

Quentin



Sophia



Senara



Araton



Michael



Count the Kicks for Home Visitors

Disclaimer

We acknowledge the sensitivity of this topic and the potential emotional impact it may have on some individuals; I encourage you to prioritize your emotional well-being. It is entirely okay to step away from the conversation





Today's Presenter



Jen Rowray

Director of Advocacy and Engagement

Healthy Birth Day, Inc./Count the Kicks

Rowray.Jenifer@healthybirthday.org





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



We developed a proven early warning system for moms.



We've saved lives in 36 states and five countries so far.





GMA
PARENTING
ALERT

NEW THIS MORNING

HOW APP HELPED SAVE BABY'S LIFE
USING TECH TO TRACK PRENATAL GROWTH

GMA
#GMA



Stillbirth by the Numbers

National Data

- ▶ 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
 - ▶ American Indian or Alaska Native: 1 in 133
 - ▶ Hispanic pregnancies: 1 in 207
 - ▶ White pregnancies: 1 in 206
 - ▶ Asian pregnancies: 1 in 253

Source: CDC, www.cdc.gov/nchs/data/nvsr/nvsr71/nvsr71-04.pdf



Stillbirth Data in Michigan

626

Michigan loses 626 babies a year
on average to stillbirth.

5.78

In Michigan, the stillbirth rate is
5.78 per 1,000 live births.

200

We believe *Count the Kicks* can save
an average of 200 babies per year
in Michigan.

Please note that these numbers were collected from the CDC Wonder database and are based on the most recent 5 year average we have available, which is between 2017-2021





Research on Fetal Movement Monitoring

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](#)^{1,2,7}

- 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

Research Supports Fetal Movement Monitoring:

No increase in anxiety
among pregnant people

77% of app users
reported feeling LESS
anxious

84% of app users stated
that regular tracking was
associated with feelings
of bonding



The 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>





Research Supports Fetal Movement Monitoring:

No increase in hospital utilization

“Encouraging awareness of fetal movement may be associated with reduced adverse neonatal outcomes without an increase in interventions in labor.”

HayesDJL,DumvilleJC,WalshT,et al. Effect of encouraging awareness of reduced fetal movement and subsequent clinical management on pregnancyoutcome:asystematicreviewandmeta-analysis.AmJObstetGynecolMFM2023;5:100821.

Proven Benefits Beyond Stillbirth Prevention



Identifies pregnancy complications that threaten the mother's life



Increase gestational age



Reduce NICU stays*

Effect of encouraging awareness of reduced fetal movement and subsequent clinical management on pregnancy outcome: a systematic review and meta-analysis. *American Journal of Obstetrics & Gynecology MFM*, 5(3), 100821. <https://doi.org/10.1016/j.ajogmf.2022.100821>



HEAR



www.cdc.gov

Know the
maternal
warning
signs.

Learn

More

Pregnant now or within the last year?

Get medical care right away if you experience any of the following symptoms:



Headache that
won't go away or
gets worse over time



Dizziness
or fainting



Changes in
your vision



Fever of 100.4° F
or higher



Extreme swelling
of your hands
or face



Thoughts of
harming yourself
or your baby



Trouble
breathing



Chest pain or
fast beating
heart



Severe nausea
and throwing up



Severe belly pain
that doesn't
go away



Baby's movement
stopping or
slowing during
pregnancy



Severe swelling,
redness or pain
of your leg or arm



Vaginal bleeding
or fluid leaking
during pregnancy



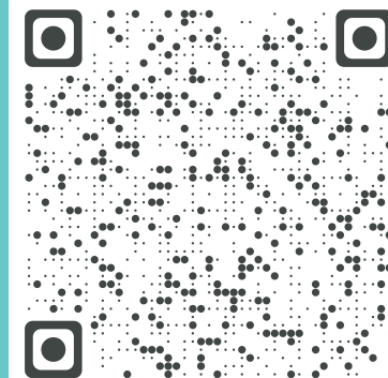
Heavy vaginal
bleeding or discharge
after pregnancy



Overwhelming
tiredness

These could be signs of very serious complications. If you can't reach a healthcare provider, go to the emergency room. Be sure to tell them you are pregnant or were pregnant within the last year.

Learn more at www.cdc.gov/HearHer



LEARN MORE



HEAR
HEAR HER CONCERNS

Count
the Kicks

Maternal Health – Rural Areas, mHealth Supports Parents

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.

Meet Michigan Baby Save



How to Have the Movement Monitoring Conversation



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.

MOVEMENTS MATTER – Let's Start Counting!

When should an expectant parent 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).



Counting Kicks is What You Should Do. It's Important and Easy Too!

Here's How: Starting at the 3rd trimester, begin counting.



Monitor your baby's movements with the FREE *Count the Kicks* app or web counter. Or, visit CountTheKicks.org to download a paper movement monitoring chart.



Count your baby's movements every day — preferably at the same time. Try to pick a time when your baby is normally active.



Time how long it takes your baby to get to 10 movements, and rate the strength of your baby's movements.



After a few days, you will begin to see an average length of time it takes to reach 10 movements.



Call your provider right away if you notice a change in strength of movements or how long it takes your baby to get to 10 movements.

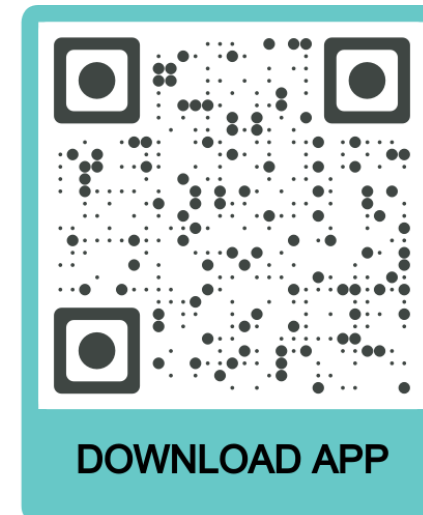


Count the Kicks App

Free and easy to use

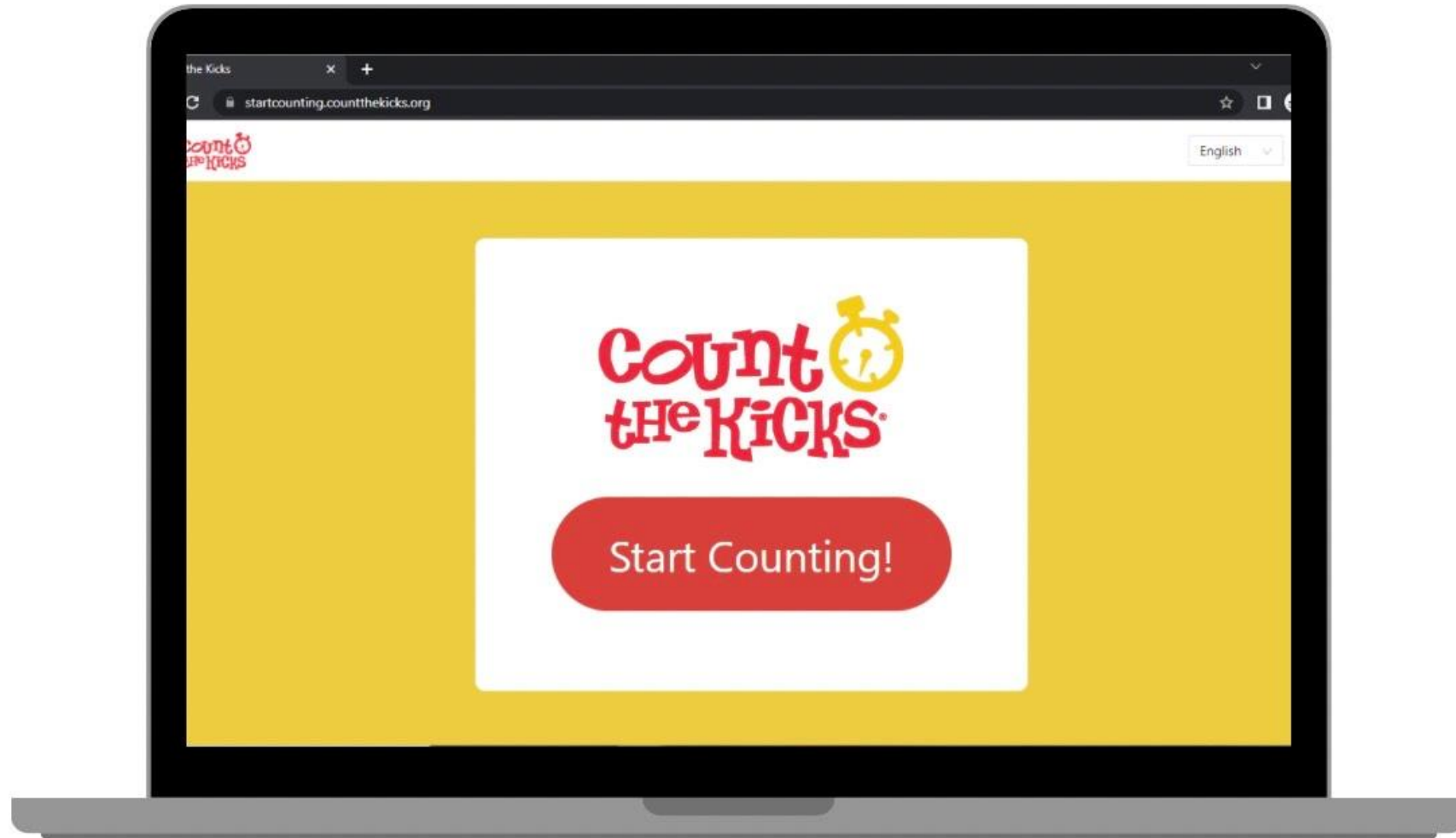


- Our FREE app is evidence-based and available in [20+ languages](#)
- Available for Apple and Android products
- **Set a daily reminder to *Count the Kicks***
- Download history to share with their provider, family or friends via text or email

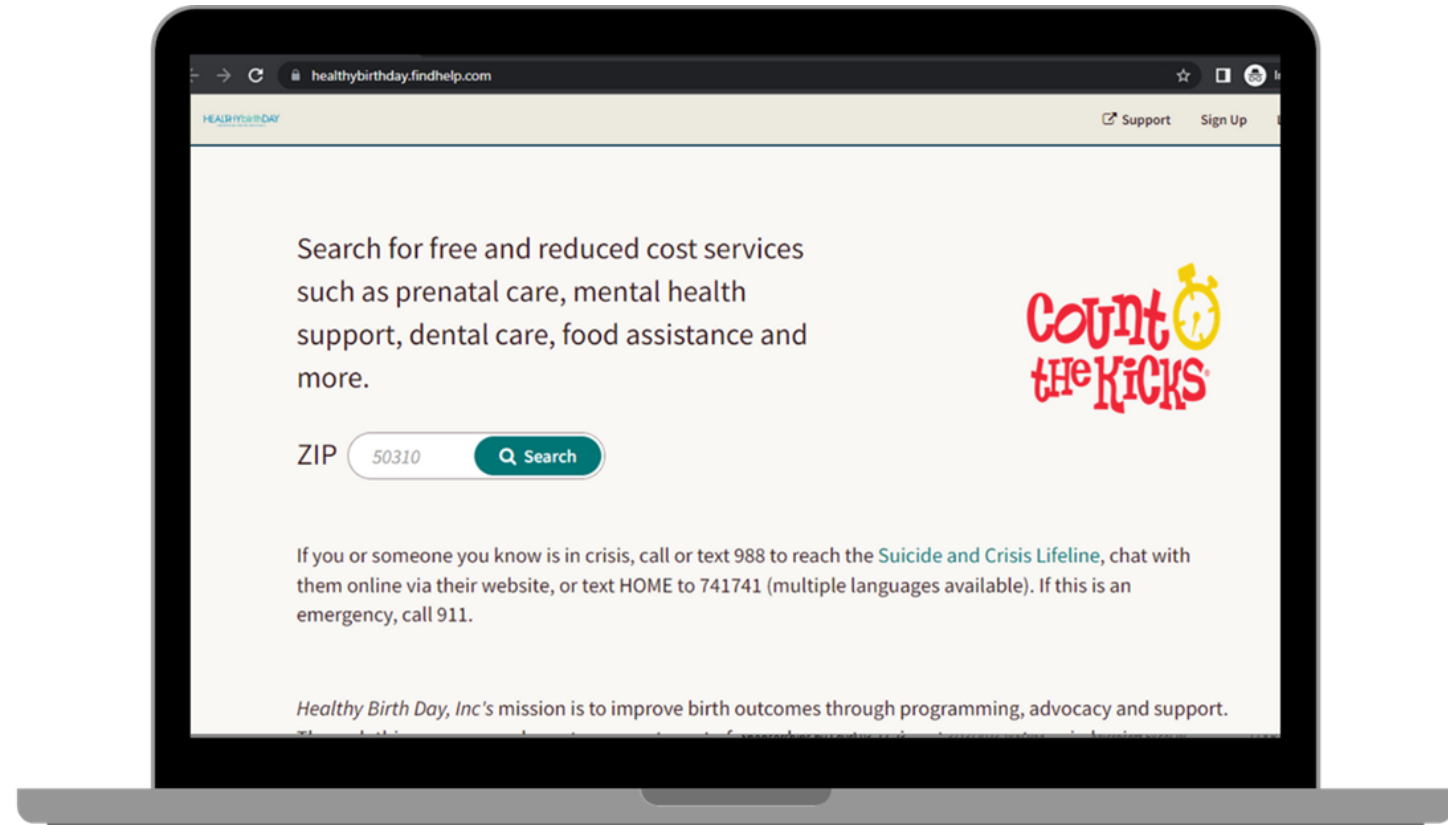
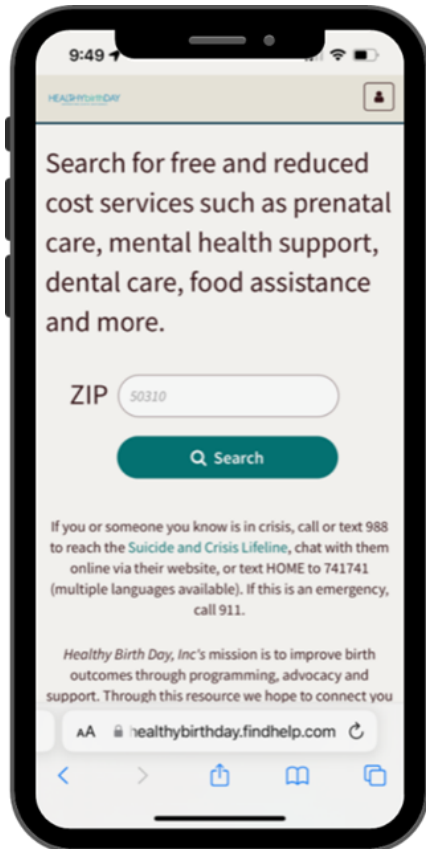


We do not share or sell app user information.

Web-Based Counting Platform



Find Local Resources



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





Talking about stillbirth with expectant parents

“I don’t want to scare expectant parents”

Pregnancy is full of risks that we talk to expectant parents about; stillbirth is another risk that expectant parents deserve to be educated about

“Stillbirth just happens, there’s nothing we can do”

There can be warning signs, if expectant parents know what to look for.

“My baby is always active; it’s not a concern”

Babies are active until they aren’t. Cord and placental complications can be sudden. Expectant parents need to know what’s normal so that they can notice a change.

“I’m almost at my due date”

The risk of stillbirth increases as an expectant parent approaches or exceeds their due date



Talking Points: Promoting Understanding

“My doctor doesn’t believe that counting kicks is necessary, nor will it really show something is wrong.”

There are providers that may feel like fetal movement monitoring isn’t necessary from a clinical standpoint, but ACOG has guidelines promoting fetal movement monitoring.

“ People keep saying that all this counting will lead to anxiety”

Kick counting helps reduce anxiety during the third trimester. In the majority of studies on this issue – when people ask moms the overwhelming majority want *more* information about baby movements, not less

False: Common Misconceptions



FALSE

Only those experiencing a high-risk pregnancy should pay attention to their baby's movement.



FALSE

My baby should get 10 kicks in 2 hours.



FALSE

I can just use a Doppler device to monitor my baby's well-being.

The Power of Social Media

Tik Tok



_jen_hamilton_ ✓

Jen Hamilton

Follow

6453 Following 3.2M Followers 135.9M Likes

Instagram



_jen_hamilton_ ✓



2,059
Posts

167K
Followers

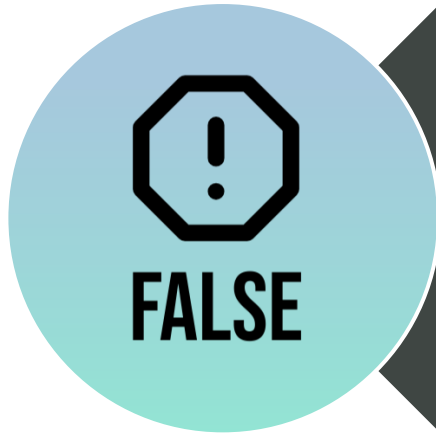
1,440
Following

Jen Hamilton

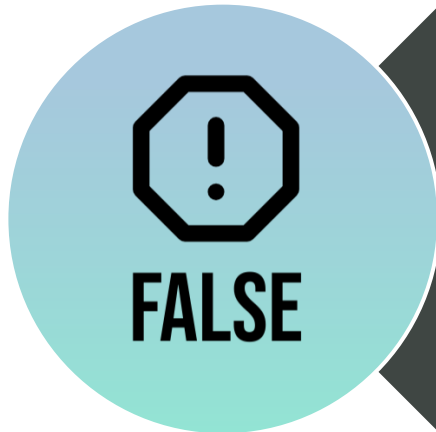


Count
the Kicks

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.



Opportunities for Home Visiting

Home Visitors can help expectant parents by:

- ▶ Encourage use of mobile app for monitoring fetal movement
- ▶ Teach expectant parents what to look for
 - no hiccups
- ▶ Share how and when to contact providers if changes occur
- ▶ Be a Bridge: Share throughout your community

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!

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

©2024 Healthy Birth Day, Inc.
Count the Kicks is a program of Healthy Birth Day, Inc., a 501(c)(3) organization dedicated to
the prevention of stillbirth through education, advocacy and research.

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.

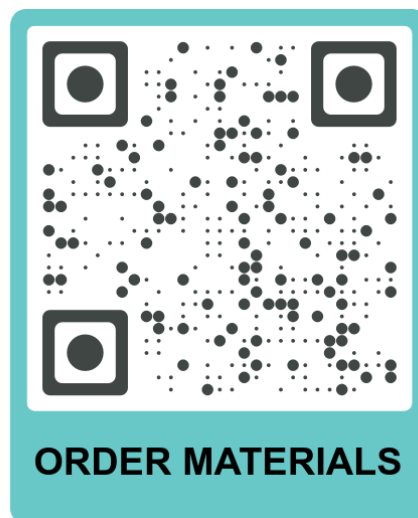
**HEALTHY
birthDAY**
IMPROVING BIRTH OUTCOMES

SA
strategic america

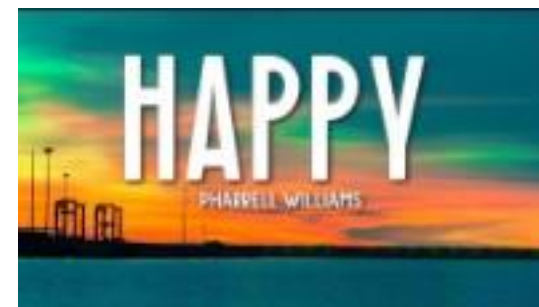
The International Childbirth Education Association endorses
Healthy Birth Day, Inc.® and the Count the Kicks® stillbirth prevention program.

Free Educational Materials

- ▶ Posters in English, Spanish, and Arabic
- ▶ App Card Reminders in English, Spanish, and Arabic
- ▶ Brochures in English, Spanish, and Arabic
- ▶ Additional free resources like magnets and printable kick-counting charts
- ▶ Go to: [CountTheKicks.org](https://www.CountTheKicks.org)

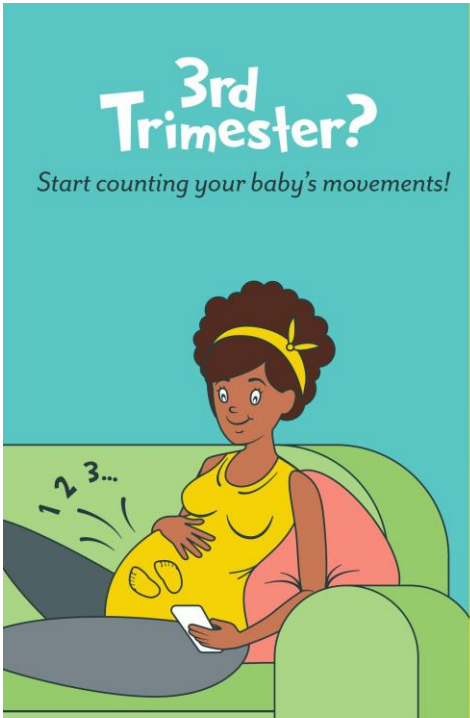


ORDER MATERIALS



**Count
the Kicks**

At-a-Glance Educational Materials



HEALTHY
birthDAY
IMPROVING BIRTH OUTCOMES

Count the Kicks® is a program of Healthy Birth Day, Inc., a 501(c)(3) organization dedicated to the prevention of stillbirth through education, advocacy and research. 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.
©2024 Healthy Birth Day, Inc.



CountTheKicks.org
Count the Kicks



Counting kicks
saves lives.

It's as easy as 1, 2, 3!

1. Count your baby's movements every day.
2. Know what is normal for your baby.
3. Contact your provider if something changes.

Download the FREE
Count the Kicks® app today!



Download on the
App Store

GET IT ON
Google Play



DOWNLOAD APP



CountTheKicks.org



HEALTHY
birthDAY
IMPROVING BIRTH OUTCOMES

Count the Kicks® is a program of Healthy Birth Day, Inc., a 501(c)(3) organization dedicated to the prevention of stillbirth through education, advocacy and research. 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.
Copyright © 2024 Healthy Birth Day, Inc.



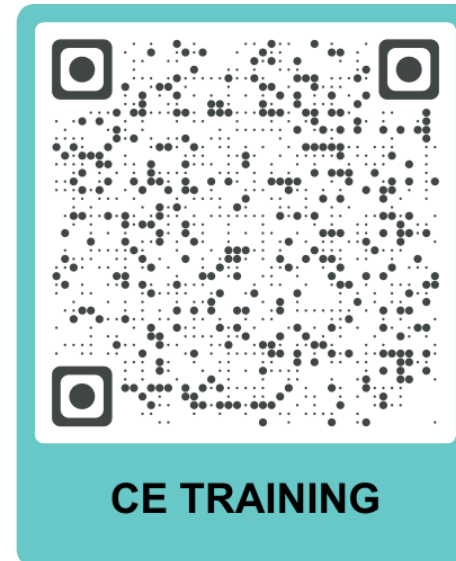
Count
the Kicks

Affordable CE Training: 4.0 CEs

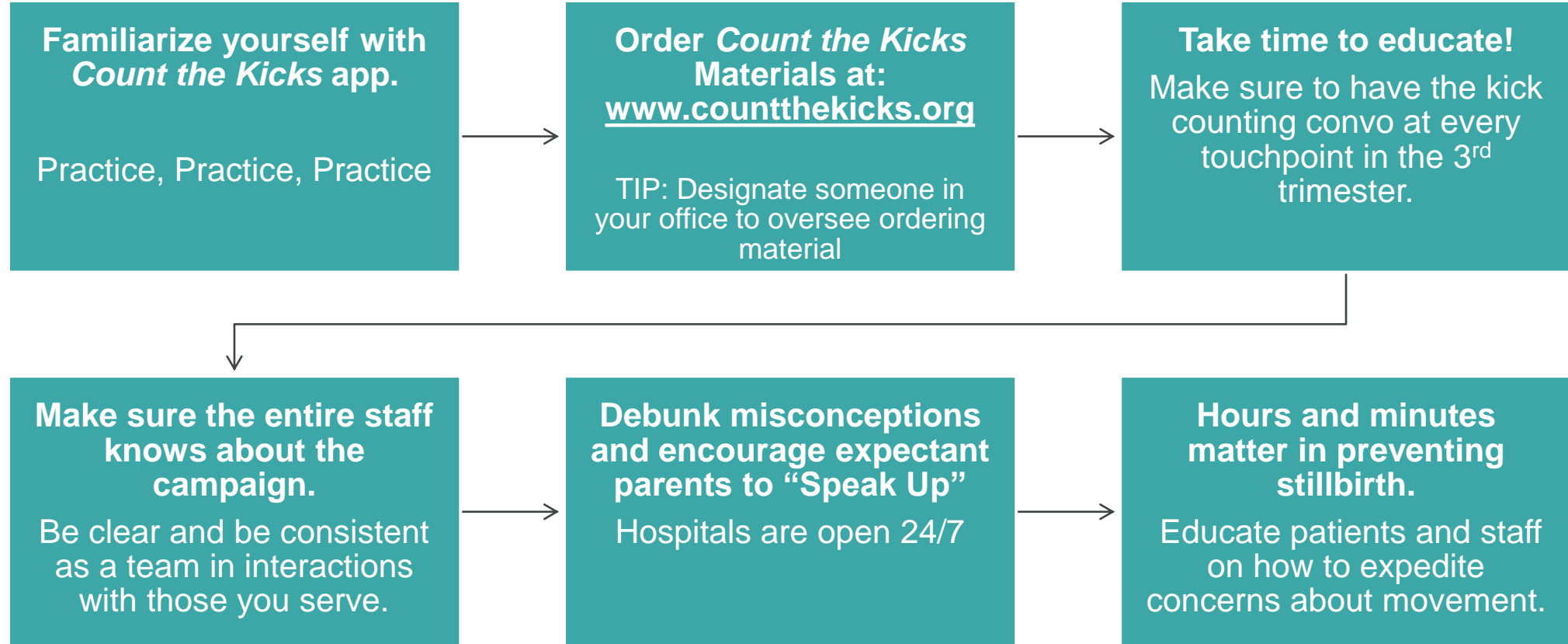
You can help prevent stillbirths by using evidence-based and noninvasive tools. This activity aims to train healthcare professionals to discuss fetal monitoring with their patients and use best practices to track it.

Register Here:

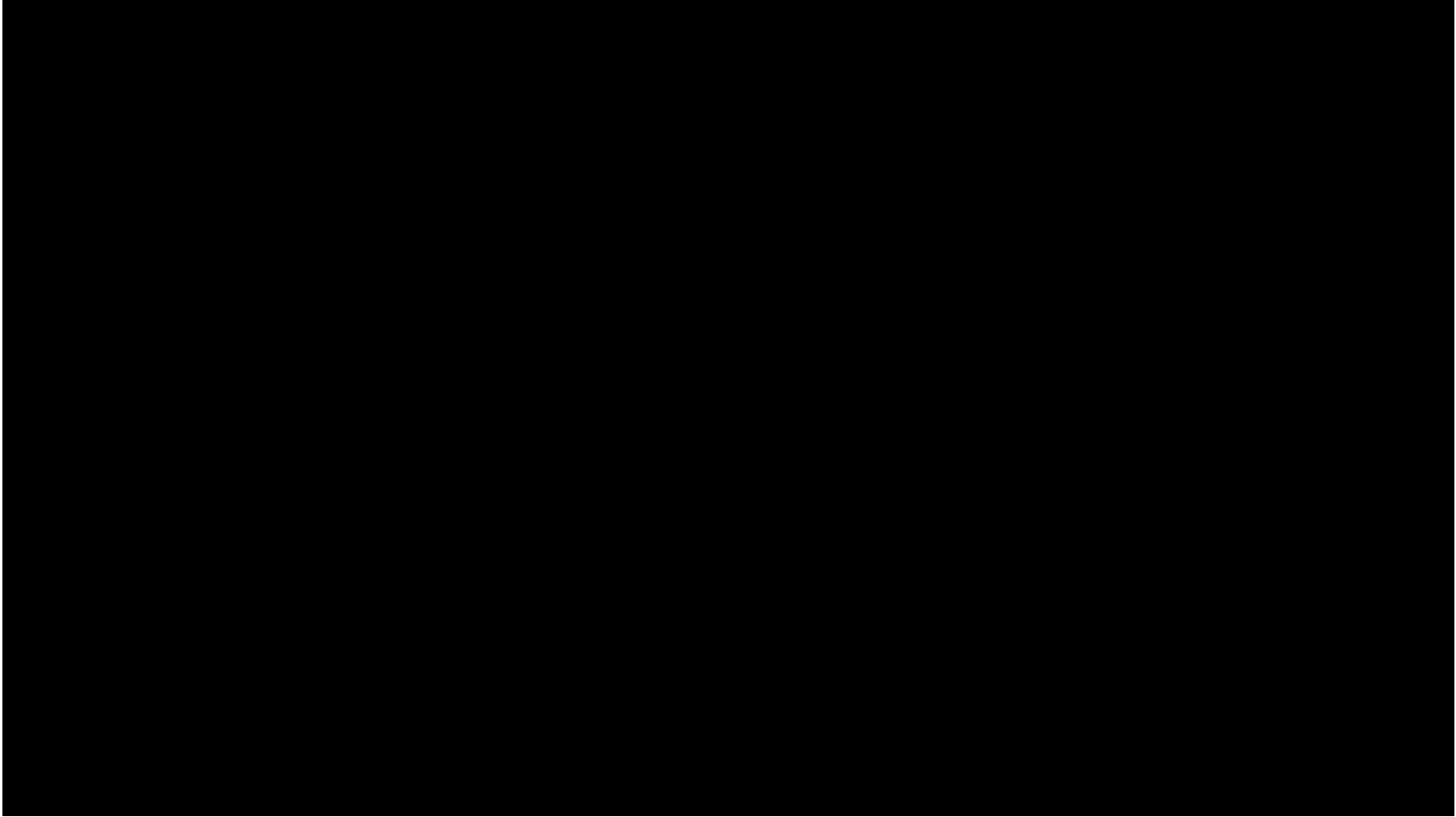
bit.ly/savebabiesCTK



Next Steps



Baby Save Stories: 130 & 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.



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



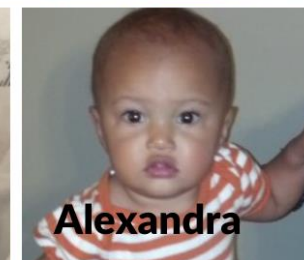
-    @countthekicks
-  @countthekicksus
-  @countthekicksUS



Questions?



We Want to Help Save Babies With You!



www.CountTheKicks.org



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>

AMCHP https://amchp.org/database_entry/count-the-kicks/

. 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-ijj-partner-to-tackle-georgias-black-maternal-health-crisis/QBGYFF7XTBA4LEVTVOQD76CGMI/>

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

