

**Kai-
Dalton**



William



DJ



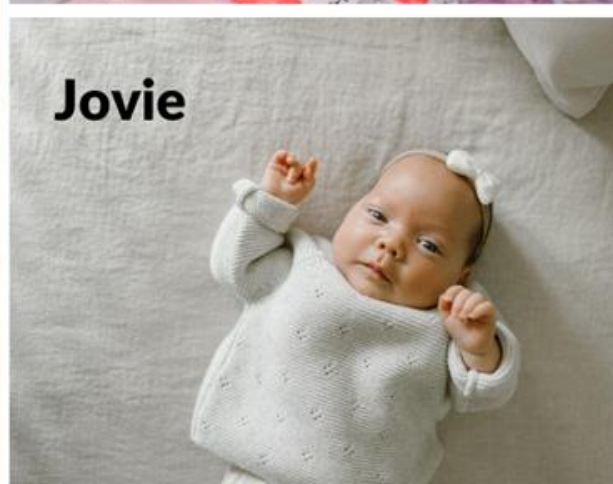
John Walker



Ellis & Everly



Aspen



Jovie



Nahla



Carter

**Count
the Kicks**



Anthem Blue Cross and Blue Shield Foundation



Speakers



Amanda Braverman
Wisconsin Ambassador
Wisconsin.Ambassador@countthekicks.org



Megan Aucutt
Healthy Birth Day, Inc.
Aucutt.Megan@healthybirthday.org

No Disclosures



Participants will be able to....

Stillbirth data and additional research in fetal movement monitoring.

Evidence-based mHealth technology for stillbirth prevention

Utilize the steps for implementing *Count the Kicks* in your work

The power of storytelling

Defining Stillbirth



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

*[Read the CDC source](#) here

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

***You were born silent
Perfect and beautiful
Still loved
Still missed
Still remembered
Everyday
Stillborn
But Still born
-Michelle Salisbury***





Stillbirth by the numbers

National Data

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

- ▶ 1 in 175 pregnancies end in stillbirth¹
- ▶ Racial disparities persist¹
 - ▶ 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



BY THE NUMBERS

Our goal is to make kick counting a common practice for every parent in the third trimester of pregnancy. Learn more about the impact of stillbirth in your state.

323

Wisconsin loses 323 babies a year on average to stillbirth.

5.40

In Wisconsin, the stillbirth rate is 5.40 per 1,000 live births.

103

Count the Kicks can save an average of 103 babies per year in Wisconsin.

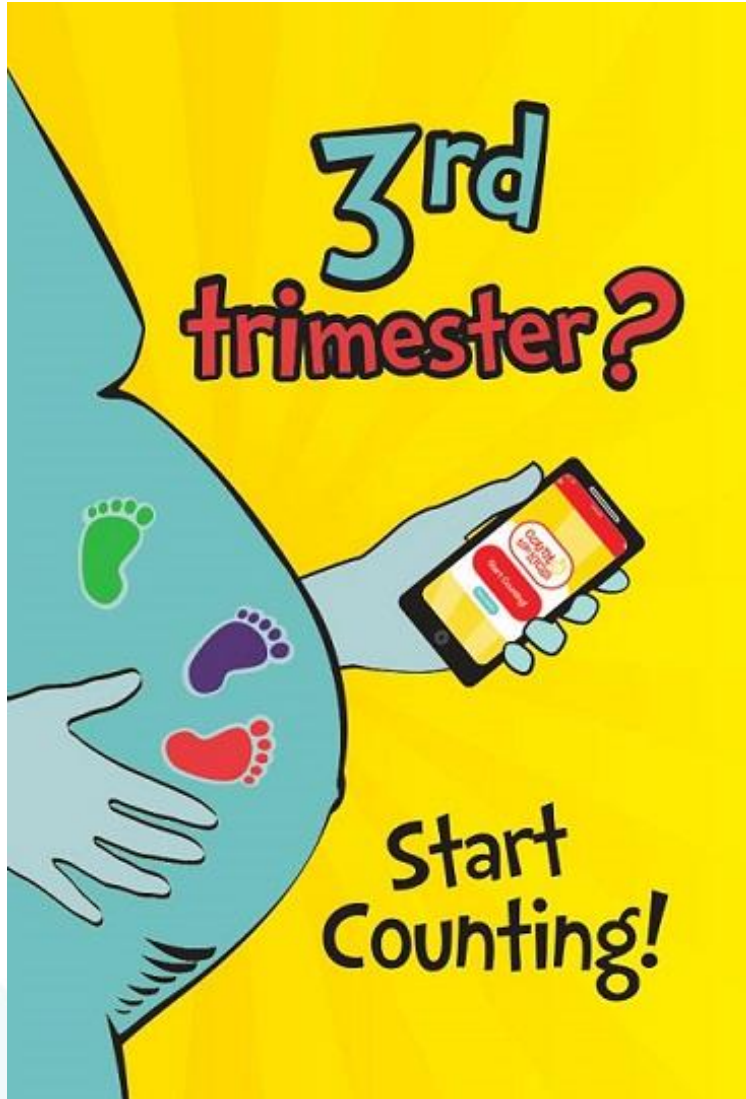
Read more about the evidence behind *Count the Kicks*.
Statistics according to 5-year averages (2017-2021) from
CDC Wonder.





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





What is *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



Baby Zoey

“By regularly using the count the kicks app, I was aware of my baby's normal movement patterns. **When I noticed a decrease in movements, I was able to use the app to accurately present the information to my providers.** Without the app, I would not have been so in tune with my baby and her first indications of my high blood pressure & her decreasing heart tones would not have been identified.”

-Melissa Z., Zoey'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](#)^{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

Count the Kicks Evidence

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

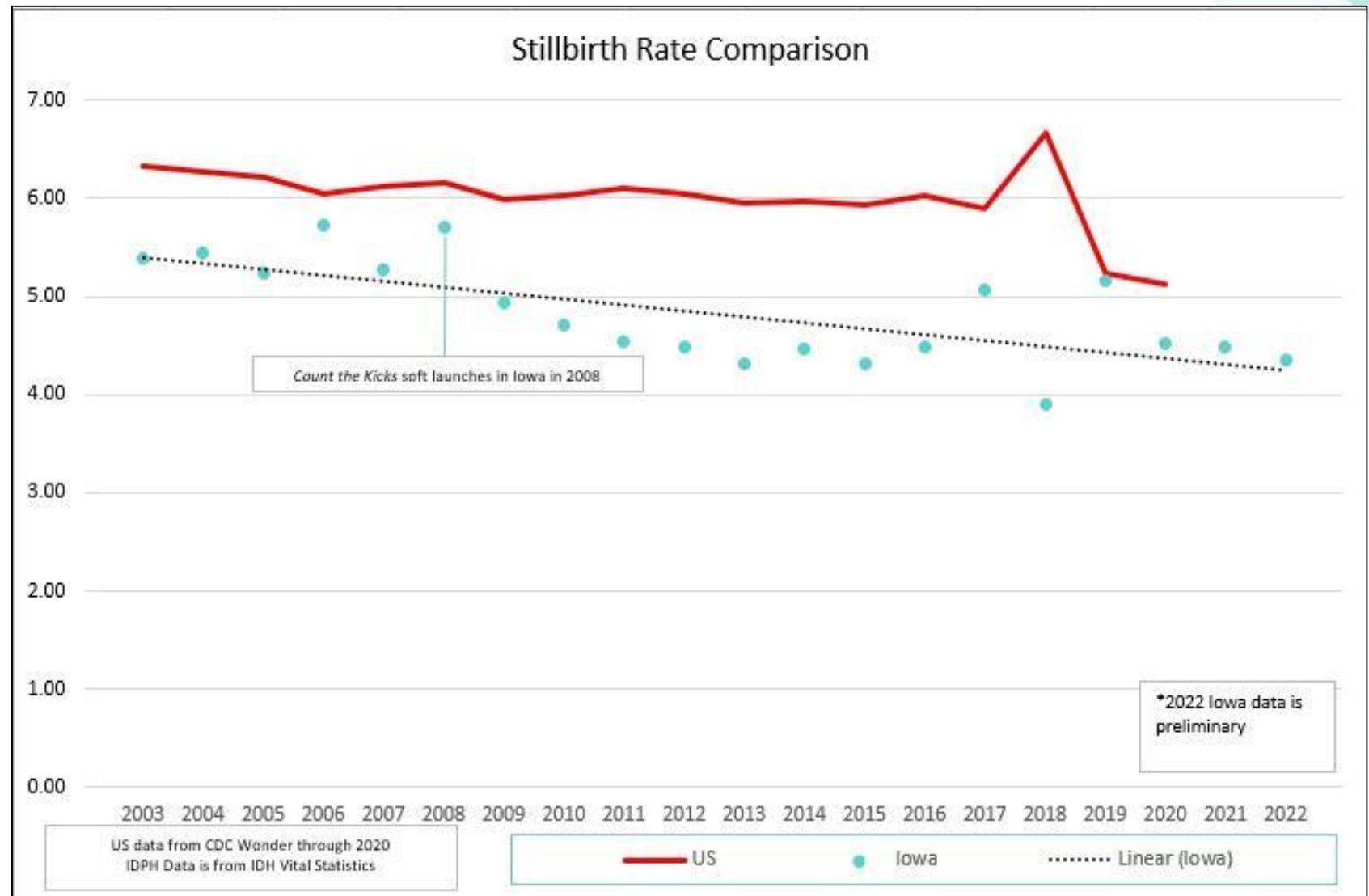


Research on *Count the Kicks* Published by BJOG – International Journal of Obstetrics and Gynecology



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



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)

©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.

**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 campaign.

“Definitely pay attention to Count the Kicks®. It's important. Had I not paid attention, Nahla wouldn't be here.”
—Dana, Nahla's mom

Download the FREE
Count the Kicks® app today!

Our free app helps you remember to Count the Kicks® every day in the 3rd trimester.

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

Helpful Tip: Always sleep on your side. Research shows this is the best position for mom and baby.

CountTheKicks.org

Download the FREE
Count the Kicks® app today!

Available on the App Store | GET IT ON Google Play

HEALTHY BIRTHDAY | SA strategic america

©2023 Healthy Birth Day, Inc.®

3rd trimester?

Start Counting!

Count the Kicks

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

Here's How:

Starting at the 3rd trimester, begin counting.

- Track your baby's movements with the FREE Count the Kicks® app or download a Count the Kicks® chart at countthekicks.org. App also available on Apple Watch.
- Count kicks every day—preferably at the same time.
- After a few days, you will begin to see a pattern for your baby—how long it takes your baby to get to 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.

Download the FREE
Count the Kicks® app today!

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

HEALTHY BIRTHDAY | SA strategic america

©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.



**Count
the Kicks**

www.CountTheKicks.org

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**

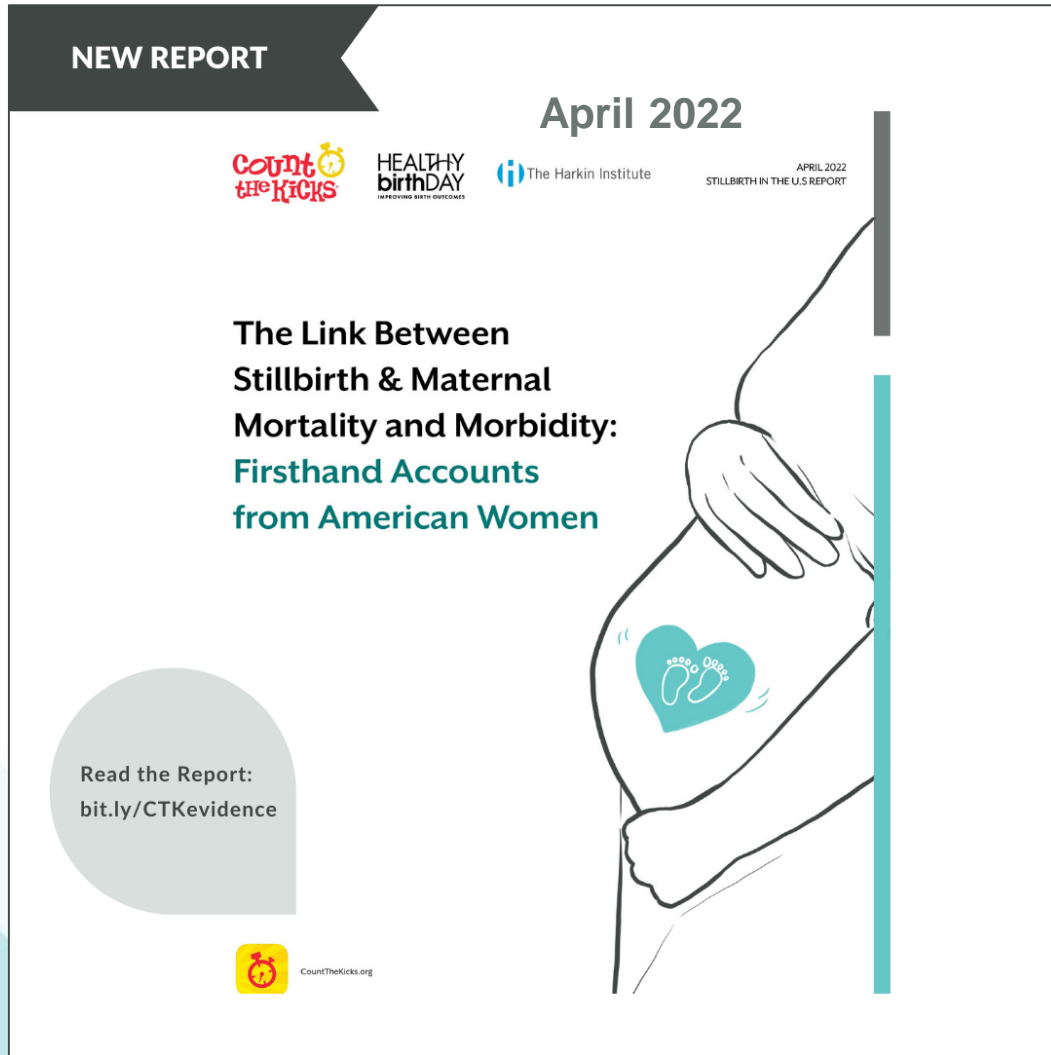
1. Bryant J, Jamil RT, Thistle J. Fetal Movement. [Updated 2020 Nov 30]. In: StatPearls [Internet]. Treasure Island (FL): StatPearls Publishing; 2020 Jan-. Available from: <https://www.ncbi.nlm.nih.gov/books/NBK470566/>

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-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.” <https://doi.org/10.1016/j.ajog.2021.11.774>



We Help Save Moms' Lives Too



The report includes **firsthand accounts from women** who share how speaking up about a change in their baby's movement not only helped their baby have a safe arrival, but also **identified and addressed pregnancy complications** that put their own life at risk.

More than 15% of maternal deaths within days of delivery occur in women who experienced a stillbirth.



Maternal Health – Rural Areas

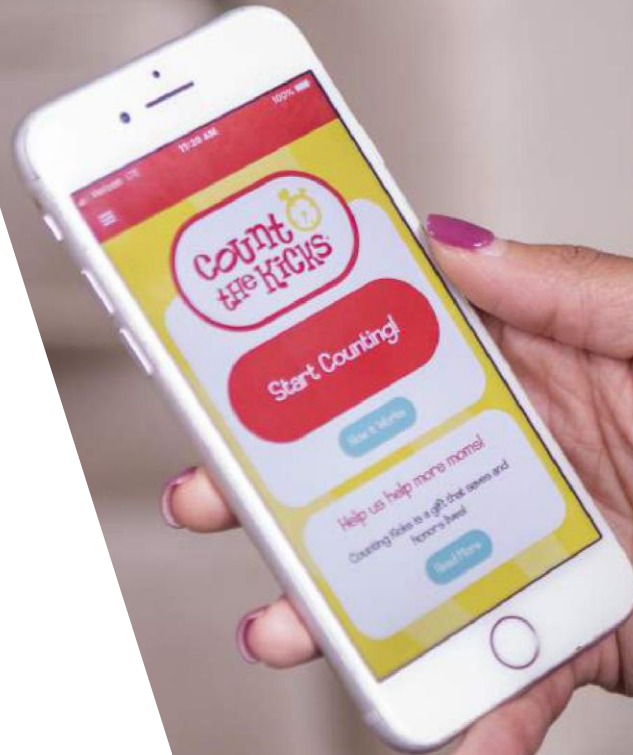
By 2018 - Over half of rural U.S. counties didn't have a hospital that provided Obstetric Care, as of 2018. The epidemic of closures is only growing worse, creating maternity birth deserts.

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.

Fetal Movement Monitoring – Bridging the Gap

How can mHealth technology play a role?





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

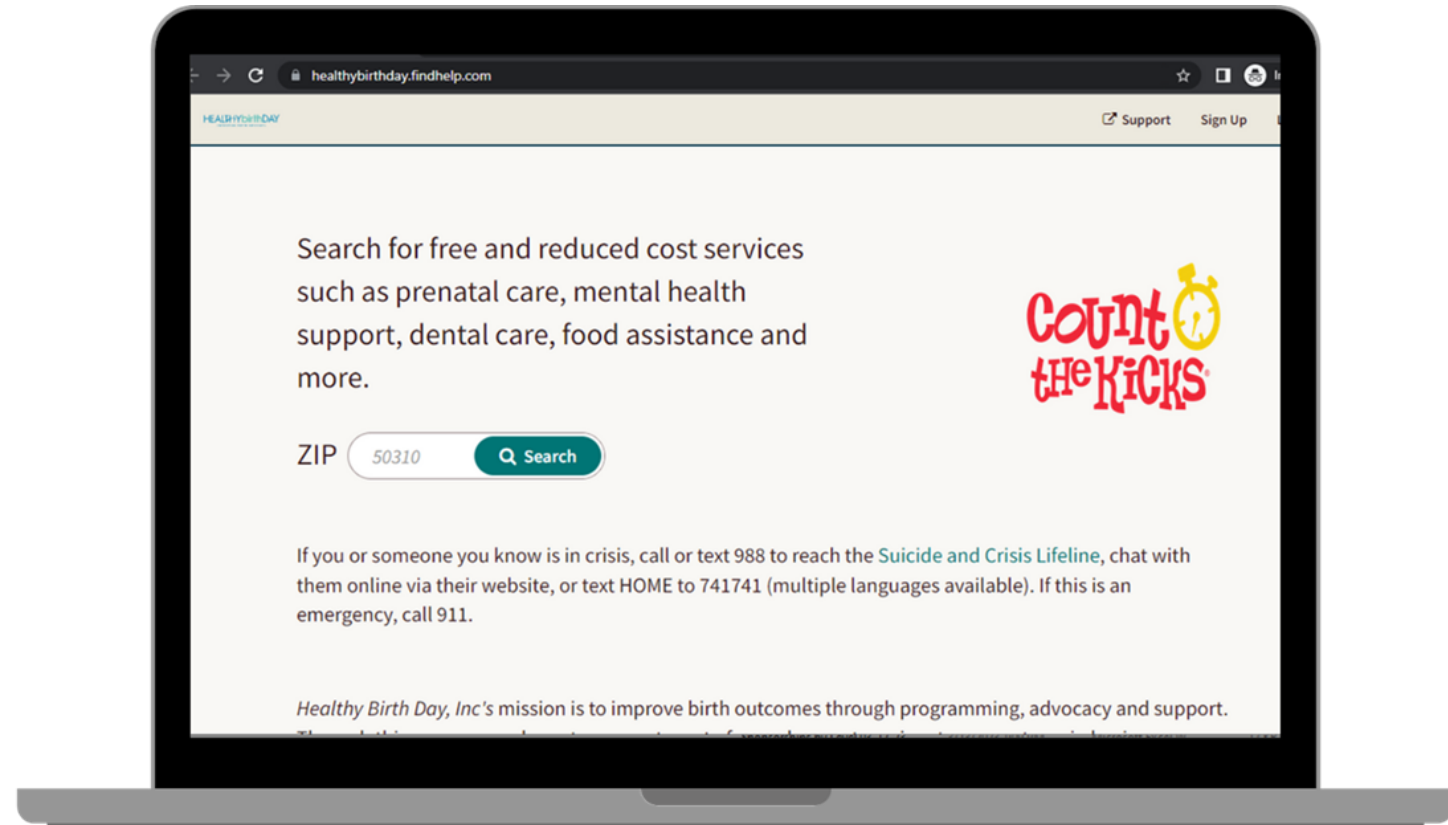


- Our FREE app is evidence-based and available in [16 languages](#)
- Available for Apple and Android products
- Users can restart their session or delete a kick
- **Set a daily reminder to *Count the Kicks***
- Review kick-counting history
- Download history to share with their provider, family or friends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





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

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.

Common Misconceptions



FALSE

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

Common Misconceptions



FALSE

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

The Power of Social Media

Tik Tok



_jen_hamilton_ ✓

Jen Hamilton

Follow

6453 Following 3.2M Followers 135.9M Likes

Instagram



Jen Hamilton

_jen_hamilton_ ✓



2,059
Posts

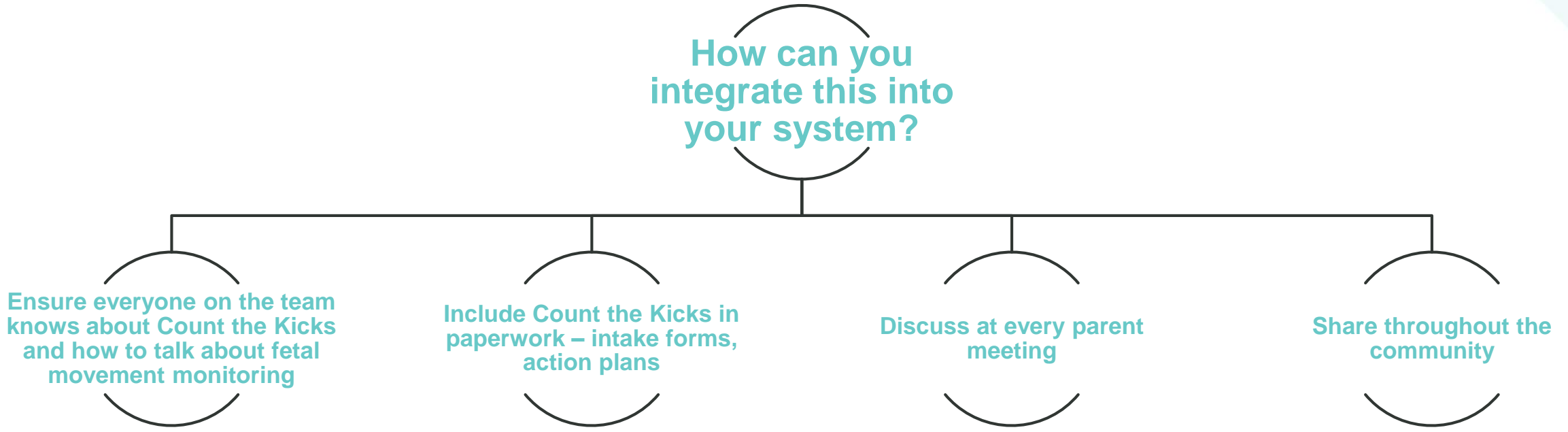
167K
Followers

1,440
Following



Count
the Kicks

How can you integrate this into your system?



```
graph TD; A((How can you integrate this into your system?)) --- B1((Ensure everyone on the team knows about Count the Kicks and how to talk about fetal movement monitoring)); A --- B2((Include Count the Kicks in paperwork – intake forms, action plans)); A --- B3((Discuss at every parent meeting)); A --- B4((Share throughout the community));
```

Ensure everyone on the team knows about Count the Kicks and how to talk about fetal movement monitoring

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

Discuss at every parent meeting

Share throughout the community



Resources

AFTER VISIT SUMMARY

Countthekicks Zztest MRN: 1282357 2/8/2023 Birthways

Instructions



Need help?

Pregnancy (<37 Weeks) Discharge Instructions

Please seek medical advice if the following symptoms and health problems present themselves after discharge:

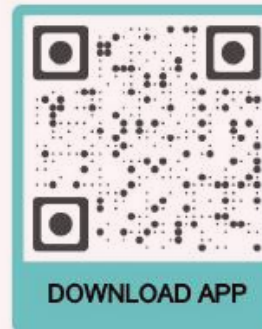
- Uterine contractions every 10-15 minutes or more frequently. This may feel like uterine cramping/intermittent or constant menstrual-like cramps; low abdominal pressure/pelvic pressure; intermittent or constant low dull back ache; increase or change in vaginal discharge; feeling that the baby is "pushing down"; or abdominal cramping with or without diarrhea.
 - If this happens: stop what you are doing, lie on your side, drink 2-3 glasses of water or juice. Wait 1 hour.
 - If the symptoms continue, get worse, or return, call your physician or midwife.
 - If the symptoms stop, tell the physician/midwife what happened at your next visit.
- Bag of water breaks (could be large gush or small trickle). Note the color, odor, and time.
- Vaginal bleeding of more than a teaspoon.
- Persistent/severe headache, blurred vision, visual spots or sparkles, right abdominal pain or epigastric pain, chest pain, low urinary output.
- Temperature of more than 100 degrees.

Count the Kicks: Instructions for monitoring fetal movement (Kick Counts)

WHY COUNT? Tracking fetal movements is an easy and effective way to monitor the wellbeing of your baby, and paying attention to movements helps expectant parents get to know what's normal for their baby and speak up if they notice a change.

Starting in the 3rd trimester (28 weeks), download the FREE Count the Kicks App or use the instructions and table provided.

1. Pick a time when your baby is normally active (try to use the same time every day).
2. Lay down on your side, try to avoid distractions so you are able to focus on your baby's movements.
3. Record the time you start counting your baby's movements (count all kicks, flutters, and rolls).
4. Count to 10 movements.
5. Record the time you stop counting.
 - a. Time how long it takes your baby to get to 10 movements **every day** in the third trimester.
 - b. Get to know what's a normal amount of time it takes for your baby to get to 10 movements each day. Your baby will start to show you a pattern.
6. Call your provider right away if you notice a change in the strength or how long it takes your baby to get to 10 movements.



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

**HEALTHY
birthDAY**
improving birth outcomes

SA
strategic alliance

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

©2023 Healthy Birth Day, Inc.®

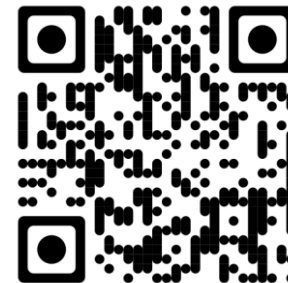
Count the Kicks® is a campaign of Healthy Birth Day, Inc.®, a 501(c)(3) organization dedicated to
the prevention of stillbirth and infant death through education, advocacy and support.

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.

Free Educational Materials

- ▶ Posters in English and Spanish
- ▶ App Card Reminders in English and Spanish
- ▶ At a Glance Materials
- ▶ Magnets
- ▶ Brochures in English and Spanish
- ▶ Additional free resources like printable kick-counting charts

www.CountTheKicks.org



**Count
the Kicks**

CE Training: 2.25 CEs

The purpose of this educational activity is to train healthcare professionals how to talk to their patients about fetal monitoring and using best practices to track fetal monitoring.

- [Register Here:
bit.ly/savebabiesCTK](https://bit.ly/savebabiesCTK)
- Savebabies-halfoff



Wisconsin Ambassador Team



Amanda Braverman-Brohn



Hazel Flint-Jones



Felica Turner-Walton







Melissa Ziegler






Follow Us on Social Media!

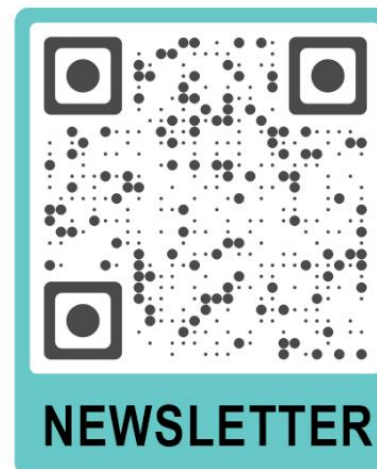
Follow Count the Kicks and Healthy Birth Day, Inc. to learn more about our work to improve birth outcomes and make kick counting a common practice for all expectant parents.



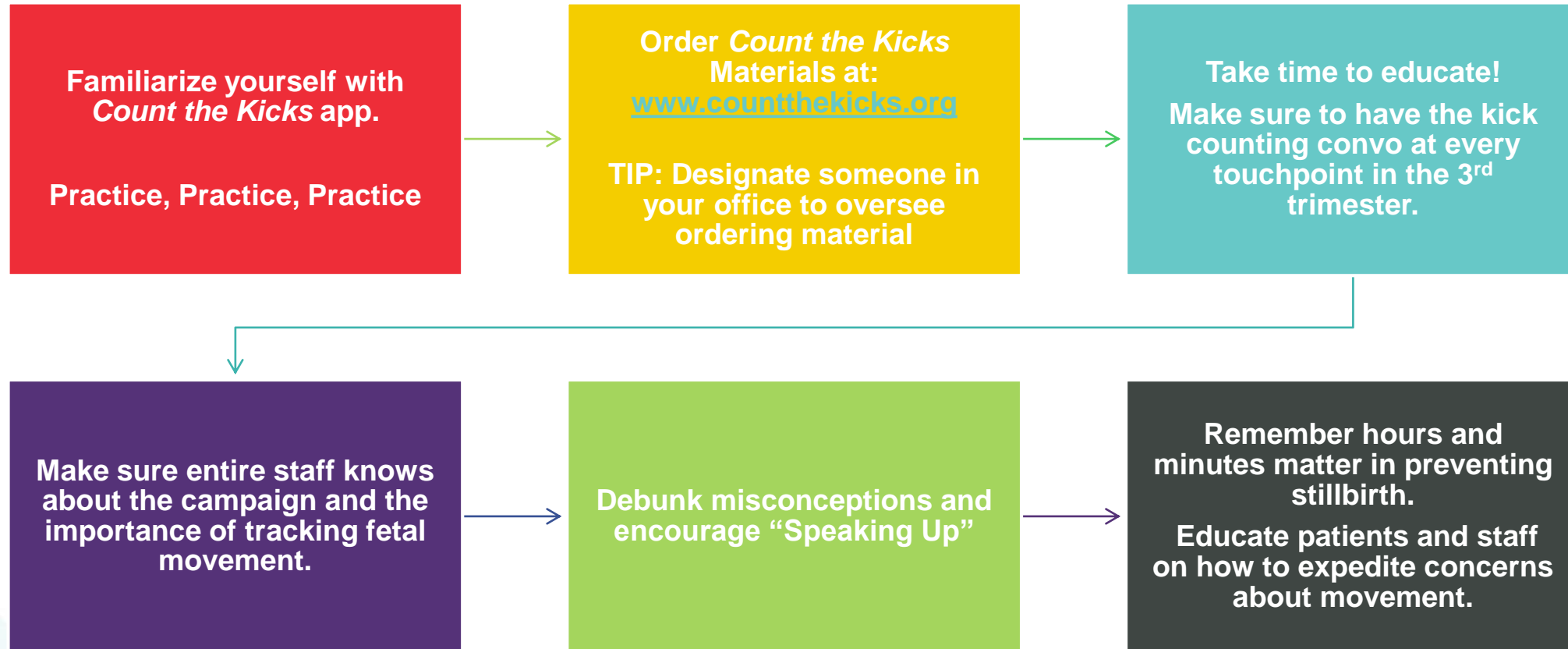
-  @healthybirthday
-  @healthybirthdayinc
-  @Healthy_Birth
-  Healthy Birth Day Inc.



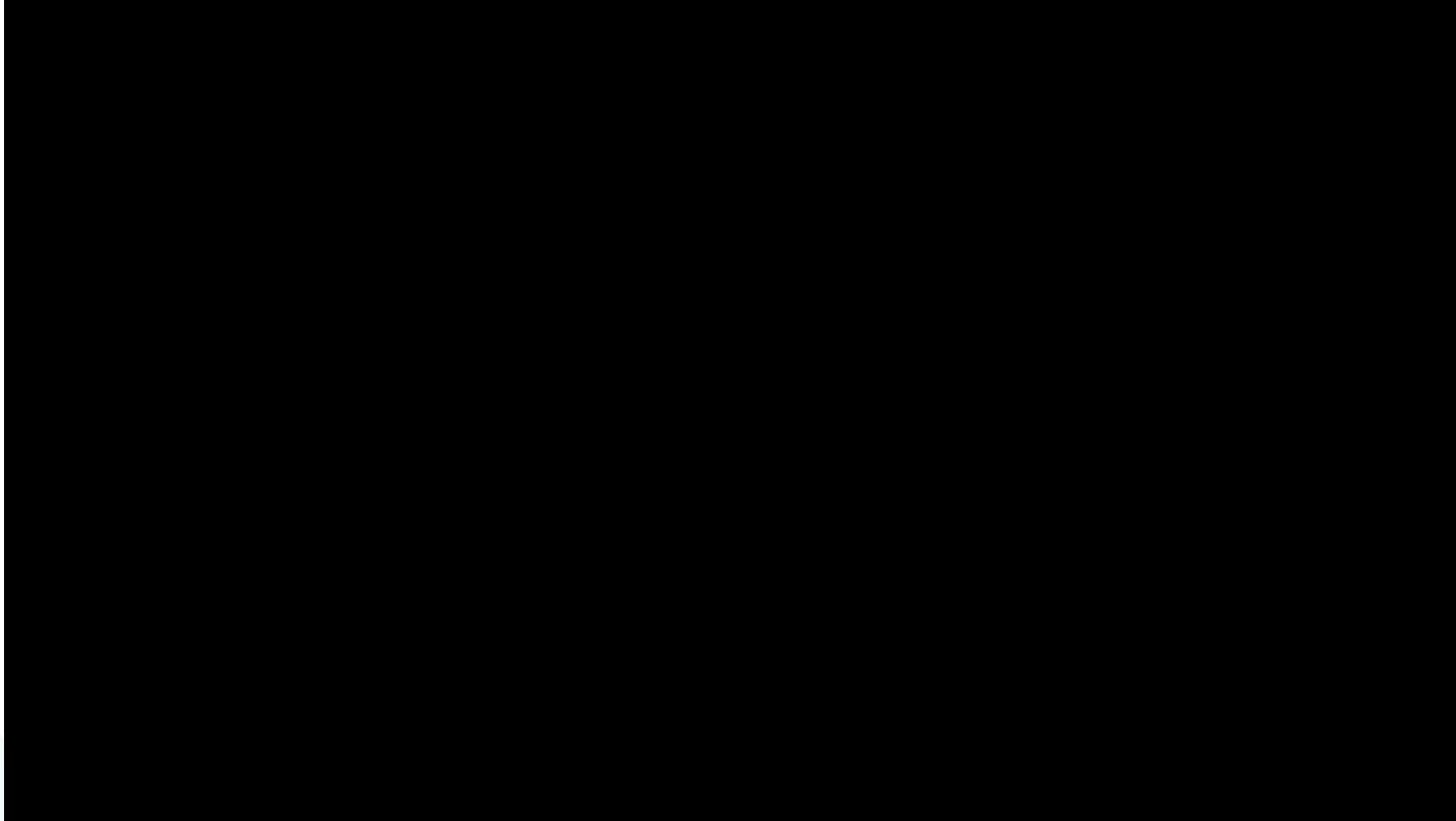
-    @countthekicks
-  @countthekicksus
-  @countthekicksUS



Next Steps



110 & Counting! Meet Baby Save Nahla...



Questions?



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-jj-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

