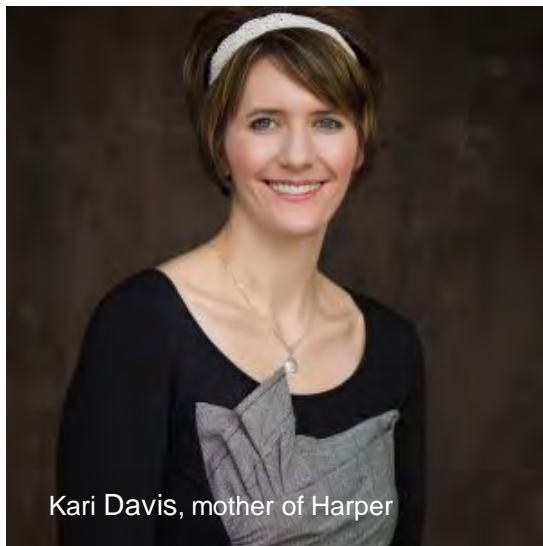


Count the Kicks®

*Save Babies with Us: A Healthcare Provider's Guide to Talking to Expectant Parents
about Fetal Monitoring*

Today's Presenters



Kari Davis, mother of Harper

Kari: Ohio.ambassador@countthekicks.org



DaShonda Watkins, mother of Aubrey

DaShonda:
Cincinnati.ambassador@countthekicks.org

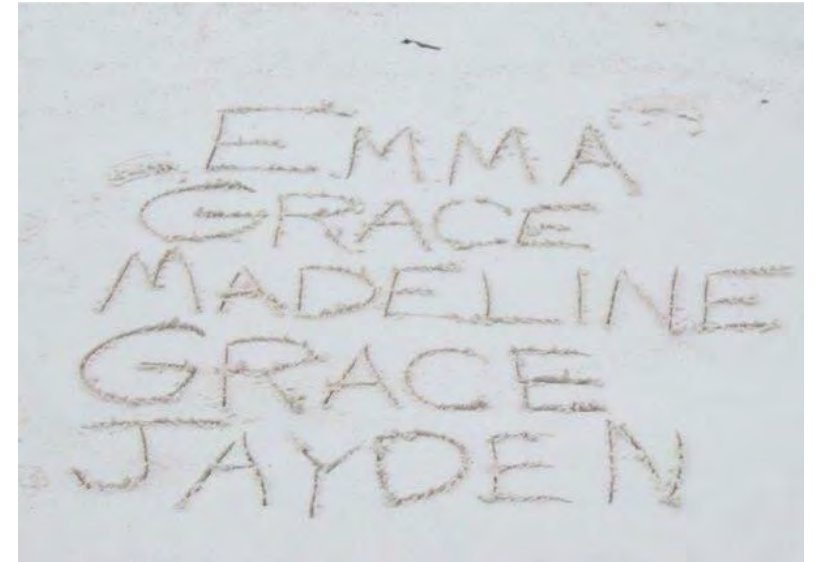


Megan Aucutt
Aucutt.Megan@healthybirthday.org

Ohio
Ambassadors



HEALTHY
birthDAY
IMPROVING BIRTH OUTCOMES



Founders

- 5 women turning grief into action
- 2004 First stillbirth registry
- 2008 *Count the Kicks* was created
- 2009 *Health Birth Day, Inc.* becomes a nonprofit
- 2013 Web-Based *Count the Kicks* app created
- 2015 Free *Count the Kicks* mobile app available



Ambassadors



What is a *Count the Kicks* Ambassador?

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

These women 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.

What can an Ambassador Do?

Invite

- Invite them to give a presentation, include them in a webinar training/presentation or conference call.

Ask

- Ask them to host an educational table at an event

Help

- Help them build partnerships

Include

- Include them in PR campaigns



Section II: Data

A close-up photograph of a pregnant woman's belly, covered in a red, textured sweater. Her hands are gently holding the sides of her belly. The background is slightly blurred, showing what appears to be a window with light coming through.

Stillbirth by the numbers

National Data

- ▶ 1:167 pregnancies ends in stillbirth¹
- ▶ Racial disparities persist¹
 - ▶ Black moms 1:94
 - ▶ Hispanic moms 1:191
 - ▶ White moms 1:204
 - ▶ **Families 10 times more likely to lose a baby to stillbirth than to SIDS**

¹ [CDC. Fetal and Perinatal Mortality: United States, 2013. National Vital Statistics Reports. Vol. 64 No. 10](#)

Ohio Data

- ▶ 2018 rate for Ohio: 6.6/1,000

- ▶ White, Non-Hispanic: 5.4
- ▶ Hispanic Women: 5.1
- ▶ Black, Non-Hispanic: 11.2
 - ▶ This rate in 2017 was 9.7



- ▶ What can we do?

- ▶ Targeted effort to those most at risk
 - ▶ Social Media, Faith Based Toolkits, Beauty Salons, Healthcare Provider Toolkits, CE Training etc.
 - ▶ Focus on key areas of the state with higher rates of African Americans
 - ▶ Partner with African American organizations: First Year Cleveland: Homecare visitors go in and present CTK to moms in their homes (2018)

- ▶ Note: All data comes from Ohio Department of Public Health

Additional Outreach Opportunities

- ▶ Cradle Cincinnati—Queen Village
- ▶ First Year Cleveland
- ▶ MIECVH
- ▶ SOARS
- ▶ WIC



Racial Disparities

Why are there such large disparities for stillbirth?

- ▶ Research shows that there are a lot of contributing factors to the racial health disparities in stillbirth. **Researchers point to the following as causes for the disparities:**
- ▶ Epigenetics - Physiological variations that are caused by external or environmental factors that switch genes on and off and affect how cells read genes instead of being caused by changes in the DNA sequence.
- ▶ Some of those environmental factors researchers point to, are systemic racism and toxic stress. Researchers say that years of being treated unequally and/or unfairly --- essentially being an African American woman in a systemically unjust society --- and all that comes with it --- have led to real and pervasive health issues for black women.
- ▶ Predisposition to certain conditions that may lead to stillbirth like gestational diabetes, preeclampsia or high blood pressure, which all are linked to maternal stress. Experts say black women are less likely than other races to receive early treatment for these conditions.
- ▶ Access to healthcare. Socioeconomic barriers.
- ▶ Research shows education is NOT a determining factor. A college-educated black woman is still more likely to lose her baby than a high school educated white woman.

A close-up, grayscale photograph of two hands, one darker-skinned and one lighter-skinned, clasped together in a supportive grip. The hands are positioned in the upper half of the frame, with fingers interlaced. The background is dark and out of focus.

What is *Count the Kicks* doing to reduce disparities in stillbirth?

- ▶ Looking for funding opportunities to focus on racial disparities
- ▶ Focus groups with African American women to help plan and prioritize outreach efforts
- ▶ Faith-Based Toolkit, outreach within the African American Community
- ▶ App in more than 10 languages
- ▶ Culturally-appropriate material and language

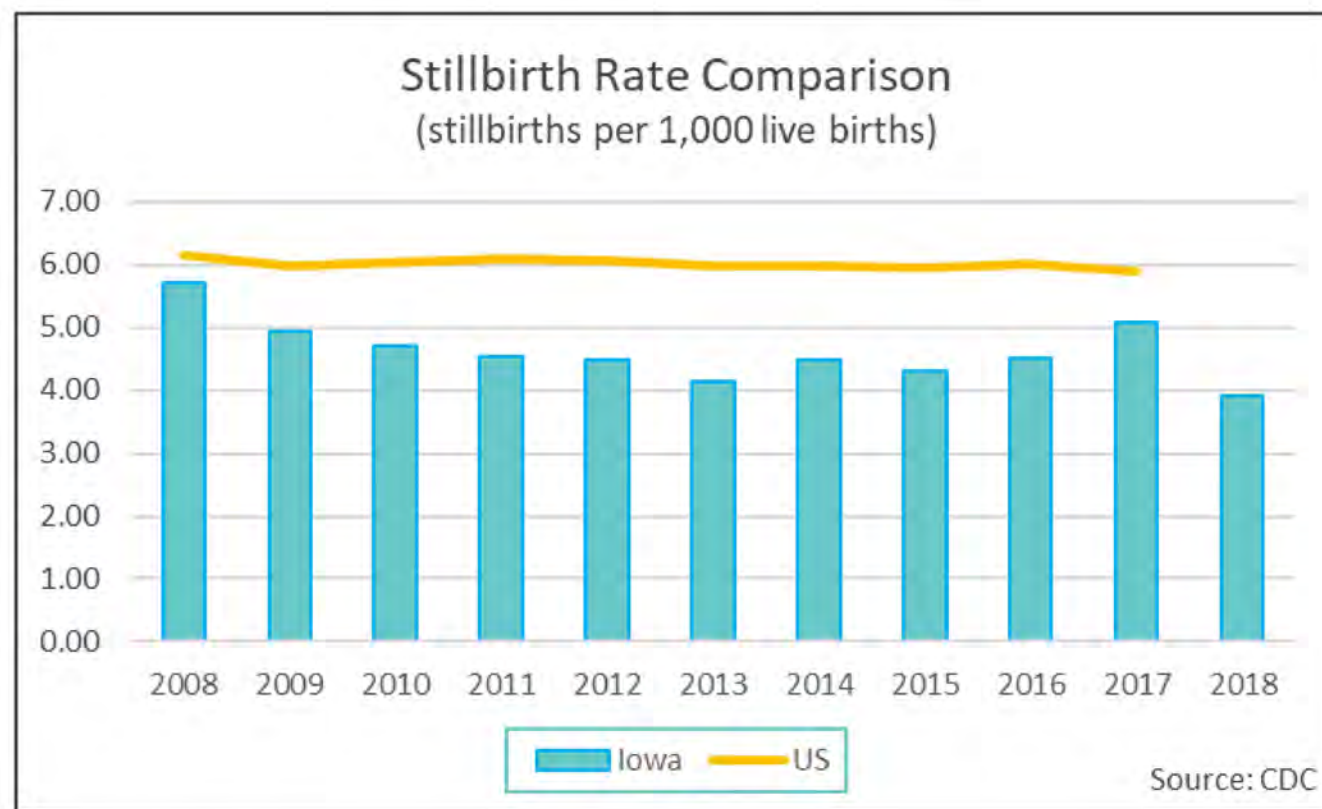
Iowa Stillbirth Data

2018 Iowa stillbirth rate: 3.9 fetal deaths per 1,000 live births. Lowest Iowa stillbirth rate on record and one of the lowest in the U.S.

Iowa families lose an average of 174 babies to stillbirth every year.

Racial disparities in stillbirth are most dramatic between African American and white moms in Iowa.

While our rates are far better than the national average, we still lose one baby for every 109 pregnant black women, while for white women it's one per 250.



Supporters

State Supporters

- Ohio Department of Health
- Iowa Department of Public Health
- Nebraska Perinatal Quality Improvement Collaborative
- West Virginia Department of Health and Human Resources, Bureau for Public Health
- Missouri Department of Health and Senior Services
- Kansas Department of Health and Environment
- Florida Department of Health
- North Dakota Department of Health

Organizational Supporters

- International Childbirth Education Association
- Microsoft
- Black Women's Health Imperative
- The Harkin Institute
- MercyONE
- Des Moines University
- International Paper
- Antioch Foundation
-AND MUCH MORE

**Interested in collaborating? Contact us
at info@CountTheKicks.org**



Iowa Department of Public Health Support

- ▶ "I think that anyone who takes care of an expectant mom should be providing them with information about how to monitor their baby's fetal movements and that is best done through *Count the Kicks*. As a nurse who has cared for families experiencing a loss and as a public health official with a focus on stillbirth prevention efforts, I have seen firsthand that kick counting is an effective way to sense the baby's well-being. **Research shows that babies can be saved if expectant parents are educated about tracking their baby's movements and immediately reporting any changes in the baby's movement pattern to their health care provider.**"
- ▶ Kimberly Noble Piper, Executive Officer for the Center for Congenital and Inherited Disorders at the Iowa Department of Public Health and Project Director for the Iowa Stillbirth Surveillance & Prevention Programs



Research and Evidence

The Research and Evidence

- ▶ “Tracking fetal movement is a non-invasive way for expectant parents to monitor their baby’s health in the third trimester of pregnancy... babies can be saved when expectant parents are educated on getting to know their baby’s normal movement pattern starting at 28 weeks and to speak up if they notice a change.”
- ▶ – Dr. Ruth Fretts, Harvard Medical School, Assistant Professor, Department of Obstetrics & Gynecology; *Count the Kicks* Medical Advisory Board Member

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](#)^{2,7}

More Evidence

“Stillbirth is associated with perceived alternations in fetal activity – findings from an international case control study” (2017)

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

“Together these data highlight the importance of care providers having a documented discussion to encourage women to become familiar with their baby’s pattern of movement and to respond to changes in fetal activity. “



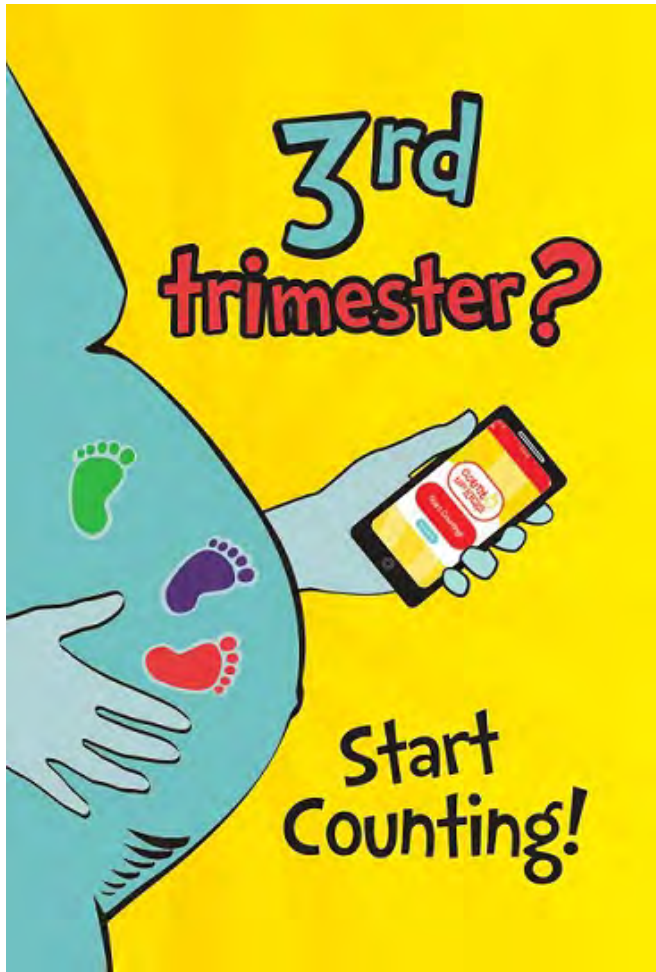
Count the Kicks is a
low-cost, simple and
EFFECTIVE
campaign to save
babies.

Additional Research Articles

- ▶ [Alternations in maternally perceived fetal movement and their association with late stillbirth.](#)
- ▶ [Maternal Perception of Fetal Activity and Late Stillbirth Risk: Findings from the Auckland Stillbirth Study.](#)
- ▶ [Maternally perceived fetal movement patterns: The influence of body mass index](#)
- ▶ [Sleep Position in Pregnancy Q&A](#)



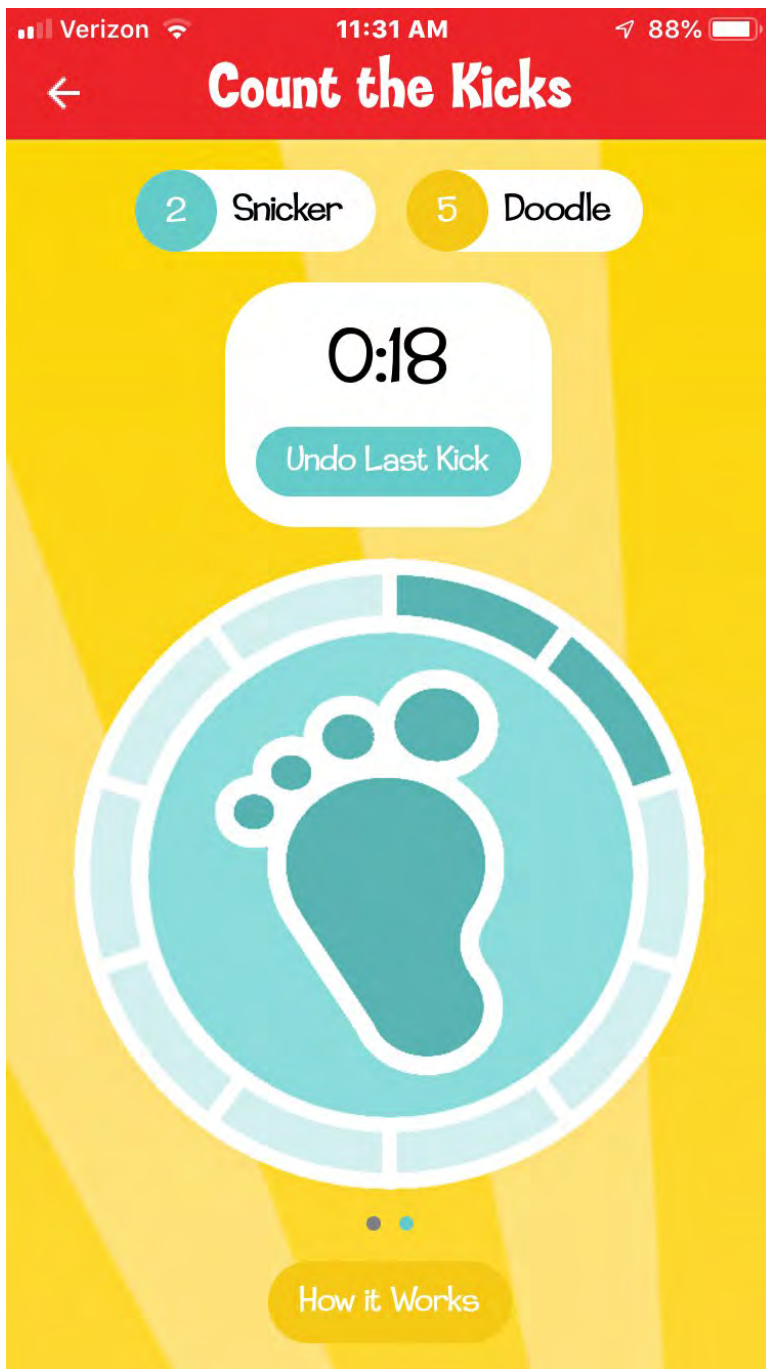
Section IV: Implementation of *Count the Kicks*



Count the Kicks

- ▶ Stillbirth prevention public health campaign
- ▶ Evidence-based
- ▶ Mom-focused
- ▶ Educates women on importance of tracking fetal movement
 - ▶ Mobile app & paper charts
- ▶ Empowers moms to speak up to providers if there is a concern

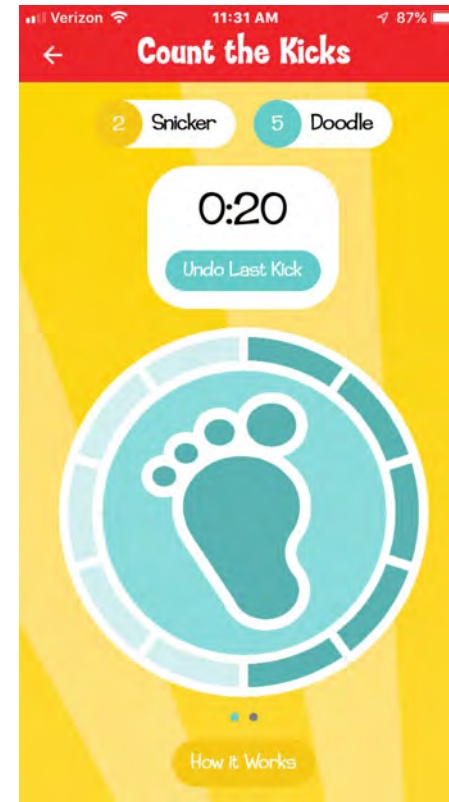
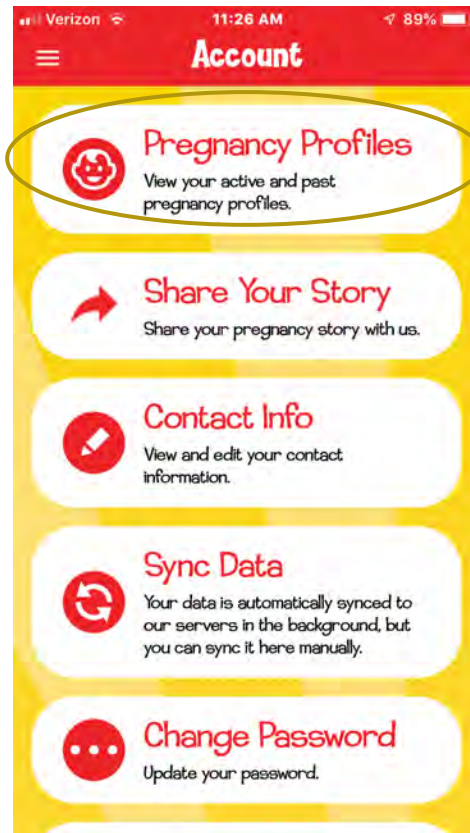
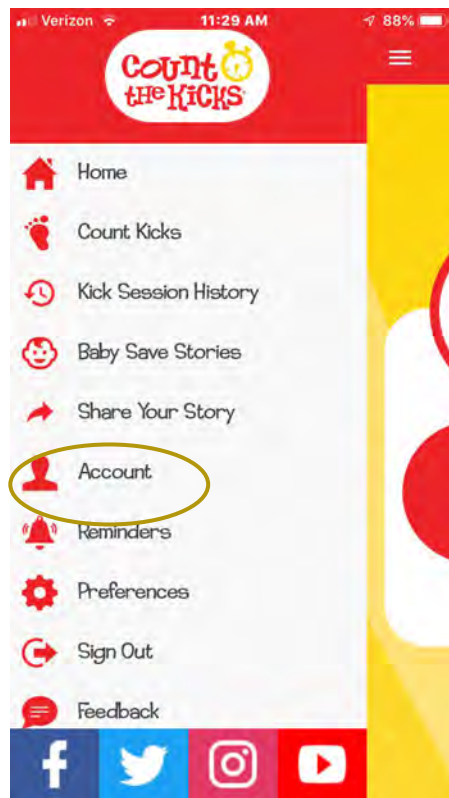




Count the Kicks App

- ▶ Free
- ▶ Available in 12 languages
 - ▶ Amharic, Arabic, Chinese, English, French, Haitian-Creole, Hindi, Marshallese, Russian, Spanish, Swahili, & Vietnamese
- ▶ Share kick session results on social media or download to send via email
- ▶ Push notifications
- ▶ Post-pregnancy survey





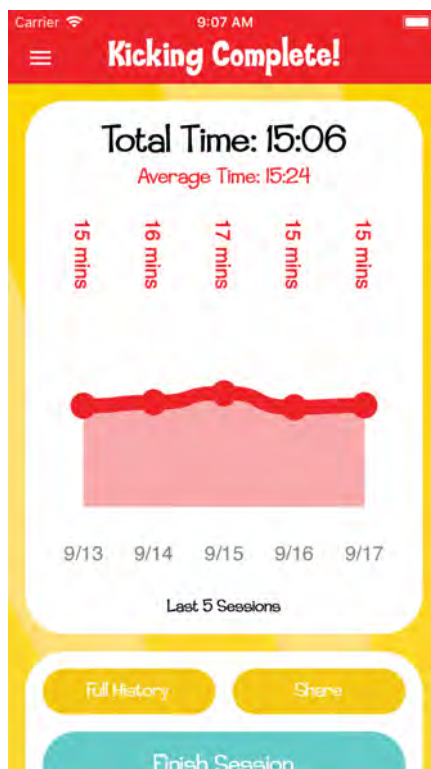
Using the *Count the Kicks* App

- ▶ **Create an account** so you can save your data
- ▶ Add pregnancy details



Using the *Count the Kicks* App

- ▶ Count for singles or twins
- ▶ See what's normal
- ▶ Be sure and share with patient to contact you (their provider) if they notice a change
- ▶ What's a change?
 - ▶ App starts showing the average time it takes to get 10 kicks right away.
 - ▶ Users will start to see a pattern/trend
 - ▶ If mom starts noticing it takes baby close to an hour when it usually takes 15 minutes, time to call.



Week #: 28 Start Date: May 1

Sample Chart

DAY:	1	2	3	4	5	6	7
START TIME:	8:20pm	8:45pm	8:45pm	8:15pm	8:45pm	8:00pm	8:10pm
END TIME:	8:30pm	9:00pm	9:00pm	8:35pm	9:00pm	8:20pm	9:10pm
:00							
:10	X						
:20		X	X	X	X	X	
:30							
:40							
:50							
1:00							X
1:10							
1:20							
1:30							
1:40							
1:50							
2:00							

Have a “Kick Session”



Implementation of *Count the Kicks*

Talking about stillbirth with patients

"I don't want to scare moms" –
Pregnancy is full of risks that we talk to moms about, stillbirth is another risk that moms deserve to be educated about

"Stillbirth just happens, there's nothing we can do"

– There can be warning signs, if moms know what to look for.

"Her baby is always active, it's not a concern"

– Babies are active until they aren't. Cord and placental accidents can be sudden. Moms need to know what's normal, so they can notice a change.

"She's almost at her due date" –
The risk of stillbirth **increases** as a mom approaches or exceeds her due date



What Providers are Saying

- ▶ "Let me talk about what life was like before *Count the Kicks*. We knew as physicians that tracking baby's movement in the third trimester was important. But we didn't have the ability to get that word out on a consistent basis to both patients and physicians. So we did our best within our office to get that information out to patients but we didn't have the app, or the brochures to put up in our office and to hand to patients. There is no doubt that *Count the Kicks* was critically important in reducing the stillbirth rate here in Iowa and I am sure it's going to do the same across the country and around the world."

— Dr. Neil Mandsager, Medical Director, Perinatal Center of Iowa

- ▶ "*Count the Kicks* Campaign has heightened our patient's awareness of fetal movements. The app is easy and fun for patients to use. Thanks for making a positive impact on parents-to-be."

— Jeffrey T. Osburn, MD FACOG Private Practitioner, Prescott Women's Clinic, Prescott, AZ
Adjunct Clinical Professor, University of Arizona



Misconceptions

- ▶ Babies move less the closer to their due date.
- ▶ My baby is always active, I don't need to count their kicks!
- ▶ I can hear baby's heartbeat on a doppler device, so I don't need to worry about movement.
- ▶ Baby is just getting ready for birth and "running out room."
- ▶ Mom's should get 10 kicks in hours.

Babies do NOT move less, they might move differently. You may feel less sharp kicking and more rolling. However, if you are monitoring the baby's movements at the same time each day, it should take about the same amount of time to feel 10 movements.

Active babies can also experience distress, sometimes quickly and without other warning signs. Tracking your baby's movement every day takes the guesswork out of knowing if your normally active baby has slowed down.

A change of the baby's heartbeat is one of the last things to occur when a baby is in distress, whereas decreased movement is an early sign.

Babies should continue to move up to and during birth.

This is a common misconception and outdate information. What research now states is that moms should be focusing on fetal movement in general and understanding their baby's pattern.

Talking about *Count the Kicks*

- ▶ When:
 - ▶ 26 weeks if high risk, 28 weeks otherwise
- ▶ How:
 - ▶ Do you know about the importance of tracking your baby's movements?
 - ▶ Let's talk about how to track your baby's movements.
 - ▶ Share how movements are jabs, rolls, pushes, anything but hiccups
 - ▶ Share the *Count the Kicks* App
 - ▶ Helpful tip! If they are waiting on glucose test, this is the perfect time to download the app!

Remember...

- ▶ Stress the importance of knowing their baby's normal and speaking up if there's a change.
 - ▶ Make sure mom knows what number to call if she has a concern.
- ▶ Send a brochure home with mom and/or app card
- ▶ Share with mom that research shows evening is usually the best time to count baby movements.
- ▶ Ask about baby movement at every appointment in the 3rd trimester.
 - ▶ “Tell me about your baby's movements.”
 - ▶ “How is tracking your baby's movements going?”
 - ▶ “Can you show me your *Count the Kicks* graph?”
 - ▶ “What questions do you have about your baby's movements?”



Talking to moms who have had a stillbirth previously about fetal movement



- ▶ Follow the same protocol
- ▶ Since women who have had a stillbirth are more likely to experience another stillbirth talk about starting to track baby's movements at 26 weeks vs 28 weeks.
- ▶ Feel free to talk about previous stillbirth and acknowledge her child that was born still. Ask about name, gender if you weren't her previous doctor.
- ▶ Stay away from medical terms like fetal demise, be empathetic
- ▶ Ask if anyone has talked about the importance of tracking fetal movement before.
 - ▶ A lot moms we talk to that have had previous live births have stated they were never told about the importance of tracking fetal movement.



Implementation of *Count the Kicks*

Familiarize yourself with *Count the Kicks* materials and the app

Order *Count the Kicks* Materials at:
www.countthekicks.org

Should only take 3 to 5 minutes with your patient.

Make sure entire staff (nurses, clinic manager, etc) know about the campaign and the importance of tracking fetal movement.

Use Electronic Health Records

FIMR Role

Always acknowledge baby, ask baby's name and use the name in conversation.



During interviews with moms ask if mom was told about fetal movement monitoring.

This is for documentation purposes, to start getting a baseline.

Follow up if mom would like to hear more about fetal movement monitoring and the *Count the Kicks* program

Share about *Count the Kicks*, always have educational material with you

FIMR Role

Sharing Count the Kicks in the Community



Reaching Expectant Women in the Community

CE
Training

Webinar

Social
Media



Count
the Kicks®

Next Steps

- ▶ Download the app
- ▶ Practice, Practice, Practice!
- ▶ Make sure to share this information with all staff
- ▶ Order material
 - ▶ Tip: Designate someone in your office to oversee ordering material
 - ▶ www.CountTheKicks.org
- ▶ *Count the Kicks* contact at Ohio Department of Health: Melissa Kuhn
- ▶ 614.466.1349
- ▶ Melissa.Kuhn@odh.ohio.gov



Section V: Resources and Baby Saves

Educational Material

- ▶ Promo Posters in English and Spanish
- ▶ How To Posters in English and Spanish
- ▶ App Card Reminders
- ▶ Brochures
- ▶ www.countthekicks.org



©2018 Healthy Birth Day

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**

SA

Additional Material

- ▶ Visit www.CountTheKicks.org
- ▶ Click on ORDER MATERIALS
- ▶ Click on your state
- ▶ Fill your shopping cart
- ▶ Check out!
- ▶ Free material for Iowa, Ohio, North Dakota, Missouri, Kansas, West Virginia, Nebraska, Florida, Illinois

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 movement history.
- 2. Choose from 10 languages!
- 3. Share your kick counts on social media or download to send as an email.
- 4. Push notifications so you never forget to count your baby's kicks!

Download on the App Store or Get it on Google Play

countthekicks.org

HEALTHY birthDAY SA

Download the FREE Count the Kicks! app today!

Count your baby's movements every day. Notice a change? Call your provider.

Campaign of: HEALTHY birthDAY

countthekicks.org

Las mamás deben contar los movimientos. ¡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.
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 el tiempo en que su bebé demora en hacer 10 movimientos, llame a su proveedor de inmediato.

Descargue la aplicación GRATUITA Count the Kicks! hoy mismo.

countthekicks.org

©2014 Healthy Birth Day. Count the Kicks es una campaña de Healthy Birth Day, una organización del S10203 dedicada a la promoción de la maternidad saludable, la educación, la prevención y el apoyo. Esta información no es para fines educativos, no garantiza un diagnóstico ni un tratamiento. Solo debe utilizarse de acuerdo con su proveedor de atención de salud.

HEALTHY birthDAY SA

Financial Cost of a Stillbirth



\$6,000

Women who experience a stillbirth on average spend \$6,000 more on hospital costs than women who have a live birth.

Some women spend close to \$77,000 more!

Financial Cost of a Stillbirth



Funeral Costs
Burial Costs



Additional Medical Costs- For additional monitoring in subsequent pregnancies



Cost for mental and emotional health therapy

Emotional Cost of a Stillbirth



Seven-fold higher risk of Post Traumatic Stress Disorder (PTSD).



Four-fold increased risk for depression & two-fold increased risk of an anxiety disorder.



40 percent more likely to get a divorce.

The Cost of Ignoring a Stillbirth

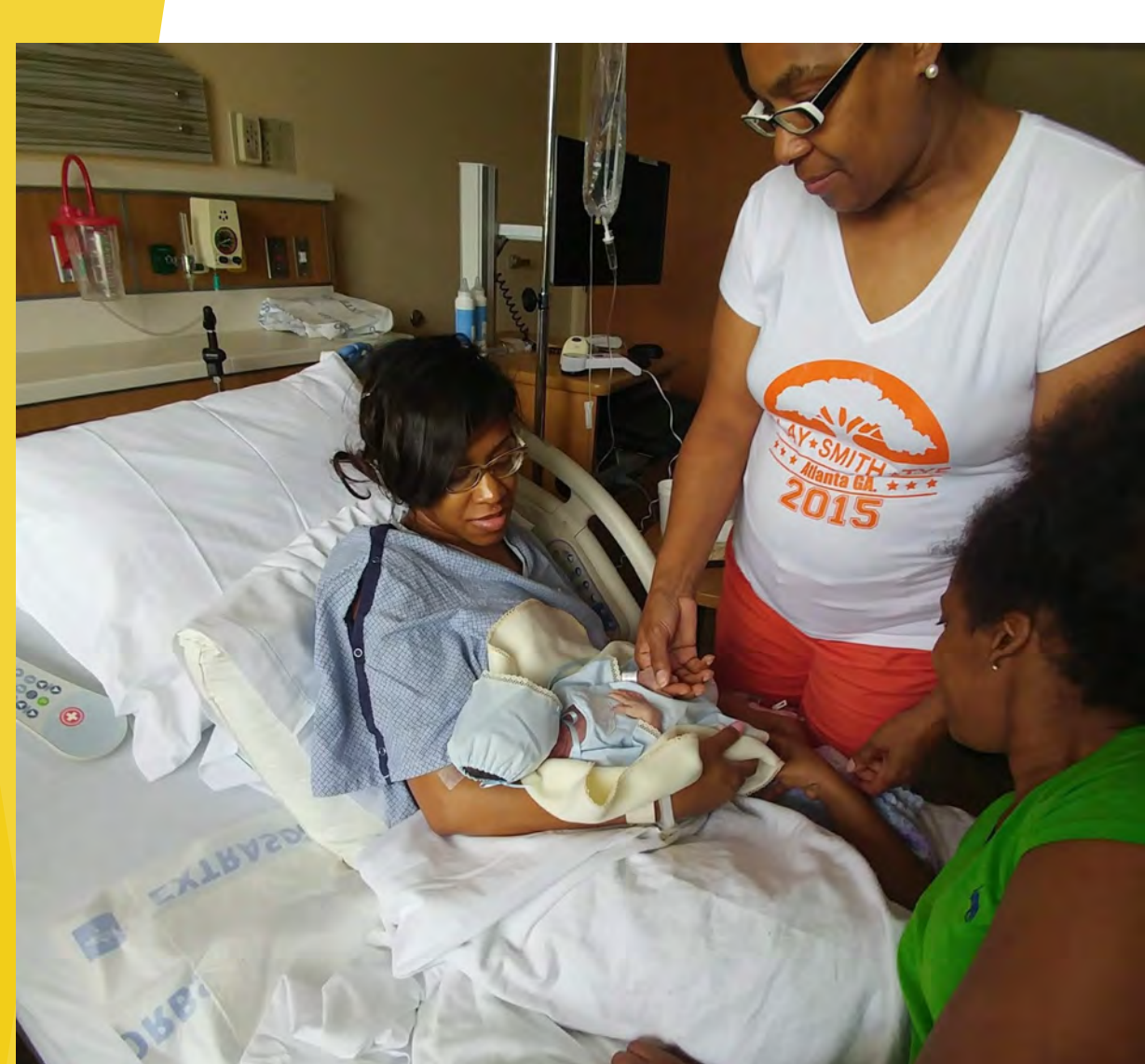


24,000 babies are born still every year

That's one baby every 22 minutes.

That's more than SIDS,
more than childhood cancer,
more than HIV-AIDS, and
more than drunk driving.





Aubrey, born sleeping June 3rd, 2018



Harper, born sleeping March 5th, 2013

Baby Save Stories



www.CountTheKicks.org/BabySaves

Connect with Us!

- ▶ Facebook: @countthekicks
- ▶ Instagram: @countthekicksus
- ▶ Twitter: @countthekicksus
- ▶ Website: www.CountTheKicks.org
 - ▶ Sign up for our newsletter!



Let's save babies
together!