



1

# Objectives

*After completing this activity, the learner will be able to...*

Demonstrate how to implement *Count the Kicks* into their practice to improve birth outcomes.

Utilize the free kick-counting tools and resources available to them.

Describe the powerful stories of what happens when expectant parents, particularly at-risk populations, learn to track fetal movement and how they can use that knowledge to help save babies.

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# Speakers



Sheila Vuckovich  
Count the Kicks Ambassador – Illinois  
No Disclosures




Megan Aucutt  
Program Director  
Healthy Birth Day, Inc./Count the Kicks  
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No Disclosures


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## Good Morning America




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*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.

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## Definitions and Facts



**Miscarriage:** A miscarriage is usually defined as the loss of a baby before the 20th week of pregnancy

**Stillbirth:** A stillbirth is loss of a baby after 20 weeks of pregnancy.\*

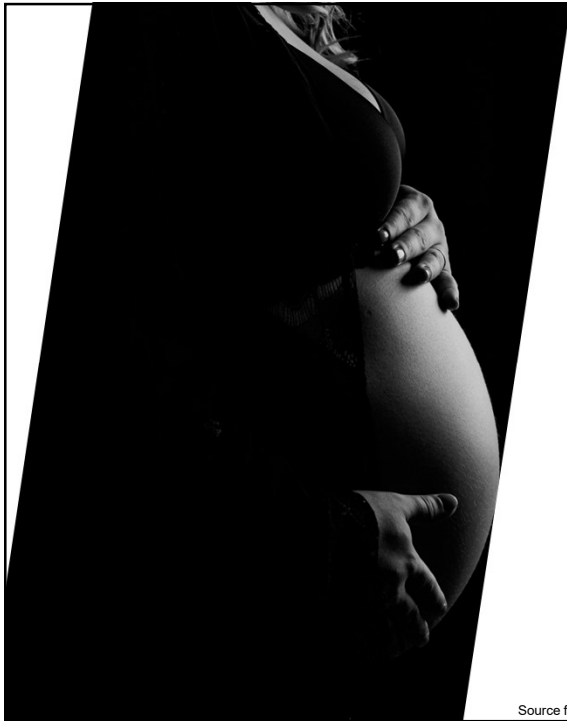
- ▶ On average, 22,300 babies are born still every year in the U.S.

**Infant Mortality:** The death of an infant before his or her first birthday.

On average, around 20,000 infants die every year in the US.\*\*

\*Read the CDC source [here](#)  
\*\*Read the CDC source [here](#)

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## Stillbirth by the numbers

### National Data

**Families are 6.5 times more likely to lose a baby to stillbirth than to SIDS**

- ▶ 1 in 173 pregnancies end in stillbirth<sup>1</sup>
- ▶ Racial disparities persist<sup>1</sup>
  - ▶ Native Hawaiian or Other Pacific Islander pregnancies: 1 in 94
  - ▶ Black pregnancies: 1 in 97
  - ▶ Indigenous pregnancies: 1 in 128
  - ▶ Hispanic pregnancies: 1 in 205
  - ▶ White pregnancies: 1 in 211
  - ▶ Asian pregnancies: 1 in 254

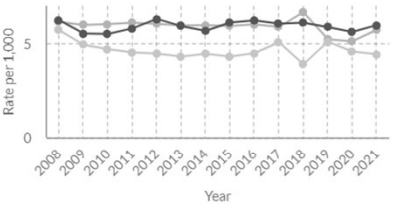
Source for SIDS vs Stillbirth Data: <https://www.cdc.gov/ncbddd/stillbirth/documents/StillbirthFactSheet.pdf>

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## Stillbirth By the Numbers

Based on the most recent five year average, the stillbirth rate in Illinois is 5.93 (per 1,000 live births).

### Stillbirth Rate Comparison






Year	US	Illinois	Iowa
2008	5.5	5.2	4.8
2009	5.4	5.1	4.7
2010	5.3	5.0	4.6
2011	5.4	5.1	4.7
2012	5.5	5.2	4.8
2013	5.4	5.1	4.7
2014	5.3	5.0	4.6
2015	5.4	5.1	4.7
2016	5.5	5.2	4.8
2017	5.4	5.1	4.7
2018	5.5	5.2	4.8
2019	5.4	5.1	4.7
2020	5.3	5.0	4.6
2021	5.4	5.1	4.7


◆ US ◆ Illinois ◆ Iowa

Illinois loses on average 870 babies a year due to stillbirth

870

1 in 3 babies could be saved from preventable stillbirth with our campaign



279 Illinois babies on average could be saved every year with our campaign

Note: Data from CDC Wonder  
Iowa's 2020 data is from IDPH

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## Maternal Health – Rural Areas

By 2018 - Over half of rural U.S. counties didn't have a hospital that provided Obstetric Care, as of 2018. The epidemic of closures is only growing worse, creating maternity birth deserts.

In rural areas, it is more common for family physicians to deliver babies than in urban areas where it is more common for OBGYN's and midwives to deliver.

The loss of hospital-based obstetric services in rural areas is associated with increases in out-of-hospital births and pre-term births, which may contribute to poor maternal and infant outcomes.

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## Fetal Movement Monitoring – Bridging the Gap

How can mHealth technology play a role?



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## 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

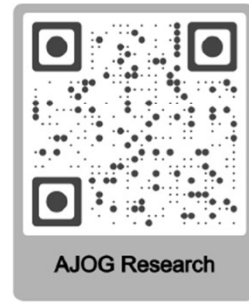
Julie Victoria Holm Tveit,<sup>1,2</sup> Eli Saastad,<sup>2,3</sup> Babill Stray-Pedersen,<sup>1</sup> Per E Børdahl,<sup>4,5</sup> Vicki Flenady,<sup>6</sup>  
 Ruth Fretts,<sup>7</sup> and J Frederik Frøen<sup>1,2,7</sup>

- 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

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## Count the Kicks Evidence

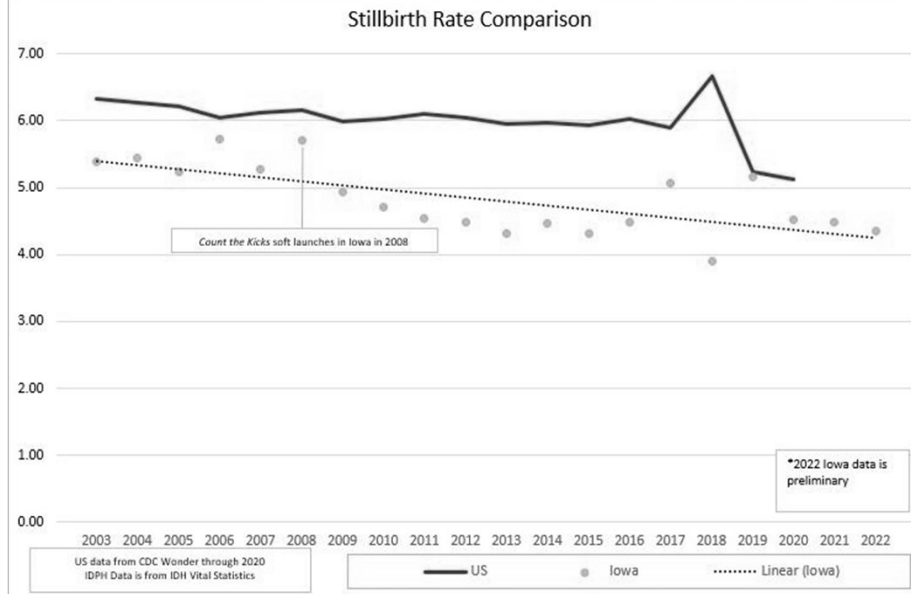
Published in AJOG and BJOG, evidence shows that expectant parents who utilize *Count the Kicks* have better birth outcomes.



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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


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**267** Illinois babies  
could be saved every year  
with our program

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No Adverse Side Effects



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## No Adverse Effects

### No increase in hospital utilization

- ▶ "...Usually, the fetal movement count (FMC) is reassuring to pregnant women and **prevents unnecessary visits.**"
- ▶ "Decreased fetal movement can indicate a need for more evaluation and has the potential to save lives. There is a worse outcome in pregnancies with reduced fetal movement, with one study demonstrating the highest incidence of poor outcomes in small for gestational age fetuses."

### No increase in anxiety among pregnant people

- ▶ **84%** of app users stated that regular tracking was associated with **feelings of bonding** and
- ▶ **77%** of app users reported feeling **LESS anxious**

1. 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/>

2. Lyndi Buckingham-Schutt, PhD, RDN, LD, Pamela A. Duffy, PhD, PT, OCS, Benjamin Williamson, DMU-MPH-24, Ashley Armantrout, DMU-DO-20, & Kerry Biondi-Morian, 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>

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## Maternal Fetal Movement Monitoring has additional benefits

- ▶ Reduction of preterm birth rate\*
- ▶ Fetal growth restrictions identified earlier\*
- ▶ Women who have stillbirths are at substantially higher risk for severe maternal morbidity than women who have live births, regardless of cause of fetal death.\*\*

"Due to the low cost and potential benefit, it is recommended. Decreased fetal movement can indicate a need for more evaluation and has the potential to save lives."\*

\*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/>

\*\*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>

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## Stillbirth in the U.S. Report The Link Between Stillbirth and Maternal Mortality and Morbidity: Firsthand Accounts from American Women

- ▶ According to one study, more than 15% of maternal deaths within days of delivery occur in women who experienced a stillbirth.
- ▶ Research shows that the risk of severe maternal morbidity is more than four times higher among stillbirth deliveries compared with live births.
- ▶ Women most at risk for severe maternal outcomes may also be at higher risk for stillbirth based on pre-existing or demographic characteristics and conditions related to their stillbirth.



Read the Report

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## Why Does Movement Matter?

- Movement is one very important way a baby communicates before birth.
- A change in a baby's movement can be an **EARLY** sign and sometimes **ONLY** warning that a baby may give when in distress.

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# 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).

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## Count the Kicks App Features

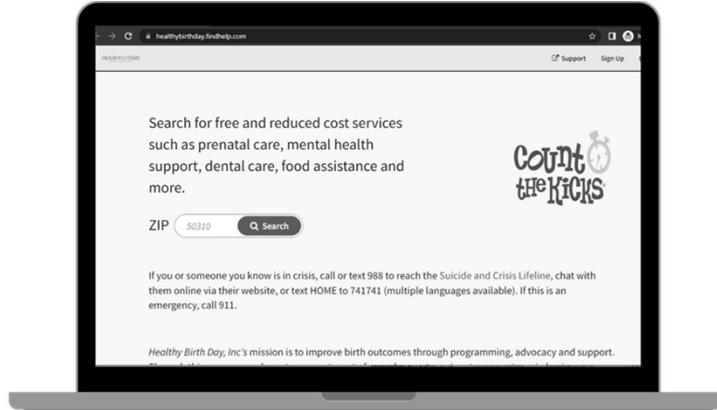
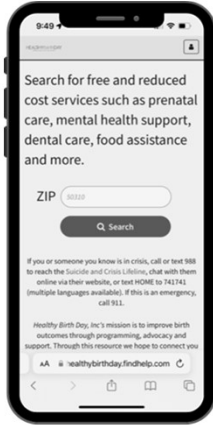


- Our FREE app is evidence-based and available in **16 languages**
- Available for Apple and Android products
- Users can restart their session or delete a kick
- **Set a daily reminder to Count the Kicks**
- Review kick-counting history
- Download history to share with their provider, family or friends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

*We do not share or sell app user information.*

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## Find Local Resources



Visit <https://healthybirthday.findhelp.com/> to search for free and reduced cost resources in your local community.

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## Implementation of *Count the Kicks*



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## Did You Know?

Health literacy is one of the strongest indicators of an individual's health status.



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## Five ways to improve the conversation

**Be Equitable:** Avoid assumptions and provide ALL expectant parents -- no matter, race, gender, religion, socio-economic status, sexual orientation, marital status OR education level -- the SAME information and interaction.

**Listen & Learn:** Ask strategic & open-ended questions about kick counting to help you assess what the individual patient understands, feels and desires.





**Be Clear & Concise:** Avoid long or complex explanations & medical terminology - consider everyday vocabulary.

**Be Honest:** Speak truth while still practicing empathy / compassion.

**Re-teach** - If a patient displays confusion or a lack of understanding, make sure to correct & clarify. Provide EXTRA support to those who need it.


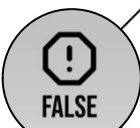
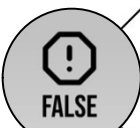
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## False: Common Misconceptions

-  **My baby is always active, so I don't need to count kicks.**
-  **Only those experiencing a high-risk pregnancy should pay attention to their baby's movement.**
-  **My baby should get 10 kicks in 2 hours.**
-  **I can just use a Doppler device to monitor my baby's well-being.**

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## False: Common Misconceptions

-  **If baby isn't moving, I should drink something cold or eat something sugary to get baby moving.**
-  **Babies kick less near the end of pregnancy.**
-  **Triage doesn't need any Count the Kicks education.**

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## YOU MAKE AN IMPACT


- ▶ Encourage Bonding with baby – read to baby in utero
- ▶ Connecting families to other services in their community
  - FindHelp Resource
- ▶ Support healthy pregnancy practices
  - Fetal Movement Monitoring
  - Good prenatal care



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## Toolkit – Pilot

Brochures



**Download the FREE Count the Kicks app today!**  
Our free app helps you remember to Count the Kicks every day in the 3rd trimester.

- 1 Easy-to-read graphs that show your baby's strength and movement history.
- 2 Choose from 12+ languages.
- 3 Track movements for single babies and twins.
- 4 Download your sessions to share with your provider or family.
- 5 Daily reminders so you never forget to count.
- 6 Available on Apple Watch.

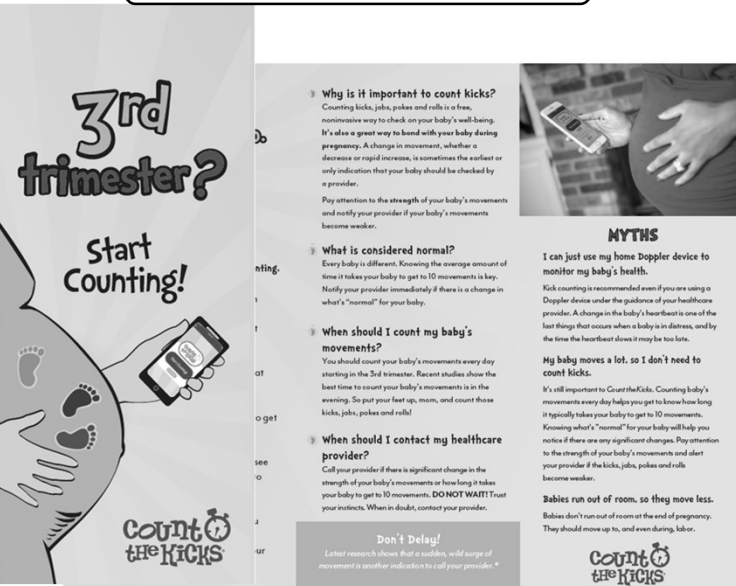
CountTheKicks.org

Download on the App Store | GET IT ON Google Play

HEALTHY BIRTHDAY | SA

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### 3rd trimester?

### Start Counting!

**Why is it important to count kicks?**  
Counting kicks, jabs, pokes and rolls is a free, noninvasive way to check on your baby's well-being. It's also a great way to bond with your baby during pregnancy. A change in movement, whether a decrease or rapid increase, is sometimes the earliest or only indication that your baby should be checked by a provider.

Pay attention to the strength of your baby's movements and notify your provider if your baby's movements become weaker.

**What is considered normal?**  
Every baby is different. Knowing the average amount of time it takes your baby to get to 10 movements is in the evening. So put your feet up, relax, and count those kicks, jabs, pokes and rolls!

**When should I count my baby's movements?**  
You should count your baby's movements every day starting in the 3rd trimester. Recent studies show the best time to count your baby's movements is in the evening. So put your feet up, relax, and count those kicks, jabs, pokes and rolls!

**When should I contact my healthcare provider?**  
Call your provider if there is significant change in the strength of your baby's movements or how long it takes your baby to get to 10 movements. **DO NOT WAIT!** Trust your instincts. When in doubt, contact your provider.


**Don't Delay!**  
Latest research shows that a sudden, wild surge of movement is another indication to call your provider.\*

**MYTHS**

I can just use my home Doppler device to monitor my baby's health.  
Kick counting is recommended even if you are using a Doppler device under the guidance of your healthcare provider. A change in the baby's heartbeat is one of the last things that occurs when a baby is in distress, and by the time the heartbeat slows it may be too late.

My baby moves a lot, so I don't need to count Kicks.  
It's still important to Count the Kicks. Counting baby's movements every day helps you get to know how long it typically takes your baby to get to 10 movements. Knowing what's "normal" for your baby will help you notice if there are any significant changes. Pay attention to the strength of your baby's movements and alert your provider if the kicks, jabs, pokes and rolls become weaker.

Babies don't run out of room so they move less.  
Babies don't run out of room at the end of pregnancy. They should move up to, and even during, labor.





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## How To Posters

**Cuenta las pataditas hazlo ahorita.  
¡Es importante y fácil estar atentos!**

**Le explicamos cómo:**  
Debe comenzar a contar a partir del 3er trimestre.

- 1 Lleve la cuenta de los movimientos de su bebé con la aplicación GRATUITA Count the Kicks® o descargue una tabla de Count the Kicks® en [countthekicks.org](http://countthekicks.org). Aplicación también disponible en Apple Watch.
- 2 Cuente los movimientos todos los días; preferentemente a la misma hora.
- 3 Luego de algunos días, comenzará a ver un patrón de cuánto demora su bebé en hacer 10 movimientos.
- 4 Si observa algún cambio en la fuerza de los movimientos o en el tiempo en que su bebé demora en hacer 10 movimientos, llame a su proveedor de inmediato.




 Escanear


**Descargue la aplicación GRATUITA**  
**Count the Kicks® hoy mismo.**  
 [countthekicks.org](http://countthekicks.org)

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



**Here's How:**  
Starting at the 3rd trimester, begin counting your baby's movements.

- 1 Track your baby's movements every day with the Kicks® app or download a Count the Kicks® app today.
- 2 Count kicks every day—preferably at the same time each day.
- 3 After a few days, you will begin to see a pattern of how long it takes your baby to get to 10 movements.
- 4 Call your provider right away if you notice a change in the strength of movements or if it takes longer than 10 minutes to get to 10 movements.


 Escanear


**Descargue la aplicación GRATUITA**  
**Count the Kicks® hoy mismo.**  
 [countthekicks.org](http://countthekicks.org)

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 Count the Kicks® es una campaña de Healthy Birth Day, Inc., una organización 501(c)(3) dedicada a la prevención de la muerte fetal e infantil mediante la educación, la promoción y el apoyo. Esta información es solo para fines educativos, no pretende ser un diagnóstico ni un tratamiento. Solo debe utilizarse de acuerdo con su proveedor de atención médica.




  
La Asociación Internacional de Obstetras y Ginecólogos (A.O.G.) es un socio de Healthy Birth Day, Inc. y es un miembro de la Asociación de Obstetras y Ginecólogos de México (A.O.G.M.).

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## App Reminder Cards



**Descargue la aplicación GRATUITA**  
**Count the Kicks® hoy mismo.**


 Escanear

Cuente los movimientos de su bebé todos los días.  
 ¿Nota algún cambio?  
**Llame a su proveedor.**

Campaña de: **HEALTHY birthDAY**  
PREVENING BIRTH OUTCOMES  
 [countthekicks.org](http://countthekicks.org)

## Paper Kick Counting Charts

**Start at 28 weeks!**

- 1 Count baby's movements every day, once a day, near the same time each day.
- 2 Time how long it takes your baby to get to 10 movements. After a few days, you will know what is normal for your baby.
- 3 Call your provider right away if there is a change in what is normal for your baby.





**Get ready to count!**



- Make sure to have a clock or watch near you.
- Have a pencil or pen near you, too.
- Lie on your side or sit with your feet up.
- Have your chart ready to mark.


**Counting kicks is easy**


*Use one chart each week*

- 1 Write the week of your pregnancy and the date at the start of the week at the top.
- 2 When you feel your baby move one time, write down the time.
- 3 Kicks, rolls and jabs count. Hiccups do not count.
- 4 Tick each time you feel your baby move.
- 5 Write down the time at the 10th movement.
- 6 Write how many minutes it took for your baby to move 10 times.
- 7 Put an X on the number of minutes it took for baby to move 10 times.
- 8 Draw a line between each X to help you see a pattern.
- 9 If the line changes, call your healthcare provider. Call right away!


 Bring this chart to every appointment and review it with your provider.
 

 Make counting even easier! Download the FREE Count the Kicks app today!
 


 CountTheKicks.org
 



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Landing in your mailbox soon!

Brochures

Posters

App Reminder Cards


Paper Kick Counting Charts – more  
online + different languages-

Tip Sheet

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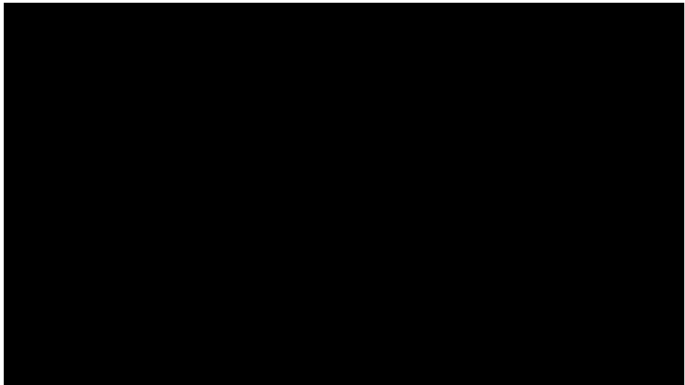
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# Evaluation

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## Meet Nahla





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## 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



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Questions?



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## We want to help save babies with you.



[www.CountTheKicks.org](http://www.CountTheKicks.org)

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<https://www.ajc.com/news/coronavirus/walmart-ji-partner-to-tackle-georgias-black-maternal-health-crisis/QBGYFF7XTBA4LEVTVOQD76CGM/>  
 chrome-extension://efaidnbmnmnibpcjpcglclefindmkaj/https://www.cms.gov/About-CMS/Agency-Information/OMH/equity-initiatives/rural-health/09032019-Maternal-Health-Care-in-Rural-Communities.pdf

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