



Quentin

Sophia

Senara

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Michael

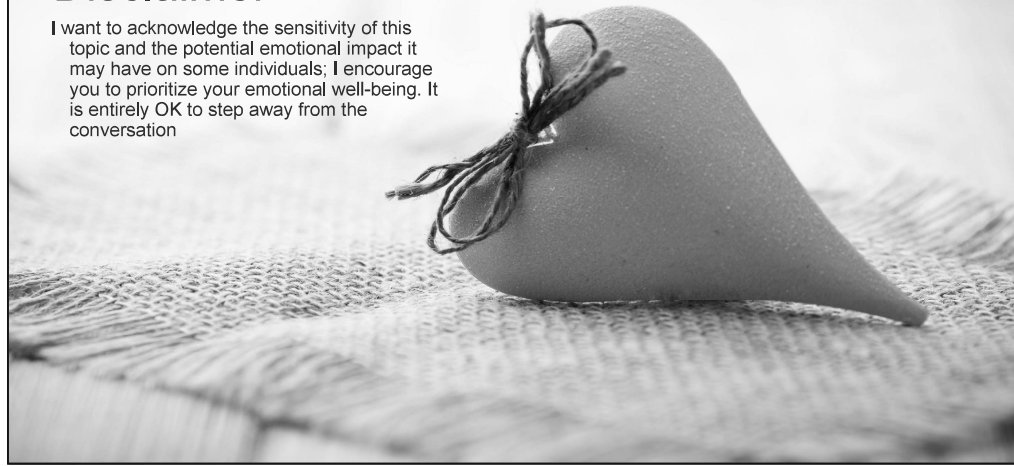
Educate + Empower

Our evidence-based program is proven to improve birth outcomes for expectant parents and babies.



Disclaimer

I want to 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 OK to step away from the conversation



Today's Presenter



Sarah Coleman, MPH

State Expansion Director

Healthy Birth Day, Inc./Count the Kicks

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Count the Kicks Minnesota Ambassador



Amanda Duffy

twincities.ambassador@countthekicks.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 38 states and eight countries so far.



Stillbirth Facts

Why this Matters

1 in 185

U.S. pregnancies
5-year average (2019-2023)

1 in 97

Native Hawaiian or
Other Pacific Islanders

1 in 100

Black Pregnancies

1 in 139

Indigenous
Pregnancies

1 in 216

Hispanic Pregnancies

1 in 223

White Pregnancies

1 in 270

Asian Pregnancies



Race Data - CDC 2022 Vital Statistics. www.cdc.gov/nchs/data/nvsr/nvsr71-04.pdf

Why this Matters

Even low-risk pregnancies can end in stillbirth. This article states that most normally formed singleton stillbirths are potentially avoidable – due to unrecognized fetal growth restrictions – calling for preventive strategies. (Chamberlain, 2013)

In both low- and high-income settings, stillbirth rates are higher in rural areas than in urban areas. (WHO, 2020)

Over 35% of U.S. counties lack birthing facilities or obstetric clinicians, affecting over 2.3 million women of reproductive age. (March of Dimes, 2024)

Increased risk of stillbirth due to advancing age at the time of pregnancy. 10.1 stillbirths for every 1,000 pregnancies in women aged 40-44, based on 2013 data. (ACOG, 2022)

Stillbirth Data in Minnesota

344

Minnesota loses 344 babies a year on average to stillbirth.

5.35

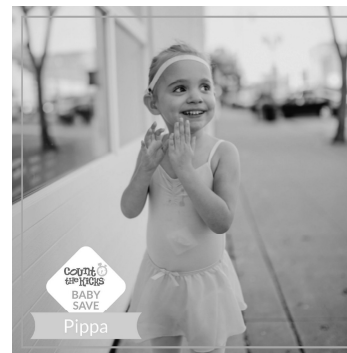
In Minnesota, the stillbirth rate is 5.35 per 1,000 live births.

110

We believe *Count the Kicks* can save an average of 110 babies per year in Minnesota.



Minnesota Baby Saves



Pippa



William



Reduced Fetal Movements

“Alterations in fetal activity are associated with an increased risk of stillbirth. **Pregnant women should be educated about awareness of fetal activity and reporting abnormal activity to health professionals.**”



Source: Heazell AEP, Warland J, Stacey T, et al.. Stillbirth is associated with perceived alterations in fetal activity - findings from an international case control study. BMC Pregnancy Childbirth 2017;17:369. 10.1186/s12884-017-1555-6



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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

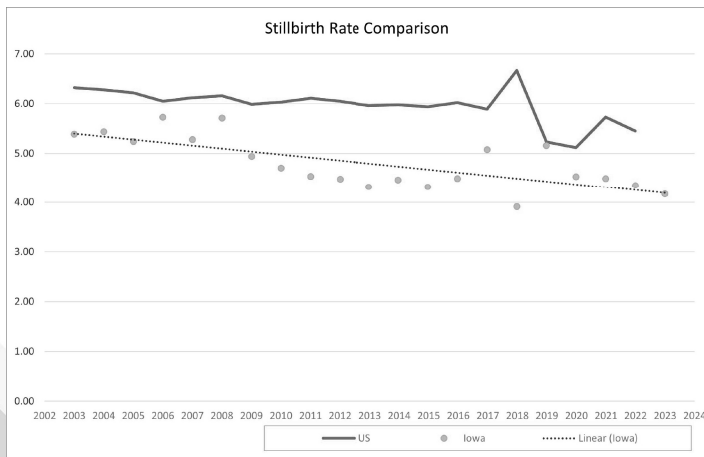
PMID: 19624847

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 Børudahl,^{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 the cohort of this study
- Dr. Ruth Fretts, the original researcher, now sits on our Medical Advisory Board



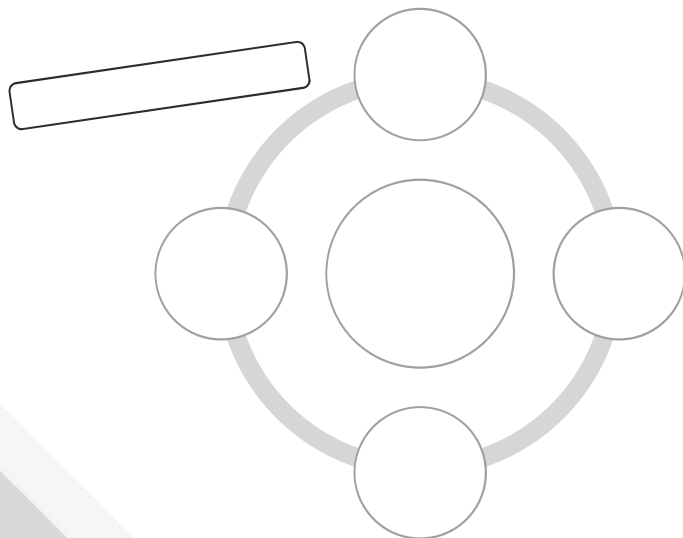
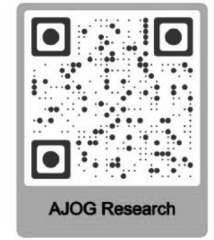


Research shows Iowa's stillbirth rate declined one percent every three months for a decade while the U.S. remained relatively stagnant.



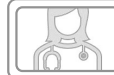
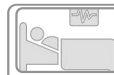
Count the Kicks Evidence

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



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Why this Matters



<https://bit.ly/3CJU8r9>





Mabel's Story

"The only red flag that there was a problem with the pregnancy was my daughter's change in movement. I am so grateful I had the concrete data from the app, which gave me the knowledge that something was off and the confidence to advocate for my baby. All moms deserve to have this knowledge so their babies can have a healthy birth day too."
 -Meghan A., Mabel's mom



(Buckingham-Schutt et al., 2022)



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

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

- 1 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.
- 2 Count your baby's movements every day – preferably at the same time. Try to pick a time when your baby is normally active.
- 3 Time how long it takes your baby to get to 10 movements, and rate the strength of your baby's movements.
- 4 After a few days, you will begin to see an average length of time it takes to reach 10 movements.
- 5 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 APP

Visit the app store to download the FREE *Count the Kicks* app!
 Learn more at CountTheKicks.org.



Count the Kicks App Free and easy to use

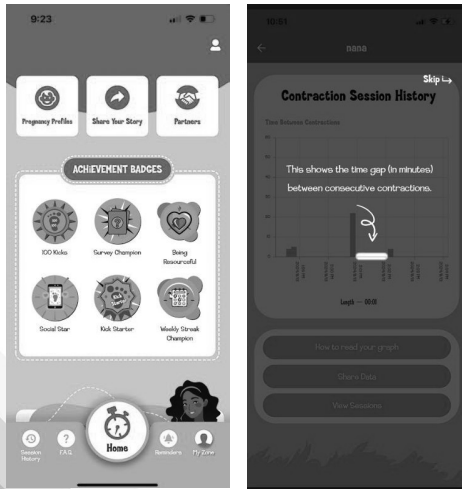


- Our FREE app is evidence-based and available in **20+ languages**
- Available for Apple and Android products
- **Set a daily reminder to *Count the Kicks***
- Download history to share with their provider, family or friends via text or email
- **Find free resources**



We do not share or sell app user information





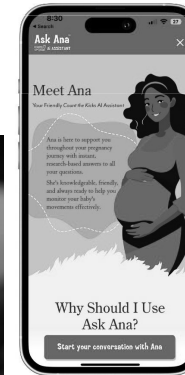
New App Features - Free and easy to use

- Contraction Timer – with simple instructions
- Scan printable charts – for manual entry
- Digital Badges – collect them all!
- Dark Mode – need to take it easy on your eyes – use the app in our new Dark Mode features.
- All new features available in the *My Zone* Section of the app



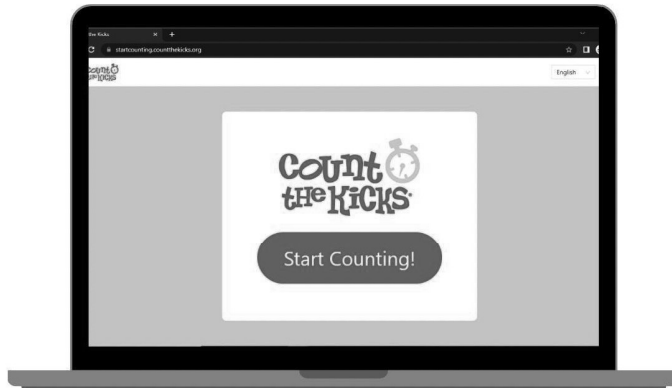
Ask Ana AI Assistant

THE 'ASK ANA' FEATURE
CAN ANSWER BABY MOVEMENT AND APP QUESTIONS THAT ARISE WHILE MONITORING YOUR BABY'S MOVEMENT PATTERNS ON THE COUNT THE KICKS APP.

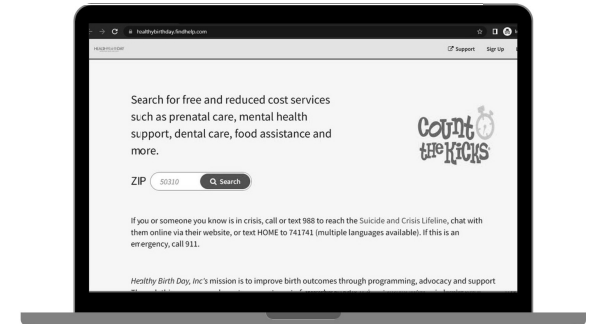
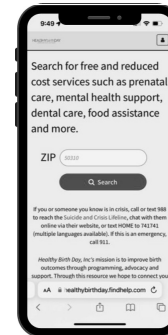


- Free
- Available in multiple languages
- Access Ask Ana on our socials, website and the app
- App users can ask questions about fetal movement and receive research-based answers.

Web-Based Counting Platform



Find Local Resources



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



Real Talk



FALSE

My baby should get 10 kicks in 2 hours.



Real Talk



FALSE

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



Real Talk



FALSE

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



Count the Kicks Systems Implementation



Additional Tools for Implementation

Healthy Birth Day, Inc. has a variety of tools and resources to help you implement and standardize such as:



Implementation Guide



Standard of Work template



After Visit Summary/Discharge Instructions



Electronic resources

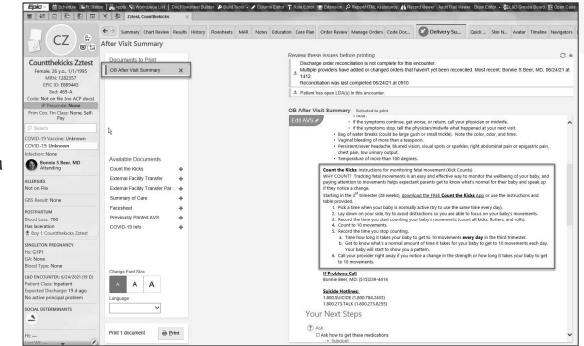
Contact Megan Aucutt, Program Director at Aucutt.Megan@healthybirthday.org



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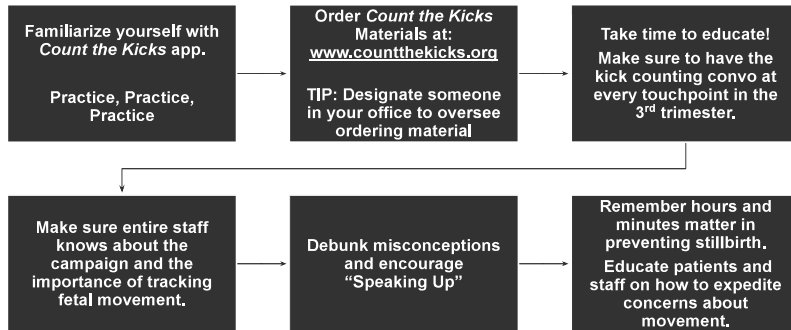
OBED and Triage

- Improved maternal-fetal safety:**
 CTK reduces the “unknowns” in triage by ensuring patients come in with a clear change in fetal movement history.
- Streamlined triage:**
 Instead of vague reports (“the baby feels different”), patients arrive with structured data from the app, making assessments more efficient.
- Documentation support:**
 CTK provides a standardized framework for fetal movement monitoring, which helps with communication, continuity, and potential liability protection.



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Next Steps



Resources



At-a-Glance Educational Materials

3rd Trimester?
Start counting your baby's movements!

Counting kicks saves lives!
It's as easy as 1, 2, 3!

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

Download the FREE Count the Kicks app or track your baby's movements with a Count the Kicks' chart at CountTheKicks.org

Counting kicks saves lives.
It's as easy as 1, 2, 3!

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

Download the FREE Count the Kicks' app today!

HEALTHY BIRTHDAY

Count the Kicks



Movement Monitoring Bands

- These are great for anyone who does not have access to a smartphone or reliable internet.
- Each band comes with an easy, how-to instruction card.

How to use your Count the Kicks Wristband



Starting in the 3rd trimester start counting your baby's movements DAILY.

- Have a pen and paper handy
- Placing the black slider off the numbers then start a timer when you feel the first movement you want to count.
- Every time you feel a movement move the slider to the next number until you get to 10.
- Stop your timer
- Keep track of how long it gets your baby to get to 10 movements.
- After a few daily sessions you will start to see a pattern in your baby's movements!
- Keep track daily of how long it takes so you can notice if there is every a change in your baby's movements.
- Call your provider right away if you notice a change in the strength or length of those movements.



Free Downloadable Paper Kick Counting Charts

AVAILABLE IN 18 LANGUAGES:

- English
- Spanish
- Arabic
- Burmese
- Chinese
- French
- German
- Haitian Creole
- Hindi
- Hmong
- Kinyarwanda
- Lingala
- Navajo
- Portuguese
- Somali
- Swahili
- Tagalog
- Vietnamese

Start at 28 weeks!

- Count baby's movements every day, once a day, near the same time each day.
- 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.
- 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

- Write the week of your pregnancy and the date at the start of the week at the top.
- When you feel your baby move one time, write down the time.
- Kicks, rolls and jabs count. Flips do not count.
- Tick each time you feel your baby move.
- Write down the date at the 10th movement.
- Draw a horizontal line across X to help you see a pattern.
- Put an X on the number of minutes it took for baby to move 10 times.
- Draw a vertical line across X to help you see a pattern.
- If the line changes, call your healthcare provider. Call right away!

HEALTHY BIRTHDAY

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

Count the Kicks

How to Count – Digital Resource

DIGITAL EDUCATION- ENGLISH

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 with a chart. 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 also 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.

Don't Delay!
Download the FREE Count the Kicks app in the app store today!

- Help you monitor baby's movement patterns and strength of movement
- Empowers you to SPEAK UP if you notice a change in your baby's normal movement patterns.
- Promotes early bonding
- Helps reduce anxiety
- Available in 20+ languages
- CountTheKicks.org

CountTheKicks.org

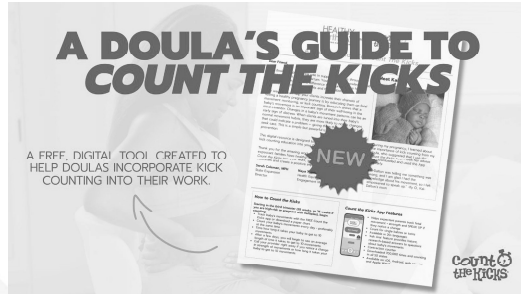
Available in 17 languages:

- English
- Spanish
- Arabic
- Chinese (Simplified, Mainland China)
- Burmese
- French
- German
- Haitian Creole
- Hmong
- Lingala
- Kinyarwanda
- Navajo
- Portuguese
- Somali
- Tagalog
- Vietnamese

Digital Education page



New Resource for Doulas



A FREE, DIGITAL TOOL CREATED TO HELP DOULAS INCORPORATE KICK COUNTING INTO THEIR WORK.



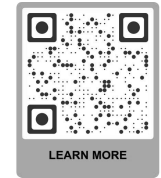
<https://bit.ly/CTK-Doula-Guide>

- A free, digital tool created to help doulas incorporate kick counting into their work.
- The guide offers **approachable language, conversation tips, and culturally relevant materials** that align with *Count the Kicks*' evidence-based, expectant parent-driven approach. It's another way we're working together to ensure more babies arrive safely.
- Whether you're a doula, birthworker, advocate, or longtime supporter of our mission, we invite you to **explore and share this new resource with your networks!**



Count the Kicks Champions

Join our growing community of *Count the Kicks* Champions who actively support the implementation and reach of the *Count the Kicks* program in a clinical or community setting.



bit.ly/CTK-Champion



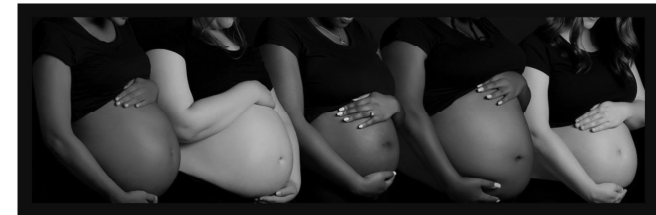
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Count the Kicks Ambassadors

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

These individuals 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.



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

- Facebook: @healthybirthday
- Instagram: @healthybirthdayinc
- Twitter: @Healthy_Birth
- LinkedIn: Healthy Birth Day Inc.

Count
the KICKS

- Facebook: @countthekicks
- Instagram: @countthekicksus
- Twitter: @countthekicksUS



NEWSLETTER



Questions?



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- . 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.aicm.2021.11.774>
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