



Quentin



Sophia



Senara



Araton



Michael

Educate + Empower

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



Anthem 

Foundation

Count 
the KICKS®

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



Jen Rowray

Director of Advocacy and Engagement
Healthy Birth Day, Inc./Count the Kicks
Rowray.Jenifer@healthybirthday.org



Via Klein

Victor's Mom
California Count the Kicks Ambassador
Cali.ambassador@countthekicks.org



A black and white photograph showing a close-up of a hand holding a small, clenched fist. The hand is positioned on the left, with fingers wrapped around the fist. The fist is held in a way that suggests strength and support. The background is dark and out of focus, emphasizing the hand and fist. The overall mood is one of care and solidarity.

Bringing Stillbirth to Light:
Learn the facts.

Stillbirth in the United States

Stillbirth is the loss of a baby at or after 20 weeks of pregnancy.

20,000+
Stillbirths on average
annually

Nearly **60** babies...
**EVERY. SINGLE.
DAY.**

MORE Stillbirths than
Top 5 Causes of
Child Death

Research shows
that **1:4** deaths are
preventable

Thousands of lives
CAN be saved
annually

One proven solution:
Count the Kicks is
saving **1 in 3** at risk
babies in Iowa.

Stillbirth Facts

No Pregnancy is Immune

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 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



Stillbirth Data in California

2,144

California loses 2,144 babies a year on average to stillbirth.

5.06

In California, the stillbirth rate is 5.06 per 1,000 live births.

686

We believe *Count the Kicks* can save an average of 686 babies per year in California.

*Statistics according to 5-year averages (2019-2023) from CDC Wonder.

* National Vital Statistics indicates the fetal mortality rate was 5.53 deaths per 1,000 live births in 2023.



Linked: Stillbirth & Severe Maternal Morbidity

Stillbirth is a *significant* contributor to severe maternal morbidity (SMM)

Four to five times more likely to die
7 times more likely to experience SMM (citation).

(AJOG, 2024)

These results indicated an increased risk of SMM among patients with stillbirth both during delivery hospitalization AND at any time during the prenatal period and up to 1 year following delivery.

GUEST COMMENTARY

We must do more to prevent stillbirths — and save mothers' lives, too | Opinion

By Clayton Anderson Special to The Kansas City Star
September 11, 2024 5:08 AM | 



Clayton Anderson lost both his wife Kristal and their daughter earlier this year.



Pictured: Shawn Soumilas and her son, Zach – born still in 2010, used with permission



The Tragic Impact of Stillbirth:

Results in significant
physical and psychological
complications for families.

- Severe Maternal Morbidity
- Prolonged and complex grief
- Economic Burden

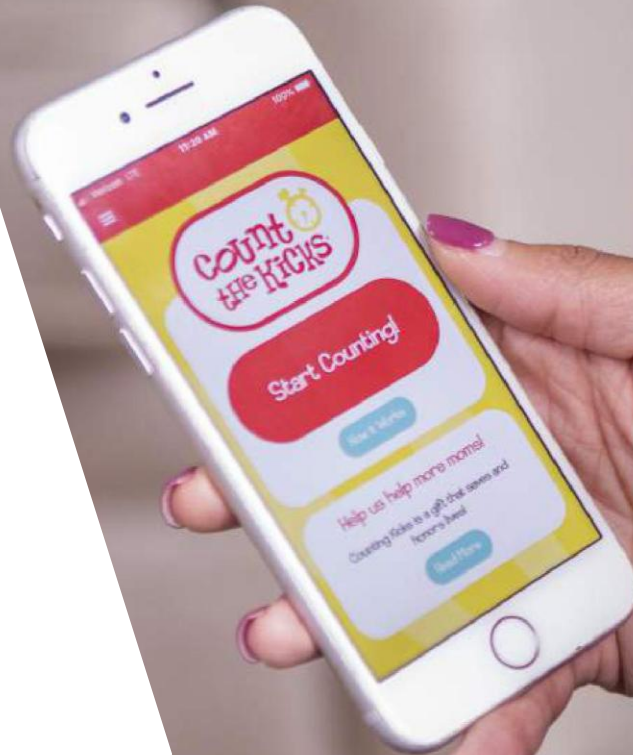
Pictured: Erica and Brad Bailey with their son,
Rhoan, born still in 2020, used with permission

The Impact of Stillbirth Prevention: Meet Bear



Fetal Movement Monitoring – Bridging the Gap

**Evidence-based Stillbirth
Prevention Program**





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



We developed a proven early warning system for moms.



We have saved lives in 36 states & 6 countries.



Research Supports Fetal Movement Monitoring:

“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>



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



Count
the KICKS
BABY
SAVE

Mabel

Count
the KICKS



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.

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

77% of app users
reported feeling
LESS anxious



How to *Count the Kicks*

To see the same reduction in stillbirth as Iowa requires standardization in our implementation



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.

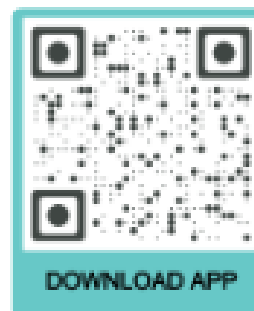


After a few days, you will begin to see an average length of time it takes to reach 10 movements.



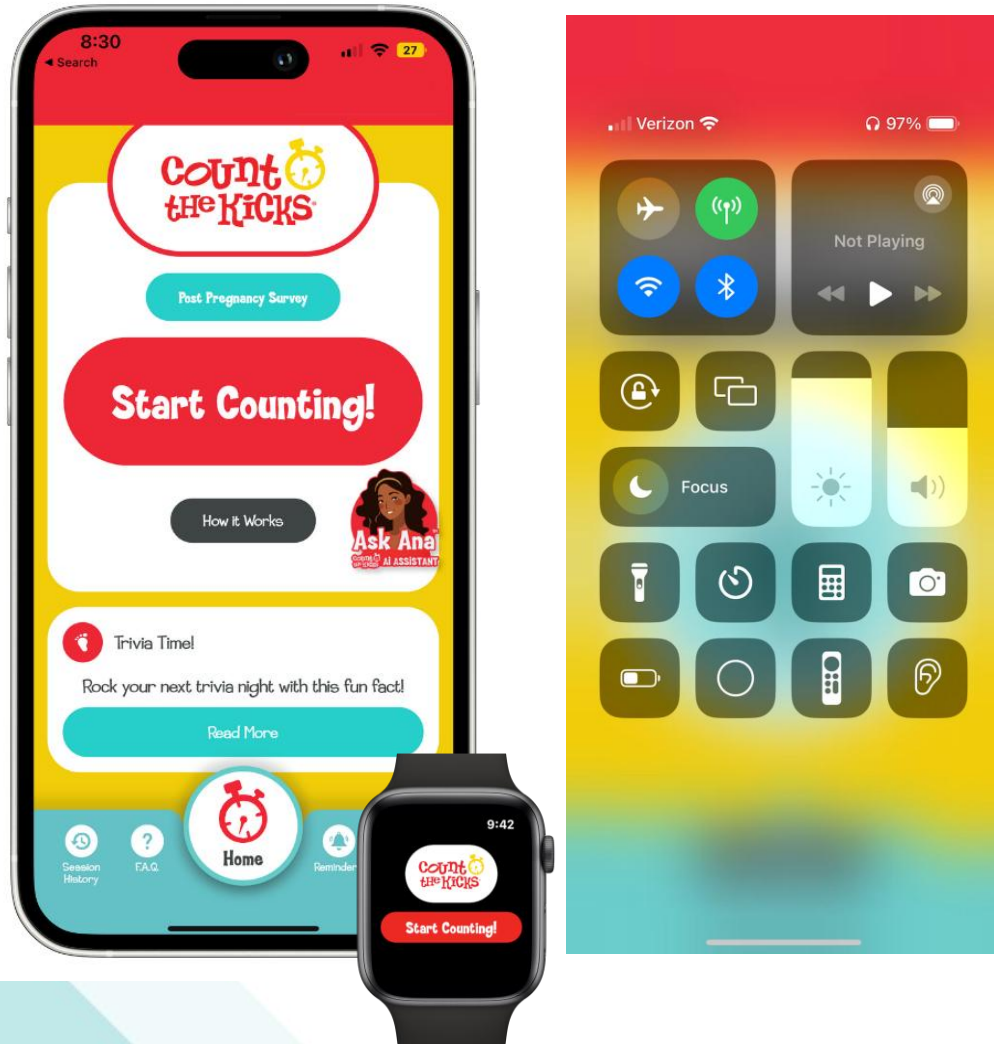
Call your provider right away if you notice a change in strength of movements or how long it takes your baby to get to 10 movements.

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

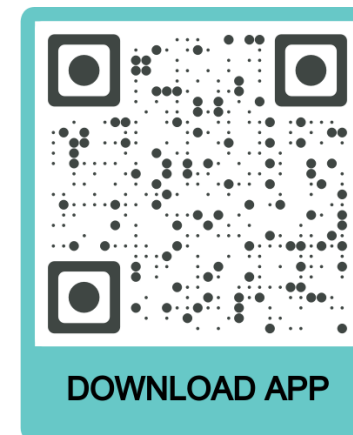


Count the Kicks App

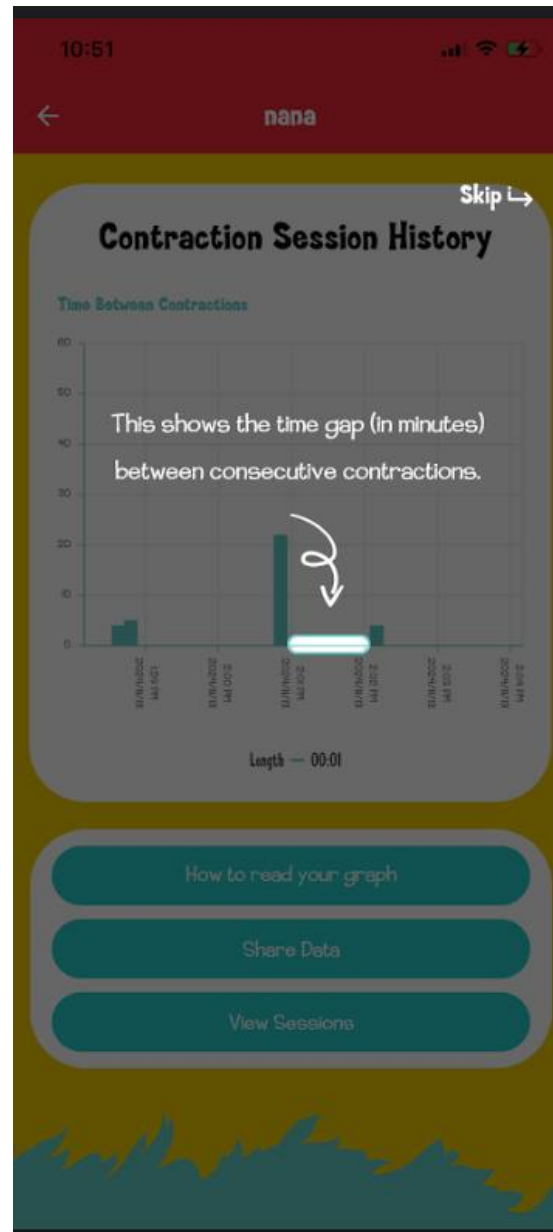
Free and easy to use



- 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

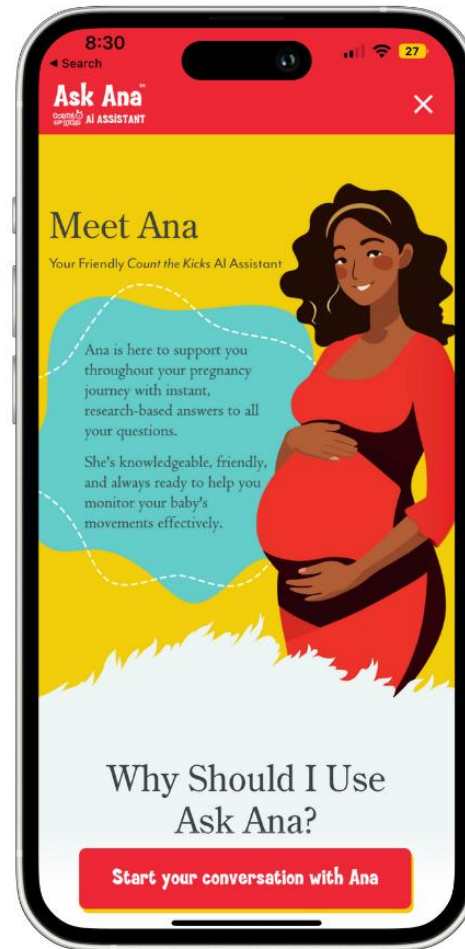
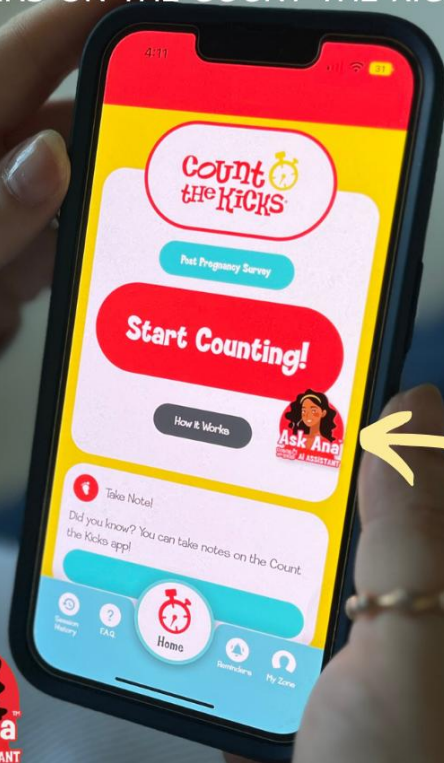
- Contraction Timer – with simple instructions
- Scan printable charts – for manual entry
- Digital Badges – collect them all!
- Dark Mode – need to take it easy on your eyes – use the app in our new Dark Mode features.
- All new features available in the *My Zone* Section of the app

Ask Ana

AI Assistant

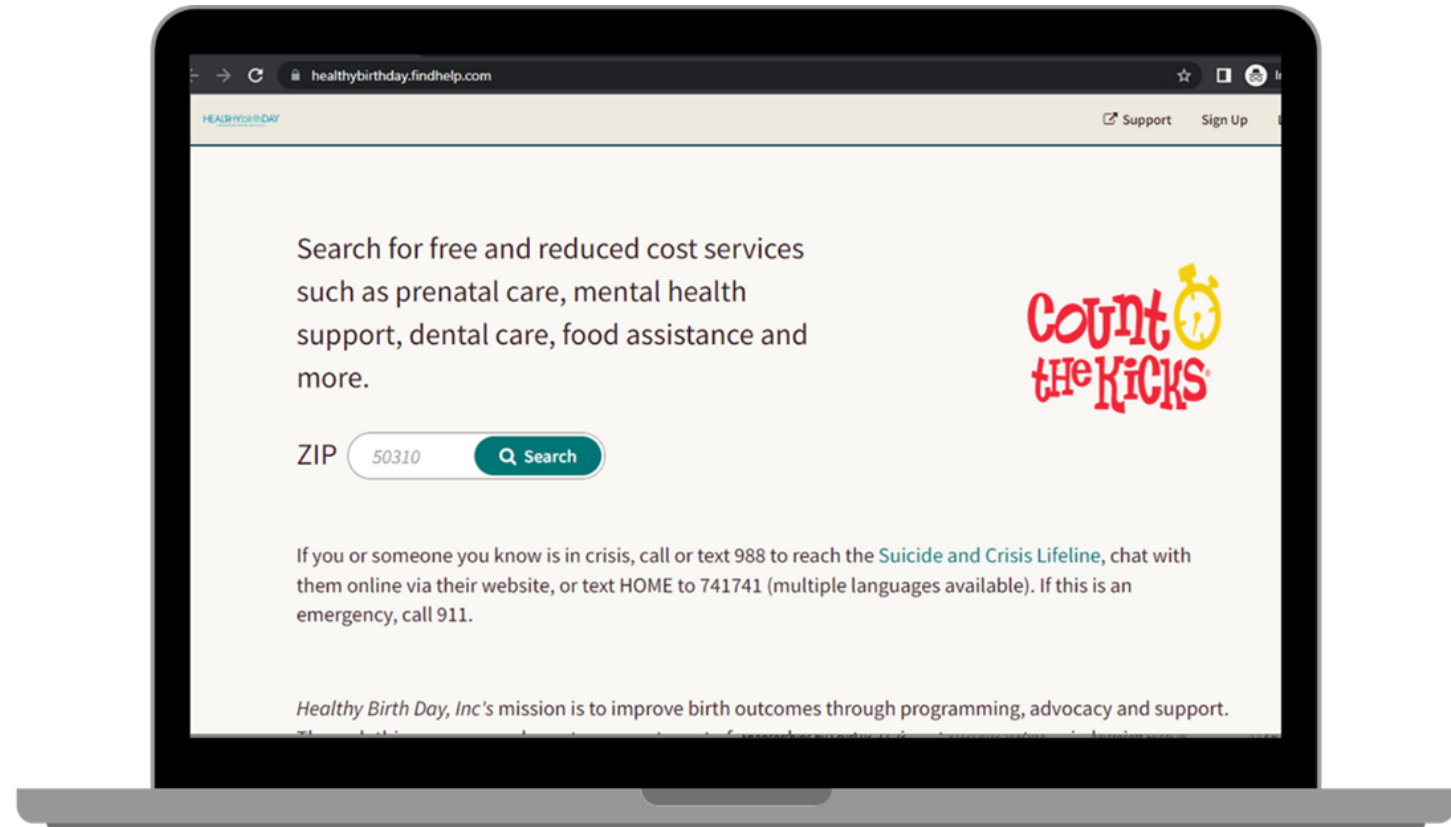
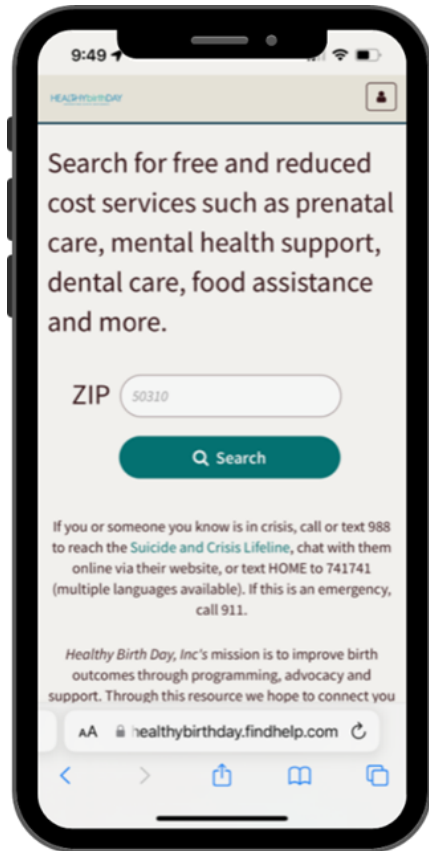
THE 'ASK ANA' FEATURE

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 20+ languages
- Access Ask Ana on our socials, website and the app
- App users can ask questions via “chat” or “call” about fetal movement and receive research-based answers.
- Data privacy is respected

Find Local Resources



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





Additional Resources in L.A. County

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

FREE Print Educational Materials

- ▶ Traditional *or* At-a-Glance Materials
 - ▶ English, Spanish, Tagalog, Chinese
- ▶ Posters, Brochures, & App Cards
- ▶ Badge Reels & Buddies, Kick Counting Braclets.
- ▶ Go to: CountTheKicks.org

ORDER MATERIALS

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

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

计数踢动、戳动、猛击和翻滚。

Count the Kicks

数胎动可以拯救生命。

这就像1、2、3一样简单!

每天记录您宝宝的胎动，了解宝宝的正常情况。如果胎动有任何变化，请联系您的医生。

下载免费的 Count the Kicks® 应用程序吧!

CountTheKicks.org

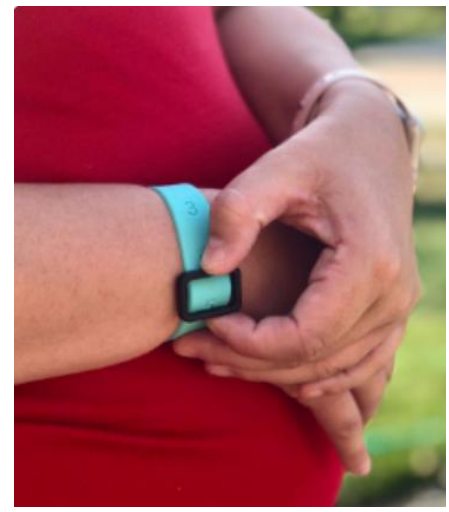
HEALTHY BIRTHDAY

Anthem Preferred

孕末期?

开始记录您宝宝的胎动!

Count the Kicks



The FREE Count the Kicks App

- Helps expectant parents track fetal movement + strength and SPEAK UP if they notice a change
- Promotes early bonding
- Count for single babies or twins
- Available in 20+ languages
- Ask Ana! feature provides instant, research-based answers to questions about baby's movements
- Contraction counter
- Downloaded 700,000 times and counting in all 50 states
- Available on: iOS, Android, web counter and Apple Watch

Learn more at CountTheKicks.org



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!

- 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.



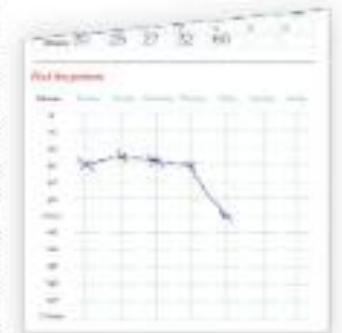
Get ready to count!

- 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!**



How to Count – Digital Resource

DIGITAL EDUCATION- ENGLISH



Count the 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.

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

- Helps 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



1/1 Pages - + Magnify [Full Screen Icon] Fullscreen [Menu Icon] More

Available in 17 languages:

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

[Digital Education page](#)



Click "MORE" for sharing options














Follow Us on Social Media!

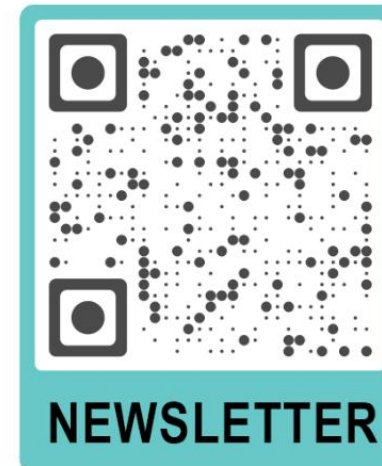
Follow *Count the Kicks* and *Healthy Birth Day, Inc.* to learn more about our work to improve birth outcomes and make kick counting a common practice for all expectant parents.

HEALTHY
birthDAY
IMPROVING BIRTH OUTCOMES

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

Count
the KICKS

-    @countthekicks
-  @countthekicksus
-  @countthekicksUS



Count
the KICKS

Opportunities for Home Visitors to Empower & Educate Clients

Real Talk – Addressing Common Questions



Common Misconceptions



FALSE

My baby is always active, so I don't need to count kicks.



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.

Common Misconceptions



FALSE

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



FALSE

Babies kick less near the end of pregnancy.



FALSE

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

Connect.the.Dots



Home Visitors Play a Vital Role

Collaborative Training – share what you learn with others

- Disseminate Materials – order the FREE materials

Address unique client needs

- **Language Accessibility:** For non-English speaking clients, use CTK materials available in multiple languages, like Spanish
- **Cultural Sensitivity:** Tailor conversations about fetal monitoring to respect cultural perspectives on pregnancy care

Encourage Consistency

- **Daily practice** - Suggest kick counting becomes a part of the client's routine, such as after a meal or at a specific time each day when the baby tends to be active.
- **Partner Involvement:** Encourage partners to support kick counting efforts to foster connection and accountability. Fetal Movement Monitoring INCREASES Bonding!

Home Visitors Play a Vital Role

Education during prenatal meetings

- **Explain fetal movement monitoring** - Introduce the CTK method and share resource
- **Routine Check-ins:** During follow-up meetings, ask clients about their experience with kick counting and offer tips for integrating it into their daily routine

Empower clients to tune in to their baby's patterns

- **Personalized engagement** – and provide reassurance.

Home Visitors can help expectant parents by:

- ▶ Encourage use of mobile app for monitoring fetal movement
- ▶ Teach expectant parents what to look for
- ▶ Share how and when to contact providers if changes occur
- ▶ Be a Bridge: Share throughout your community
- ▶ Educate: Eliminate Misconceptions
- ▶ Educate: Visit Tips

New Initiatives



Contact our Programming Team today!

Aucutt.Megan@healthybirthday.org

Hybels.Sarah@healthybirthday.org



Join Us!



HEALTHY birthDAY Creator of **Count the KICKS**

Empowering Change: Advancing Maternal Health Together

Oct. 29-30, 2025
Join us to explore Maternal Health Innovations
in Iowa and around the U.S.

Presented By: **Wellpoint**

Who Should Attend?

- OB/GYNs, Family Medicine docs, Midwives, Nurses
- Maternal & Child Health Specialists
- Public health professionals & trainees

What You'll Gain

- Latest evidence-based practices in maternal health
- Best practices to improve patient outcomes
- Actionable tools ready to implement immediately

Day 1 – 8:30 – 11:30

Ignite Sessions – Iowa organizations bridging gaps in maternal health

Day 2 – 8:30-3:30

Deeper Dive into Maternal Health Topics –

- 1. The Role of Doulas**
- 2. Clinical Innovations**
- 3. 4th Trimester**

And More!

Register Today – 100% FREE!

[CLICK HERE TO REGISTER](#)



**Count
the KICKS**

Success Stories



Together, we can reduce preventable stillbirths through early detection and patient empowerment!



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>

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-jj-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

