updated 2020 Nov 30]. In: StatPearls [Internet]. Treasure Island (FL): StatPearls Publishing; 2020 Jan-. Available from: <https://www.ncbi.nlm.nih.gov/books/NBK470566/>

Deutchman, M, Macaluso, F, Bray, E, et al. The impact of family physicians in rural maternity care. *Birth*. 2022; 49: 220–232. <https://doi.org/10.1111/birt.12591>

Wall-Wieler, E., Carmichael, S. L., Gibbs, R. S., Lyell, D. J., Girsan, A. I., El-Sayed, Y. Y., & Butwick, A. J. (2019). Severe Maternal Morbidity Among Stillbirth and Live Birth Deliveries in California. *Obstetrics and gynecology*, 134(2), 310–317. <https://doi.org/10.1097/AOG.0000000000003370>

. Lyndi Buckingham-Schutt, PhD, RDN, LD, Pamela A. Duffy, PhD, PT, OCS, Benjamin Williamson, DMU-MPH-24, Ashley Armantrout, DMU-DO-20, & Kerry Biondi-Morlan, MA
1The Harkin Institute for Public Policy & Citizen Engagement, Drake University 2DMU Department of Public Health 3Healthy Birth Day, Inc. “Using Technology to Monitor Baby: the Use of mHealth to Improve Fetal Outcomes.” DOI:<https://doi.org/10.1016/j.ajog.2021.11.774>

<https://www.ajc.com/news/coronavirus/walmart-ji-partner-to-tackle-georgias-black-maternal-health-crisis/QBGYFF7XTBA4LEVTVOQD76CGMI/>

chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/<https://www.cms.gov/About-CMS/Agency-Information/OMH/equity-initiatives/rural-health/09032019-Maternal-Health-Care-in-Rural-Communities.pdf>

