

HEALTHY
birthDAY
IMPROVING BIRTH OUTCOMES

Creator of:

Count
the Kicks

CELEBRATE BUMP DAY WITH COUNT THE KICKS -
**A COAST-TO-COAST PARTY
FOR EXPECTANT PARENTS**

July 19 | 12 p.m. CST | Virtual

Embark on a journey toward a joyous birth experience by joining our webinar on the powerful connection between *Count the Kicks* and maternal well-being.

Register Today: bit.ly/CountTheKicksParty

Presented by: **MERCYONE**SM



Pre-Party Planning....

Your Party Hosts.....

Megan

Jen



Kimberly

Party Agenda...

- ▶ Welcome, MercyOne
- ▶ *Count the Kicks*
- ▶ MercyOne – Community Collaboration
- ▶ Marcedes and Carter's Story
- ▶ Labor and Delivery with Nikia Lawson
- ▶ Joy in Birth with Rachel Nicks
- ▶ Maternal Mental Health with Wilshey Harris
- ▶ News you can use
- ▶ Prize Winner Information!

Count the *Count the Kicks* Feet Game!

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MERCYONESM

Welcome

Grow Baby Grow Grant

Partnered with AWHONN to develop a Respectful Maternity Care train-the-trainer program to train staff in cultural proficiency and implicit bias.



Our Collective Impact



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CHANGEMAKERS
LUNCHEON

SELFIE STATION SPONSORED BY
COACHLIGHT





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Quentin



Sophia



Senara



Araton



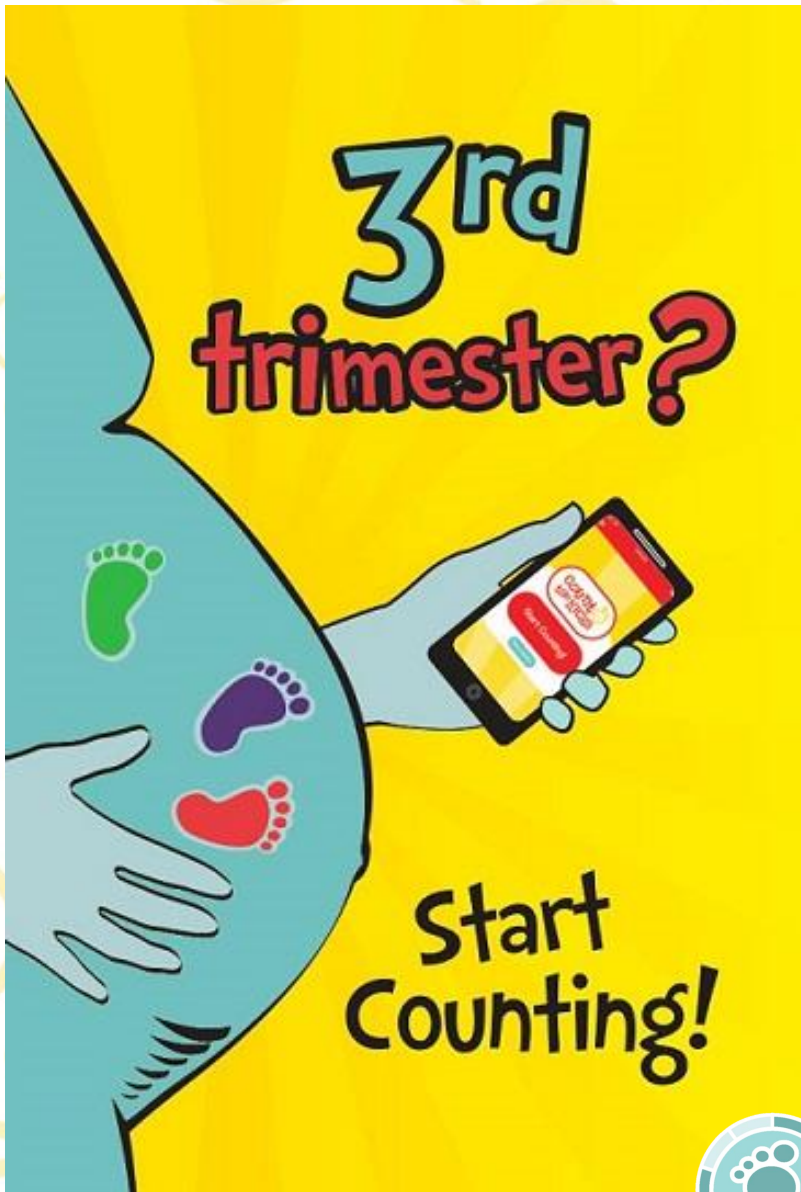
Michael

Educate + Empower

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

What is *Count the Kicks*?

- ▶ **Evidence-based** program designed to help parents get their babies here safely
- ▶ **Educates** expectant parents on the importance of tracking baby's movement
- ▶ **We want you to feel Empowered** to speak up to your medical provider if there is a concern





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.

MOVEMENTS MATTER – Let's Start Counting!

When should you 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 parents can feel and track.

What counts as a movement?

- Kicks, pokes, jabs, rolls, 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.

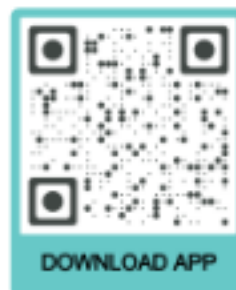


After a few days, you will begin to see an average length of time it takes to reach 10 movements.



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.



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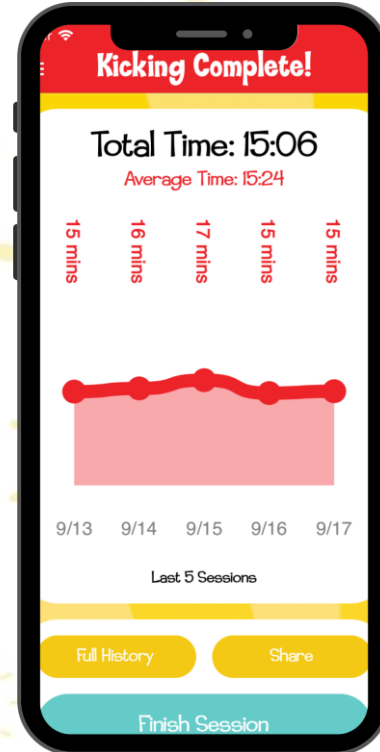
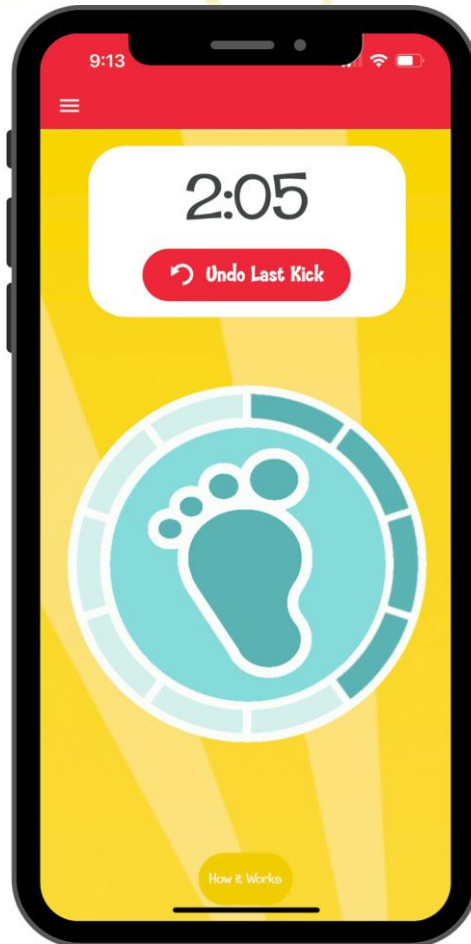
3rd Trimester?
Your baby's
movements
matter!

Start counting today!

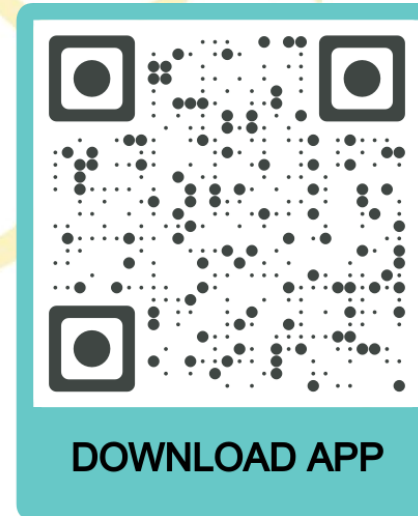


Count the Kicks App

Free and Easy to Use

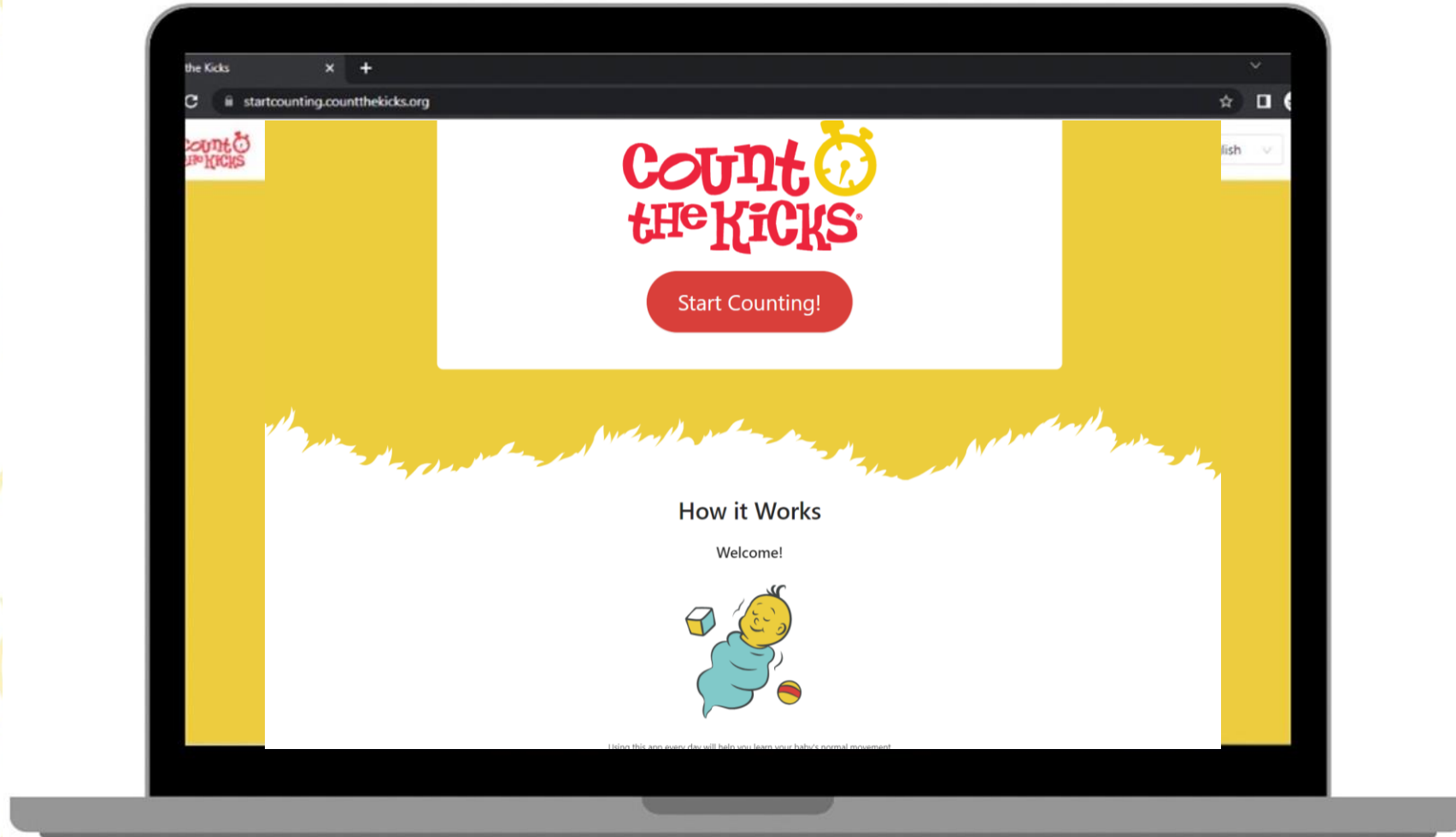


- Our FREE app is evidence-based and available in [21 languages](#)
- Available for Apple and Android products
- Set a daily reminder to **Count the Kicks**
- Download history to share with their provider, family or friends via text or email



We do not share or sell app user information.

Count the Kicks Web-Counter



Paper Counting Charts are also available!



Week #: _____ Start Date: _____

How long does it take for baby to move 10 times?

Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Start time	⊙	⊙	⊙	⊙	⊙	⊙	⊙
Count the kicks							
End time	⊙	⊙	⊙	⊙	⊙	⊙	⊙
Minutes							

Find the pattern

Minutes	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
0							
10							
20							
30							
40							
50							
1 hour							
+10							
+20							
+30							
+40							
+50							
2 hours							

Week #: _____ Start Date: _____

How long does it take for baby to move 10 times?

Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Start time	⊙	⊙	⊙	⊙	⊙	⊙	⊙
Count the kicks							
End time	⊙	⊙	⊙	⊙	⊙	⊙	⊙
Minutes							

Find the pattern

Minutes	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
0							
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1 hour							
+10							
+20							
+30							
+40							
+50							
2 hours							

False: 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.

Do I Need *Count the Kicks* if I Have a Doppler Device at Home?

Tik Tok



_jen_hamilton_ ✓

Jen Hamilton

Follow

6453 Following 3.2M Followers 135.9M Likes



8 Babies delivered safely with *Count the Kicks* at MercyOne!

Creator of:





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



Questions?







Meet Marcedes and Carter!

Guess the Bump Game!

See who can guess fastest which celebrities were out and about with their baby bumps!

Bump #1



Bump #2!



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Bump #3!



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Baby Bump #4!

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Dolly Parton
Talks Beauty
(Oh Boy, Does
She Ever)

The ABCs
of LSD

A Survivor's
Guide to
Melanoma



The HEALTH ISSUE

How Nick Jonas, Whoopi
Goldberg, Shay Mitchell,
and 14 More Found
Wellness After Diagnosis

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Nikia Lawson

The Natural Way
BIRTHING PROJECT

 **DONA**TM
INTERNATIONAL

Questions?





BIRTH QUEEN



Rachel Nicks!

Questions?



**National
Maternal
Mental Health
Hotline**



Wilshey Harris!



National Maternal Mental Health Hotline

Virtual Baby Shower
July 19, 2024

National Maternal Mental Health Hotline (NMMHH)
U.S. Department of Health and Human Services (HHS) Health Resources and Services Administration
(HRSA)

You are not alone. Call or Text 1-833-TLC-MAMA (852-6262)

Overview



24/7 Hotline

The National Maternal Health Hotline operates 24 hours a day, 7 days a week to provide immediate support and guidance to callers.



Bilingual Services

The hotline offers 24/7 support in English and Spanish, plus additional language via translation services.



Referrals and Resources

Callers can receive referrals to local or telehealth pregnancy and postpartum care providers. Also, relevant resources based on their reason for calling in.



Emotional Support

Trained hotline staff provide empathetic listening and emotional support to callers experiencing pregnancy and postpartum mental health challenges or concerns.

The purpose of the National Maternal Mental Health Hotline (NMMHH) is to provide a national, confidential, toll-free, 24/7 hotline service to support pregnant and postpartum individuals facing mental health challenges and their loved ones.



WHAT CAN I EXPECT WHEN I CONTACT THE HOTLINE?

- Parents and families will speak to professional counselors who provide real-time emotional support, resources and referrals for longer-term care and support.
- When providing referrals, counselors take into account the caller's preferences for age, gender, and/or ethnicity and language-specific resources, whenever possible.
- The Hotline's licensed or certified counselors are also trained in best practices for providing culturally and linguistically appropriate and trauma-informed support.



60+ **LANGUAGES**

Services are provided in English or Spanish, and interpreter services are also available in 60 additional languages, including: Mandarin, French, German, Italian, Polish, Portuguese, Tagalog, Vietnamese, Hmong, Hebrew, Creole, and Arabic.

TTY users can use a preferred relay service.

Contact Information

Wilshey Harris, MPH

Manager of Partner Development and Outreach, Maternal Mental Health Hotline

Email: hotline@postpartum.net

Web: mchb.hrsa.gov/programs-impact/national-maternal-mental-health-hotline

CONNECT WITH NMMHH

Call of Text:
1-833-TLC-MAMA (852-6262)

Learn more about our project at:
[National Maternal Mental Health Hotline](#)

#MaternalMentalHealth #TLCMAMA #PostpartumSupport

FOLLOW US:



News You Can Use – Safe Sleep

Babies should be placed on their back, in a crib, bassinet, or pack 'n play to sleep with only a fitted sheet and a pacifier.

Placing babies on their back has reduced the rate of SIDS by half since the start of the Back to Sleep Campaign

Avoid use of crib bumpers or other bulky bedding

Use a sleep sack rather than a blanket, and avoid weighted sleep sacks

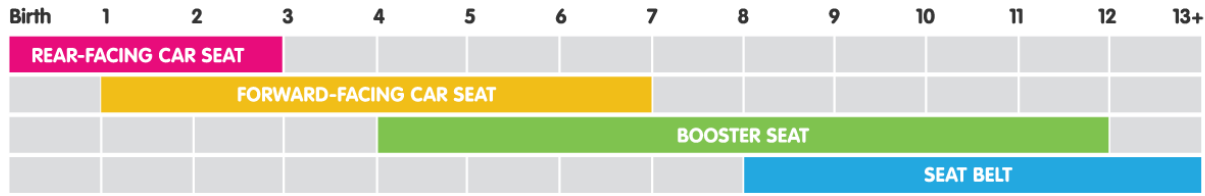

Do not let babies sleep on inclined surfaces



[AAP Safe Sleep](#)

Car Seat Recommendations: Choosing the Right Seat


AGE (YEARS) _____

REAR-FACING CAR SEAT

Your child under age 1 should always ride in a rear-facing car seat in the back seat. There are different types of rear-facing car seats: infant-only seats can only be used rear-facing. Convertible and 3-in-1 car seats typically have higher height and weight limits for the rear-facing position, allowing you to keep your child rear-facing for a longer period of time.

A **rear-facing car seat** is the best seat for your young child to use. It has a harness and in a crash, cradles and moves with your child to reduce the stress to the child's fragile neck and spinal cord.



FORWARD-FACING CAR SEAT

Keep your child rear-facing as long as possible. It's the best way to keep him or her safe. Your child should remain in a rear-facing car seat until he or she reaches the top height or weight limit allowed by your car seat's manufacturer. Once your child outgrows the rear-facing car seat, your child is ready to travel in a forward-facing car seat with a harness in the back seat.

A **forward-facing car seat** has a harness and tether that limits your child's forward movement during a crash.



BOOSTER SEAT

Keep your child in a forward-facing car seat with a harness until he or she reaches the top height or weight limit allowed by your car seat's manufacturer. Once your child outgrows the forward-facing car seat with a harness, it's time to travel in a booster seat, but still in the back seat.

A **booster seat** positions the seat belt so that it fits properly over the stronger parts of your child's body.



SEAT BELT

Keep your child in a booster seat until he or she is big enough to fit in a seat belt properly. For a seat belt to fit properly the lap belt must lie snugly across the upper thighs, not the stomach. The shoulder belt should lie snug across the shoulder and chest and not cross the neck or face. Remember: your child should still ride in the back seat because it's safer there.

A **seat belt** should lie across the upper thighs and be snug across the shoulder and chest to restrain the child safely in a crash. It should not rest on the stomach area or across the neck.

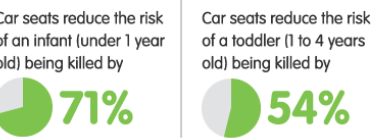
Reduce the risk of death and injury by properly securing your child. To maximize safety, keep your child in the car seat for as long as possible.

Car crashes are the **number 1 killer of children** ages 1 to 13.

In crashes from 2006–2010, **4,028 children** (under 13 in cars and light trucks) were killed. An estimated **660,000 children** under 13 were injured.



In 2010, **655 children** (under 13 in cars and light trucks) were killed in crashes.



News You Can Use

SAFE KIDS WORLDWIDE™

www.safekids.org/

News You Can Use



Get Connected. Get Help.™

Dial 211 for resources near you!



<https://www.safekids.org/>



www.irthapp.com

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<https://healthybirthday.findhelp.com/>

Call or Text
1-833-943-5746



Free support, understanding and resources.



News You Can Use

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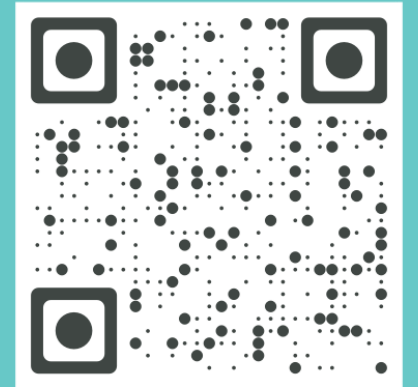
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Download the App

Use our free app daily in the third trimester to get to know your baby's normal movement pattern, the average amount of time it takes your baby to get to 10 movements.

[Get the App](#)



[DOWNLOAD APP](#)



Count the *Count the Kicks* Feet Game!



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A COAST-TO-COAST PARTY FOR EXPECTANT PARENTS

July 19 | 12 p.m. CST | Virtual



Attendees will have a chance to win giveaways including gift cards, pack 'n plays, and car seats!*

Register Today: bit.ly/CountTheKicksParty

Presented by: **MERCYONE**



Giveaways for:
Pack n Plays,
Car seats,
Amazon Gift Cards

You will be notified IF you are a winner
– winners will be notified next week.

*You must be 18 to accept the prize,
and not everyone will win something.
Please keep an eye on your email. *

Questions –
Aucutt.Megan@healthybirthday.org

Thank You!

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