

Decreased Fetal Movement:

A Discussion on the AWHONN Practice Brief and What it Means for You

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Count
the Kicks®



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Presenters



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Public Health Crisis

Over 21,000 babies are stillborn each year in the U.S; this is approximately 7 times the number of those lost to sudden unexpected infant death.

(CDC, 2023).





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



Impact of Stillbirth

Results in significant physical and psychological complications for birthing individuals and their families.

- **Severe Maternal Morbidity:** “risk of severe maternal morbidity among stillbirth deliveries was more than fourfold higher (adjusted RR 4.77; 95% CI 4.53–5.02) compared with live birth deliveries”
 - most often caused by hypertensive disorders of pregnancy and/or placental conditions (Wall-Wieler et al., 2019)
- **Prolonged and complex grief**
 - bereaved parents have higher rates of mental health disorders such as depression, anxiety, post-traumatic stress disorder, and suicidal ideation (Burden et al., 2016).
- **Economic Burden**
 - financial instability due to employment difficulties, reliance on substances to cope with the grief, or increased costs associated with hospital bills and funeral expenses

History of Fetal Movement Counting

Fetal movement counting recommended to pregnant people during prenatal care since the 1970s and 80's

There is little standardization to whom and how fetal movement counting is taught (Barros, Rosado, Ayres-de-Campos, 2021; Bellussi, et al. 2020; Daly et al., 2019; Hayes et al., 2023; Mangesi, Hofmeyr, G. J., Smith, V., & Smyth, 2015; Pollock et al., 2020).

Provision of written instructions, charts, when and how to count, and who is instructed to count all vary (Mangesi, Hofmeyr, Smith, & Smyth, 2015).

The Sadovsky method

- assess the number of movements that the baby has made over a period of time (i.e., 30 minutes or 2 hours), typically after meals

The Cardiff Count to Ten method

- assess the amount of time it takes to perceive ten movements

In a case-control study comparing 153 individuals who had experienced stillbirth with 480 people with an ongoing pregnancy or live delivery, those who had a stillbirth **were much more likely to have had reduced fetal movements in the preceding two weeks** (adjusted odds ratio 14.1 (95% confidence interval 7.27 to 27.45)).



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

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



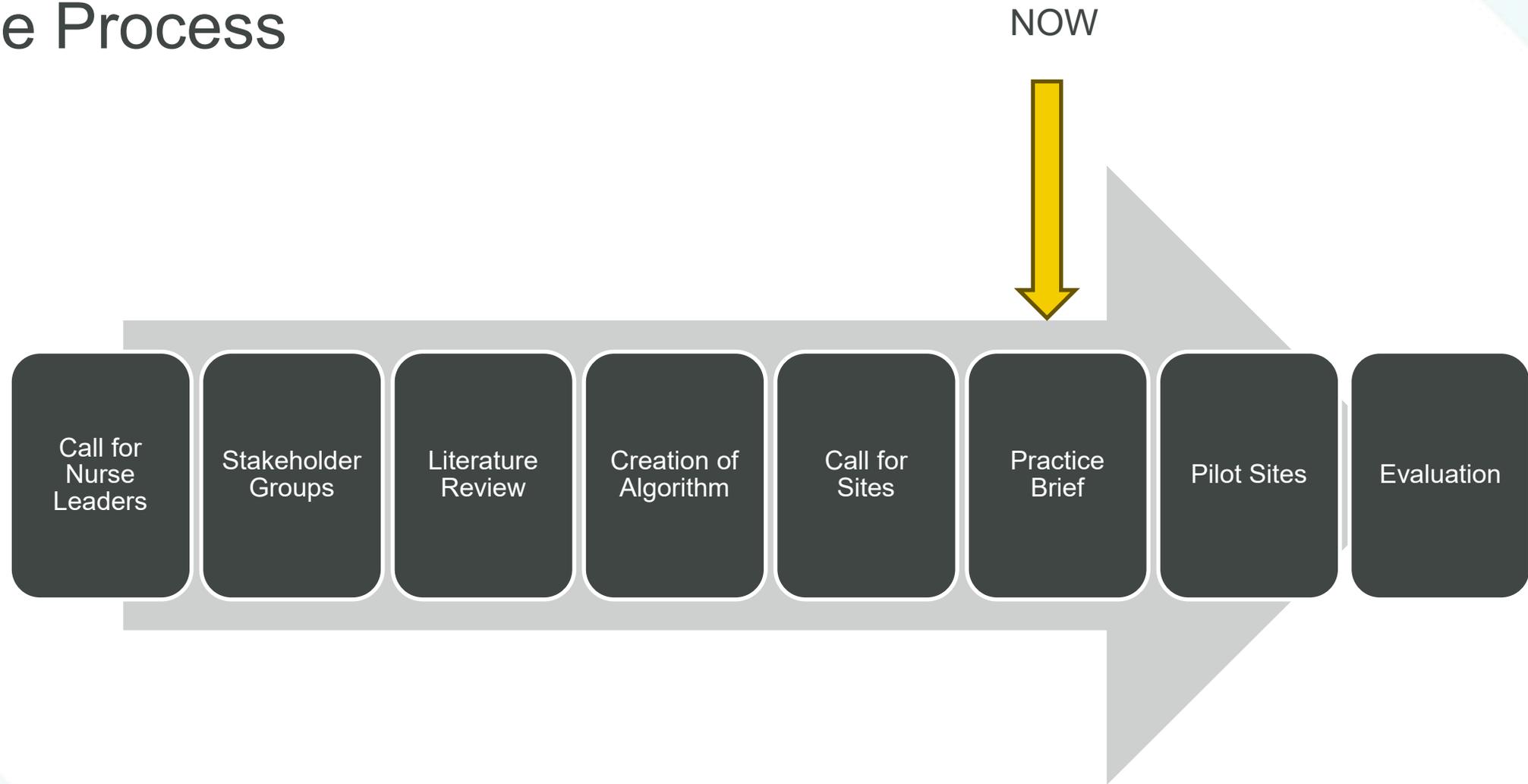
HEAR
HEAR HER CONCERNS

Count
the Kicks

Decreased Fetal Movement Management



The Process



An official practice brief from the Association of Women's Health, Obstetric and Neonatal Nurses.

AWHONN 1800 M Street, NW, Suite 740 South, Washington, DC 20036 (202) 773-8499

AWHONN periodically updates practice briefs. For the latest version, go to <http://www.awhonn.org>. The information herein is designed to aid nurses in providing evidence-based care to women and newborns. These recommendations should not be construed as dictating an exclusive course of treatment or procedure. Variations in practice may be based on local

AWHONN

(The Association of Women's Health, Obstetric and Neonatal Nurses)

Practice Brief addresses Decreased Fetal Movement



<https://bit.ly/FetalMovement>



Recommendations

Know

Know the risk factors for decreased fetal movement and provide increased surveillance for those with any risk factor(s).

Assess

Assess fetal movements with every point of contact during the third trimester.

Evaluate

Evaluate fetal well-being within 2 hr. after a pregnant person reports decreased fetal movements.

Intervention Process



TRUST the pregnant person's perception



ADVISE pregnant person to **PRESENT** within 2 hr. of notification of DFM



EXPLORE social determinants of health and access



AVOID assumptions



Education During Pregnancy

AWHONN Practice Brief

- ▶ Expected fetal development and changes in sensations of fetal movement throughout the pregnancy.
- ▶ Monitoring of fetal movements to include quantity (number) and quality (intensity) (Tsakiridis et al., 2022), which may vary based on gestational age.
- ▶ The type and nature of changes in intensity and sensation of fetal movements throughout the pregnancy (Woods & Heazell, 2018). **It is important to emphasize that the frequency of movement does not decrease toward the end of pregnancy** (Woods & Heazell, 2018).
- ▶ Nocturnal fetal movements are commonly experienced as strong or moderate in intensity (Bradford et al., 2019).

Fetal Movement Monitoring – Bridging the Gap

Evidence-based Stillbirth Prevention Program





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



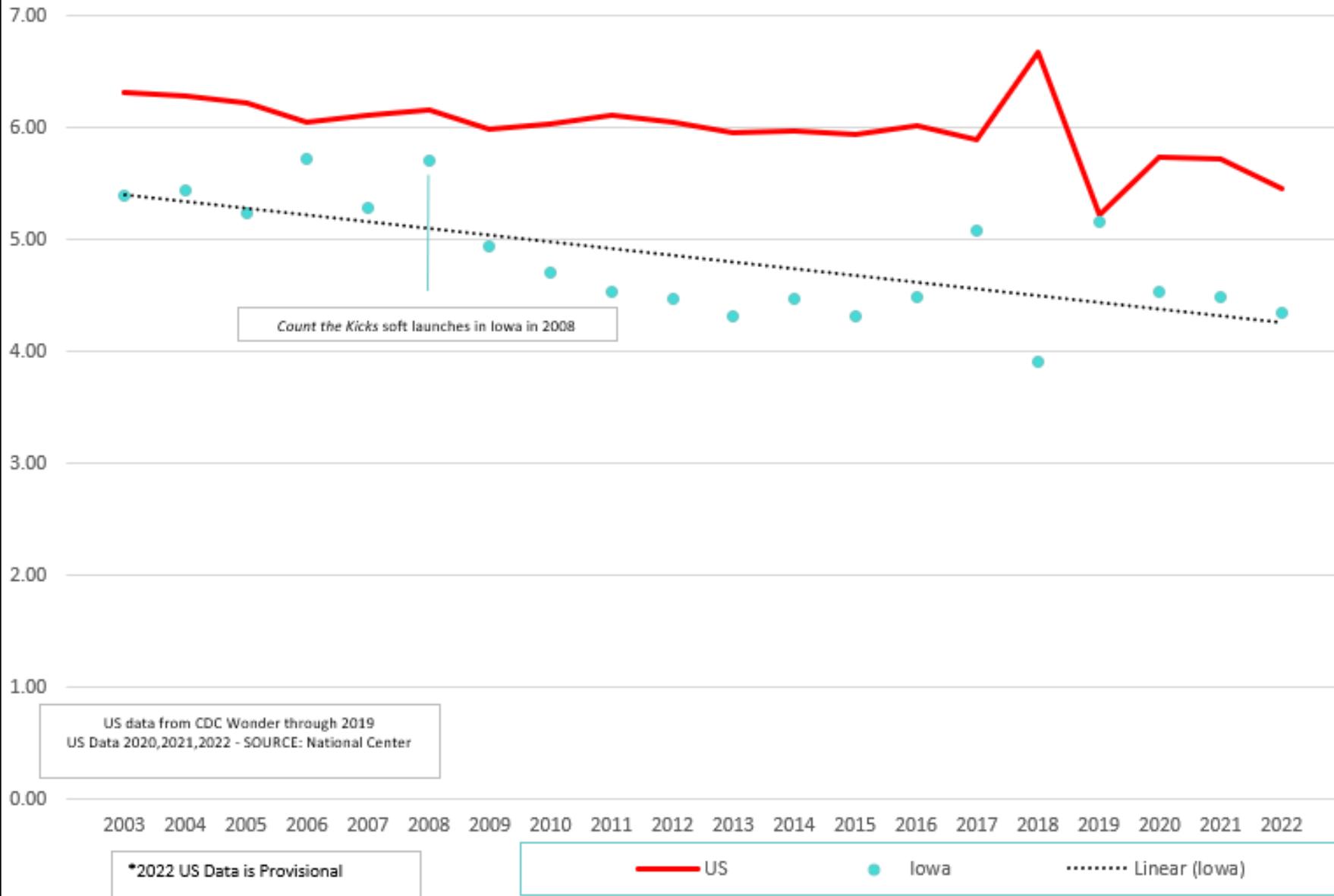
We developed a proven early warning system for moms.



We are saving 1 in 3 at-risk babies from preventable stillbirth.



Stillbirth Rate Comparison

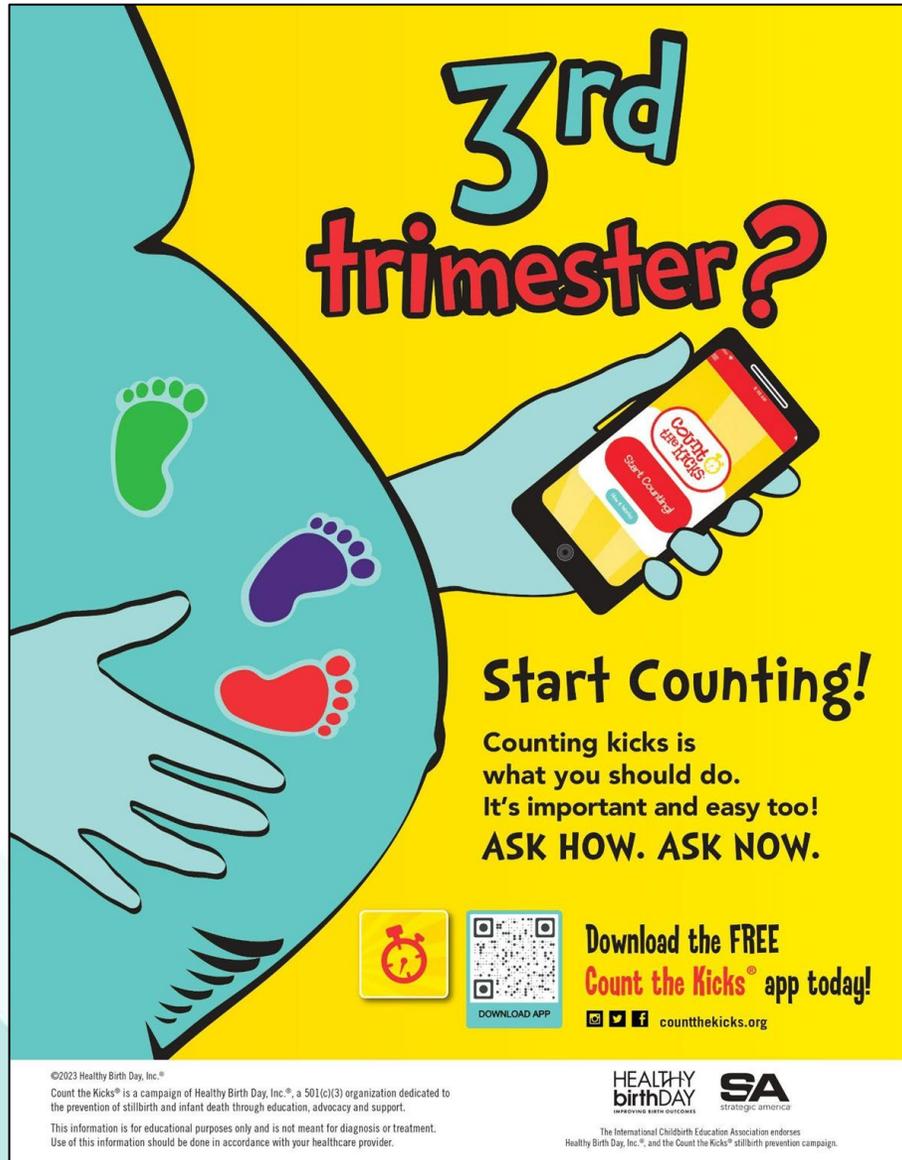


Research shows Iowa's stillbirth rate declined one percent every three months for a decade while the U.S. remained relatively stagnant.

Iowa's African American stillbirth rate decreased by 39% in the first five years of our program.



Free or Low Cost



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!

Download APP

©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 alliances

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

3rd trimester?

Start Counting!

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 strength and movement history.
- 2 Choose from 12+ languages.
- 3 Track movements for single babies and twins.
- 4 Download your sessions to share with your provider or family.
- 5 Daily reminders so you never forget to count.
- 6 Available on Apple Watch.

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

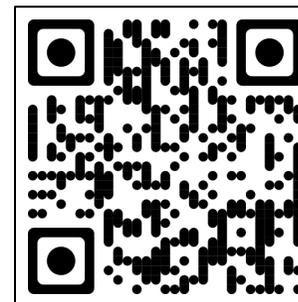
CountTheKicks.org

Download on the App Store | GET IT ON Google Play

HEALTHY birthDAY | SA strategic alliances

©2023 Healthy Birth Day, Inc.[®] | The International Childbirth Education Association endorses Healthy Birth Day, Inc.[®], and the Count the Kicks[®] stillbirth prevention campaign.

Count the Kicks brochures, posters and app download reminder cards are available in multiple languages for order on our website.



www.CountTheKicks.org

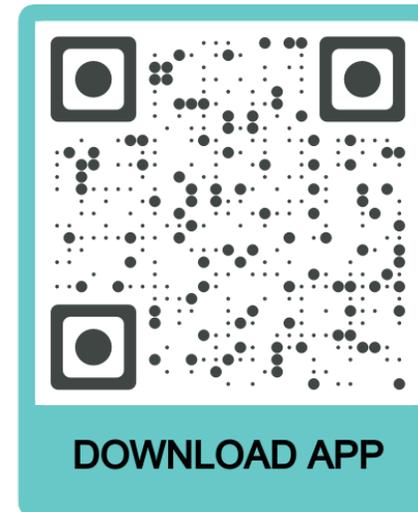


Count the Kicks App

Free and Easy to Use



- Our FREE app is evidence-based and available in [16 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.

Research Supports Fetal Movement Monitoring:

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**



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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>



Education During Pregnancy

AWHONN Practice Brief – Integrating *Count the Kicks*

Expected fetal development and changes in sensations of fetal movement throughout the pregnancy.

- *Count the Kicks* educational materials

Monitoring of fetal movements to include quantity (number) and quality (intensity) (Tsakiridis et al., 2022), which may vary based on gestational age.

- *Count the Kicks* app

The type and nature of changes in intensity and sensation of fetal movements throughout the pregnancy (Woods & Heazell, 2018). **It is important to emphasize that the frequency of movement does not decrease toward the end of pregnancy** (Woods & Heazell, 2018).

- Part of system change – trainings for staff

Nocturnal fetal movements are commonly experienced as strong or moderate in intensity (Bradford et al., 2019).

- Education on materials and app





“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
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BABY
SAVE

Mabel

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Dr. Adriane Burgess
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Sophia



Senara



Araton



Michael

Thank You!

Collaborate with us!

Please reach out to our team anytime
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