



# Thank You!

Due to a partnership with the Florida Department of Health we are happy to bring you  
FREE *Count the Kicks* materials and training!

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# Today's Presenter



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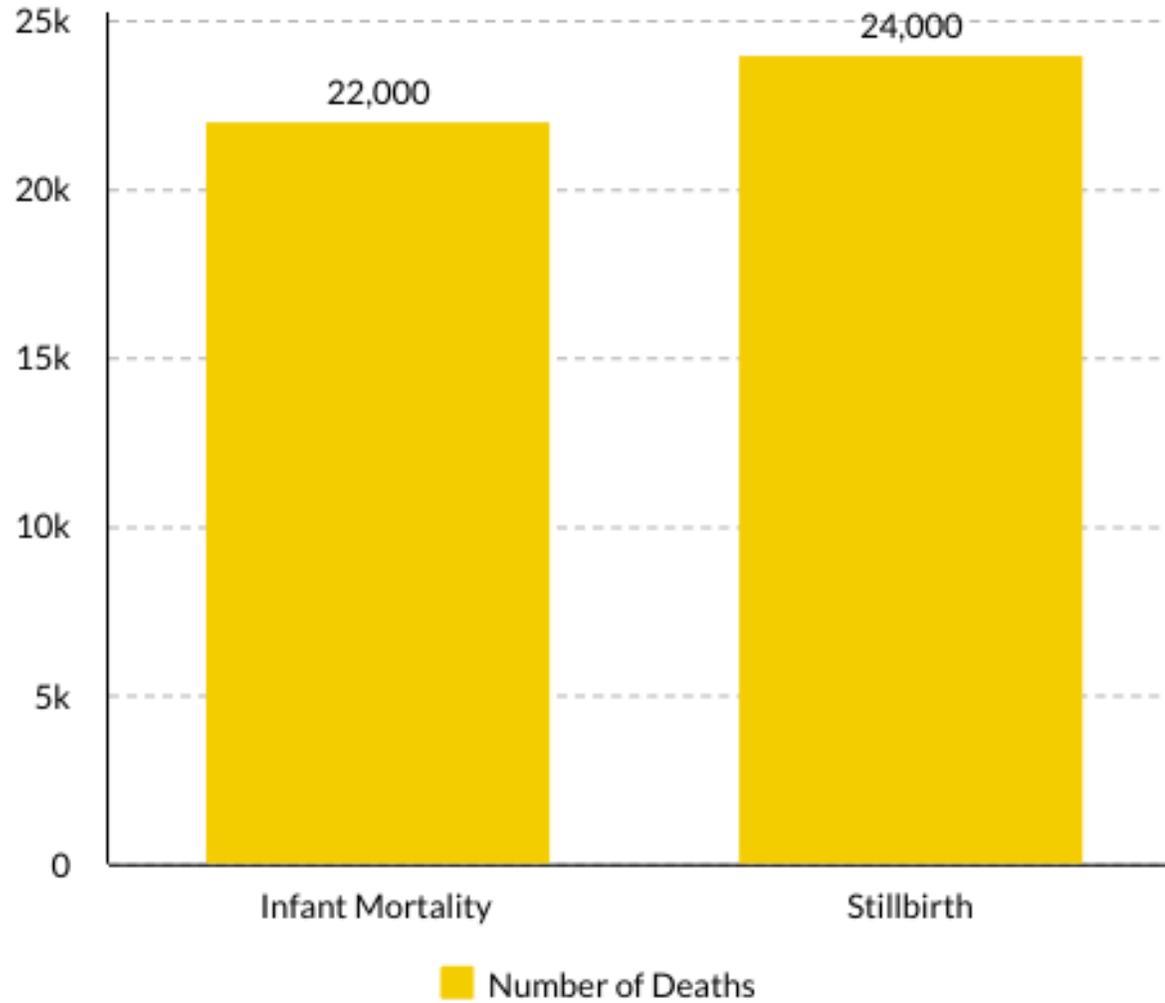


**GMA**  
@GMA

# Definitions and Facts

- ▶ Stillbirth: a stillbirth is loss of a baby after 20 weeks of pregnancy.
  - ▶ Stillbirth is further classified as either early, late, or term.
    - ▶ An **early** stillbirth is a fetal death occurring between 20 and 27 completed weeks of pregnancy.
    - ▶ A **late** stillbirth occurs between 28 and 36 completed pregnancy weeks.
    - ▶ A **term** stillbirth occurs between 37 or more completed pregnancy weeks.
  - ▶ On average 23,500 babies are born still ever year in the US.
- ▶ Miscarriage: a miscarriage is usually defined as loss of a baby before the 20th week of pregnancy
- ▶ Infant Mortality: death of an infant before his or her first birthday.
  - ▶ On average around 22,000 infants die every year in the US.
- ▶ <https://www.cdc.gov/ncbddd/stillbirth/facts.html>

## Infant Mortality Compared to Stillbirth



Number of deaths per year according to CDC

# Causes of Stillbirth

- ▶ The likely causes of and contributors to stillbirth identified by the study cited below are listed below in order from most common to least common:
  - ▶ **Pregnancy and labor complications**
  - ▶ **Problems with the placenta**
  - ▶ **Birth defects**
  - ▶ **Infection**
  - ▶ **Problems with the umbilical cord**
  - ▶ **Medical complications in the mother**
- ▶ <https://www.nichd.nih.gov/health/topics/stillbirth/topicinfo/causes>

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Data



# Stillbirth by the numbers

## National Data

- ▶ 1:169 pregnancies end in stillbirth<sup>1</sup>
- ▶ Racial disparities persist<sup>1</sup>
  - ▶ Black moms 1:96
  - ▶ Hispanic moms 1:199
  - ▶ Indigenous moms: 1 in 138
  - ▶ White moms 1:204
  - ▶ Asian Pacific Islanders: 1 in 233
  - ▶ Just as prevalent as infant mortality
  - ▶ **Families 10 times more likely to lose a baby to stillbirth than to SIDS**

# Florida Data

- ▶ 2019 rate for Florida: 6.8/1,000 deliveries
- ▶ 1,515 fetal deaths in 2019
- ▶ White = 5.2
- ▶ Hispanic Women: 5.7
- ▶ Black = 11.5
- ▶ Non-Hispanic Black: 11.0



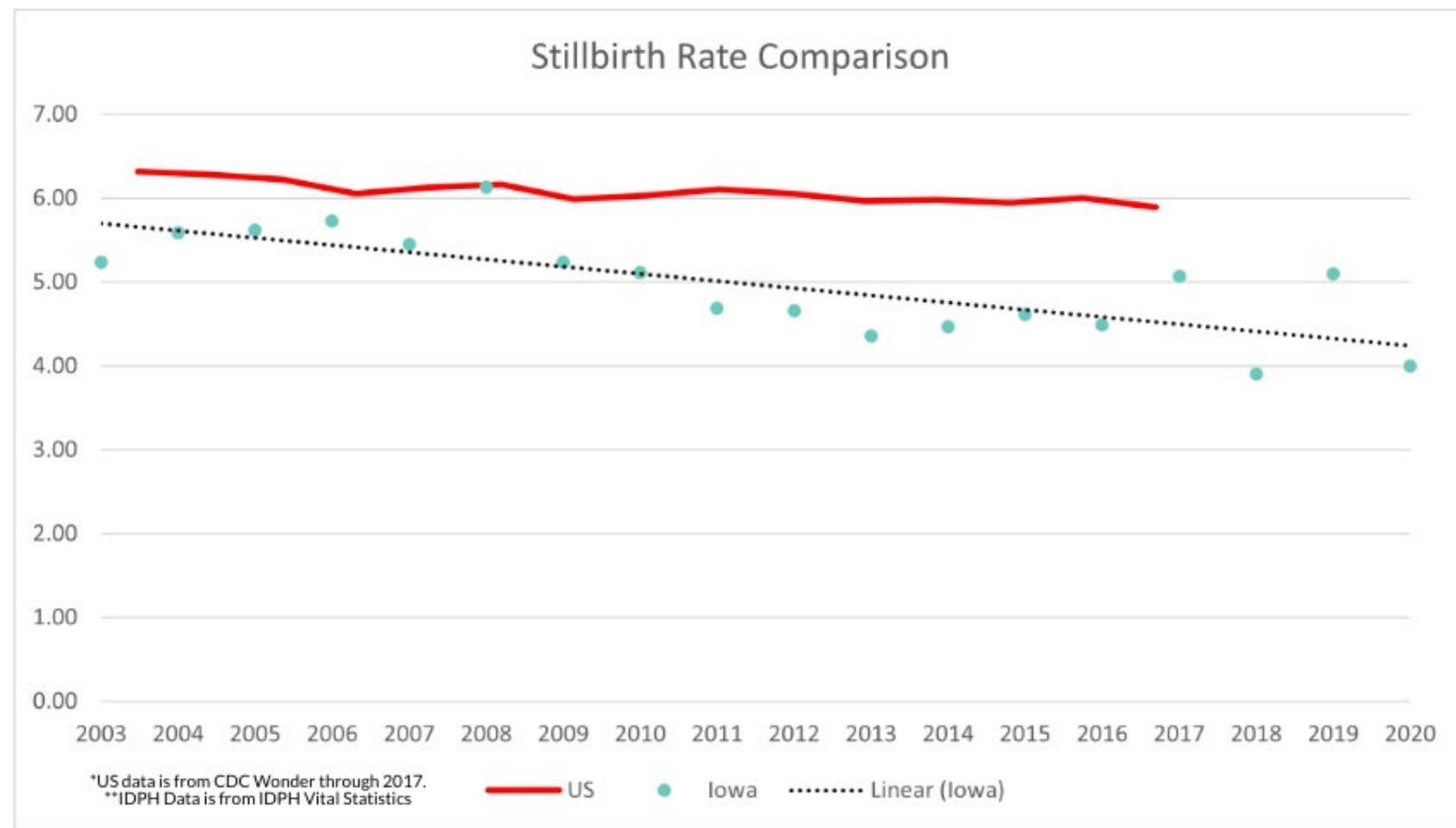
Florida Stillbirth Rate: 6.8

- ▶ Note: All data comes from Florida Department of Health:  
<http://www.flhealthcharts.com/charts/DataViewer/InfantDeathViewer/InfantDeathViewer.aspx?indNumber=0052>



# Iowa Stillbirth Data

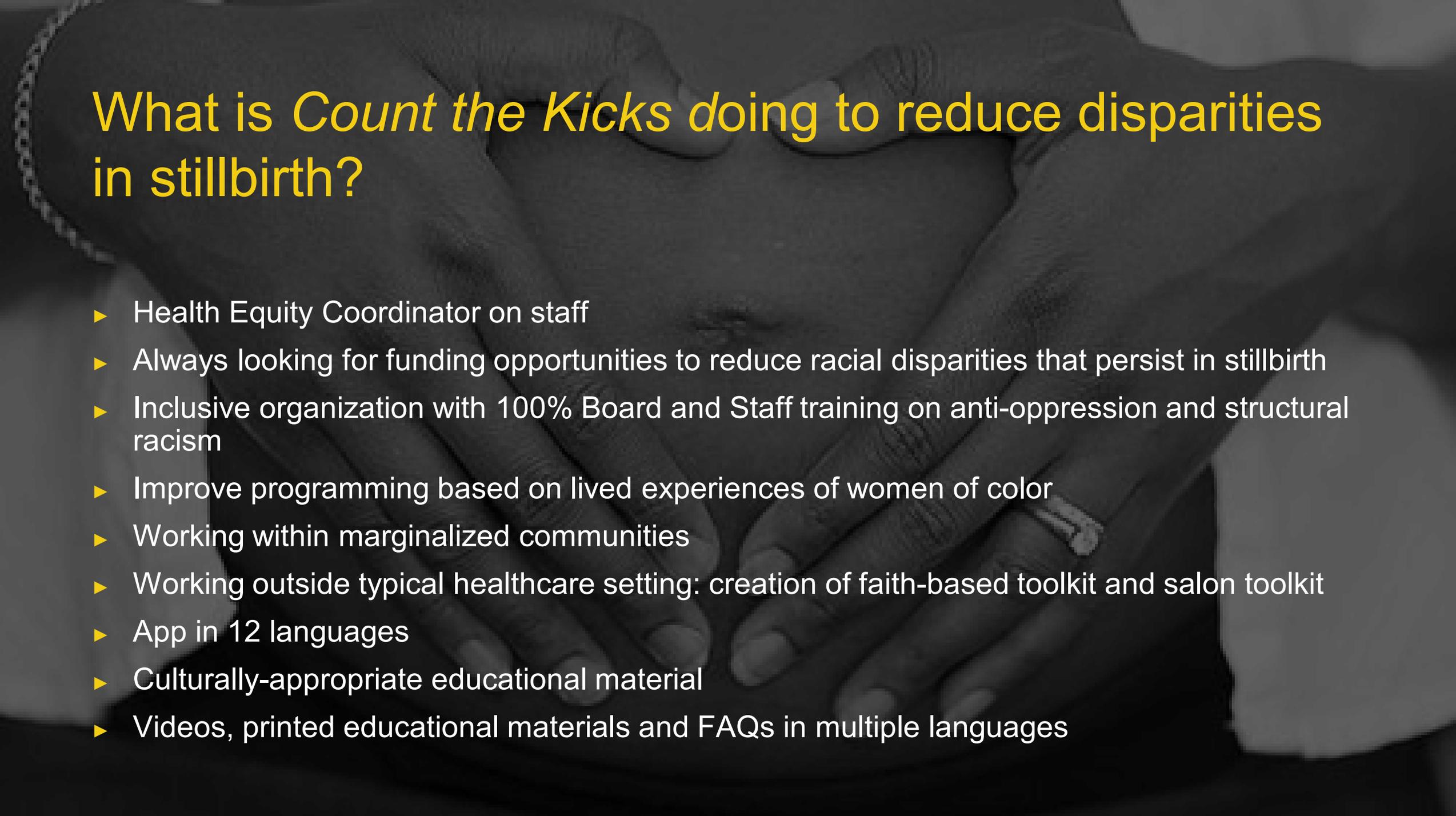
The 2020 preliminary Iowa stillbirth rate is 4.0 fetal deaths per 1,000 live births. It is the second lowest Iowa stillbirth rate on record after 2018 and one of the lowest in the U.S.



# 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:**
- ▶ Systemic Racism.
- ▶ Toxic Stress. Research shows 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.
- ▶ 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.
- ▶ 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.



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

- ▶ Health Equity Coordinator on staff
- ▶ Always looking for funding opportunities to reduce racial disparities that persist in stillbirth
- ▶ Inclusive organization with 100% Board and Staff training on anti-oppression and structural racism
- ▶ Improve programming based on lived experiences of women of color
- ▶ Working within marginalized communities
- ▶ Working outside typical healthcare setting: creation of faith-based toolkit and salon toolkit
- ▶ App in 12 languages
- ▶ Culturally-appropriate educational material
- ▶ Videos, printed educational materials and FAQs in multiple languages

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# 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](#),<sup>1,2</sup> [Eli Saastad](#),<sup>2,3</sup> [Babill Stray-Pedersen](#),<sup>1</sup> [Per E Børdahl](#),<sup>4,5</sup> [Vicki Flenady](#),<sup>6</sup>

[Ruth Fretts](#),<sup>7</sup> and [J.Frederik Frøen](#)<sup>1,2,7</sup>

# Mis-conception: It will increase anxiety in pregnant women:

“One potential side effect of routine monitoring of fetal movement could be an increase in prenatal visits, either outpatient or in hospital. However, most research has not found this type of increase to be true. Usually, the fetal movement count (FMC) is reassuring to pregnant women and prevents unnecessary visits.”

- ▶ Des Moines University and Harkin Institute Study: Preliminary Findings
  - ▶ Preliminary results show a reduced rate in stillbirth for the pregnancy in which they used the app compared to earlier pregnancies.

Through our findings of our Finish Pregnancy survey:

- ▶ Seventy-eight percent of the women reported the app made them feel less anxious. More than half the women indicated that using the app helped them bond with their baby.

\*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/>

# Mis-conception: Increase c-sections and interventions

- ▶ Increased maternal awareness of fetal movements by Mindfetalness in the third trimester is advantageous for mother and baby. Spontaneous start of labour increased and interventions, notably cesarean sections, decreased. Fewer babies were born small for gestational age and in need of neonatal care. Women expressed having positive attitudes to the method and feelings of safety and calm, when they practised Mindfetalness.\*\*
- ▶ We have not seen an increase in the c-section rate in Iowa.

\*\*Awareness of fetal movements and pregnancy outcomes:  
<https://openarchive.ki.se/xmlui/handle/10616/46944>

# Maternal Fetal Movement Monitoring has additional benefits

- ▶ Reduction of preterm birth rate\*
- ▶ Fetal growth restrictions identified earlier\*
- ▶ Women who have stillbirths are at substantially higher risk for severe maternal morbidity than women who have live births, regardless of cause of fetal death.\*\*

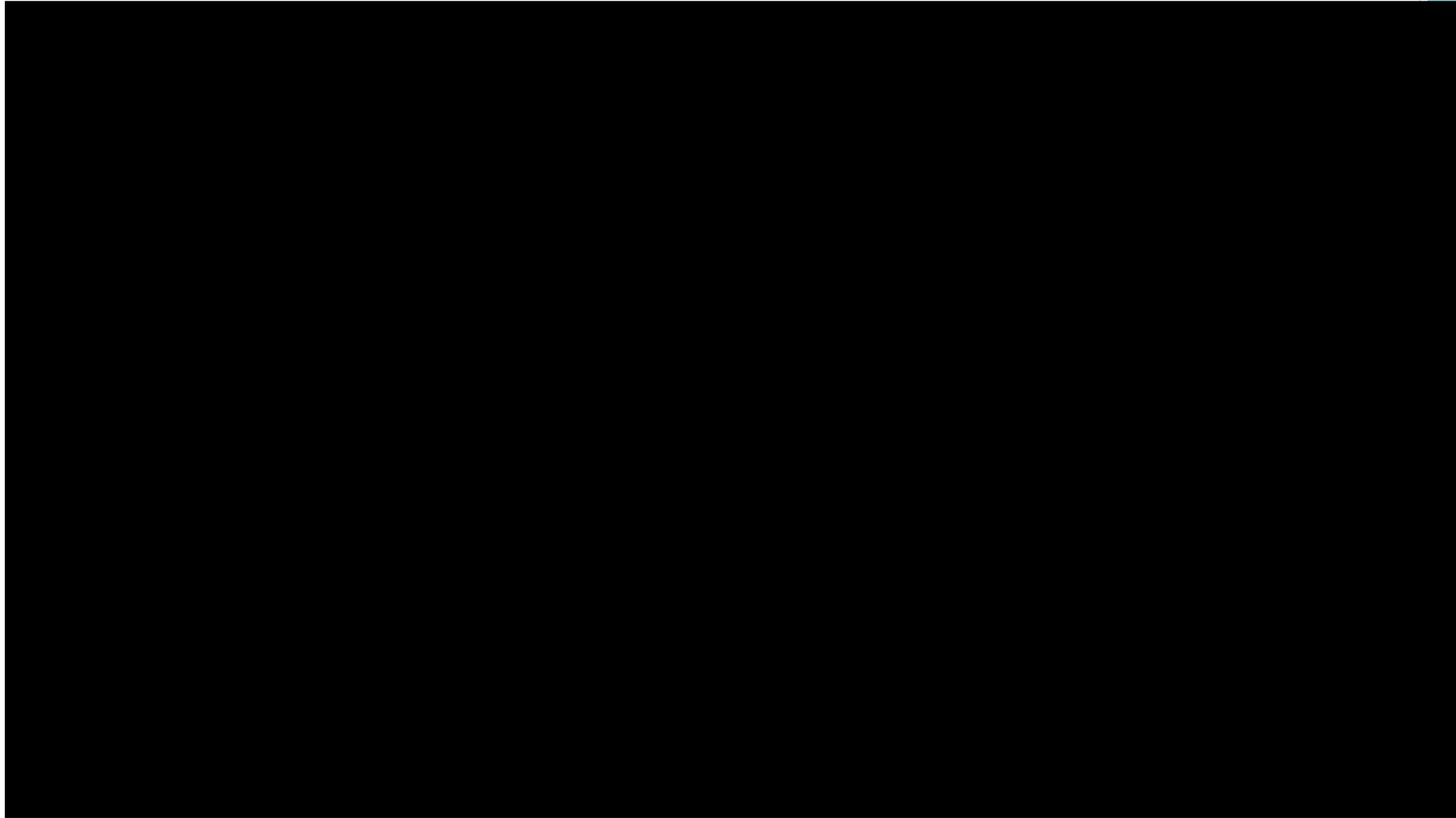
“Due to the low cost and potential benefit, it is recommended. Decreased fetal movement can indicate a need for more evaluation and has the potential to save lives.”\*

\*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/>

\*\*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>

# 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](#)



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

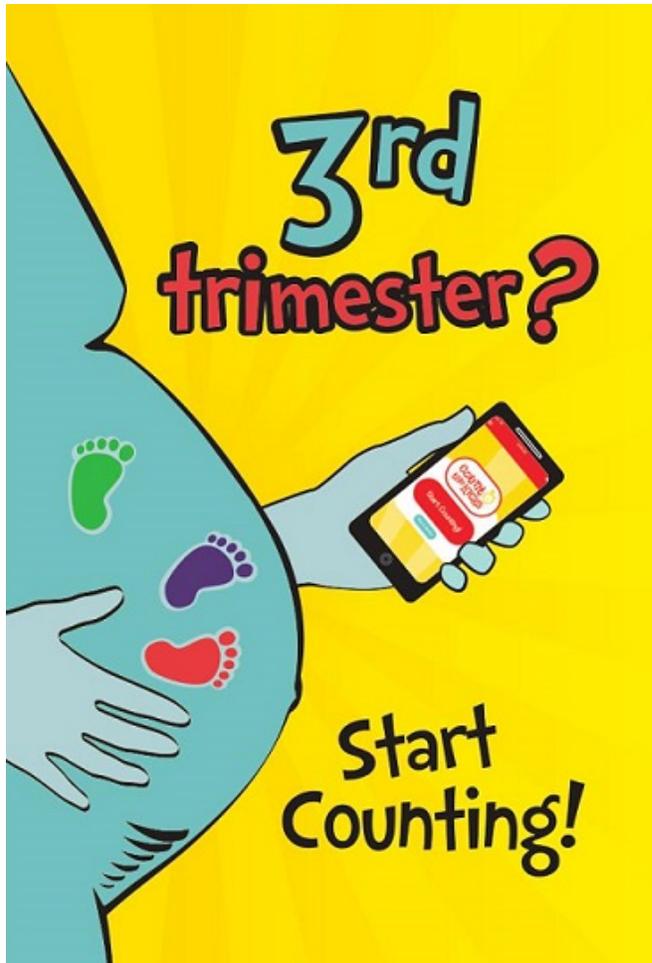


## Iowa Department of Public Health Support

- ▶ "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



## Implementation of *Count the Kicks*



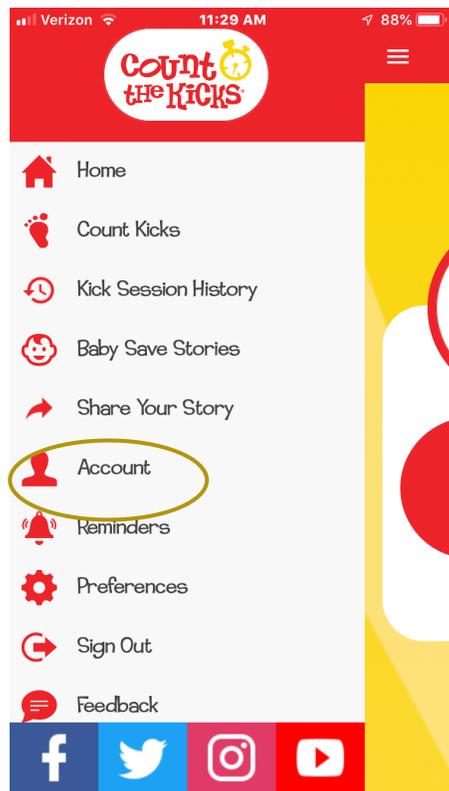
## *Count the Kicks*

- ▶ 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



- Our FREE app is evidence-based and available in 12 languages: Amharic, Arabic, Chinese, English, French, Haitian-Creole, Hindi, Marshallese, Russian, Spanish, Swahili and Vietnamese.
- Available for Apple and Android products
- Users can restart their session or delete a kick
- Set a daily reminder to *Count the Kicks*
- Review kick-counting history
- Download history to share with their provider, family or friends via text or email
- *Count the Kicks* with twins
- Track future pregnancies on the same profile
- Manage multiple devices registered to your account
- Available on Apple smart watches next year!





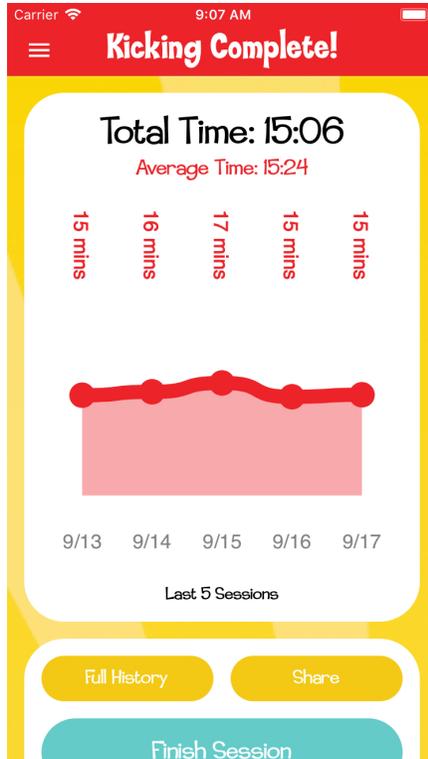
## Using the *Count the Kicks* App

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

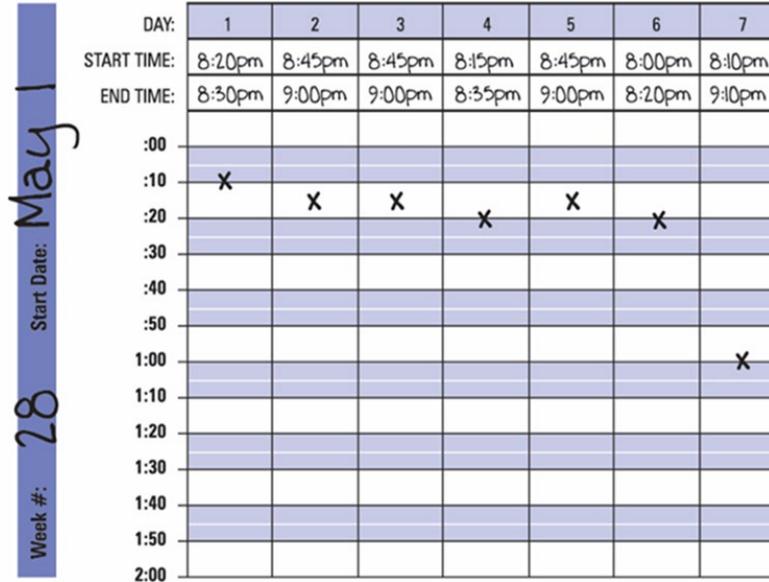


# Using the *Count the Kicks* App

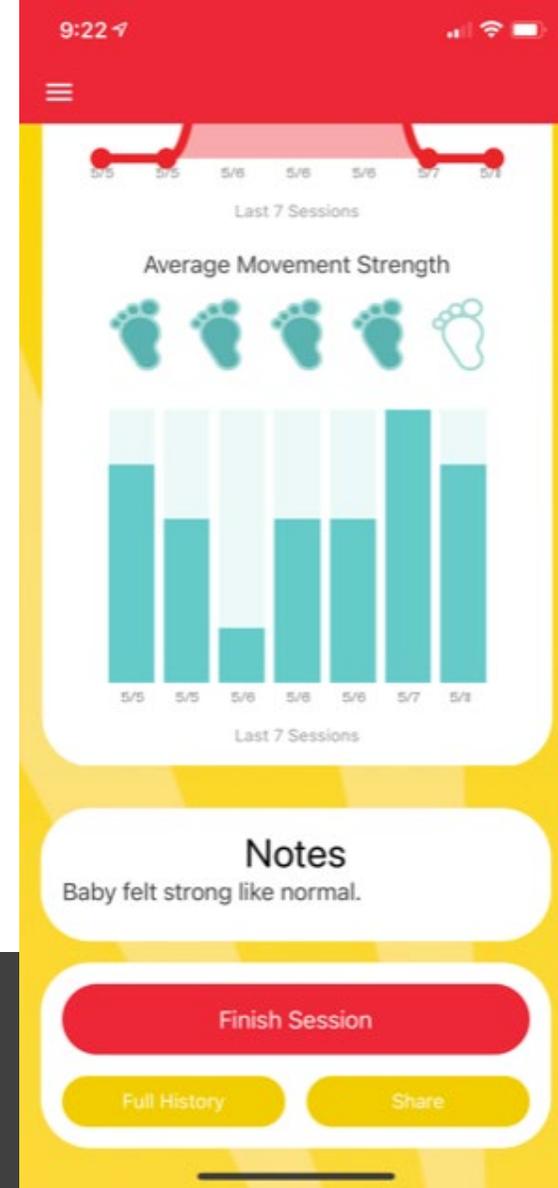
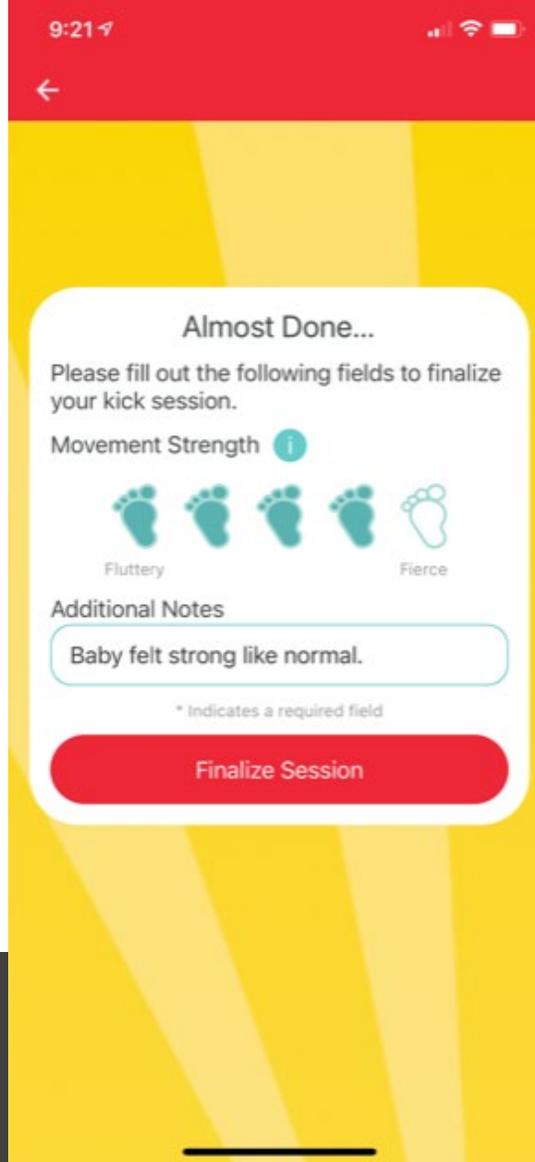
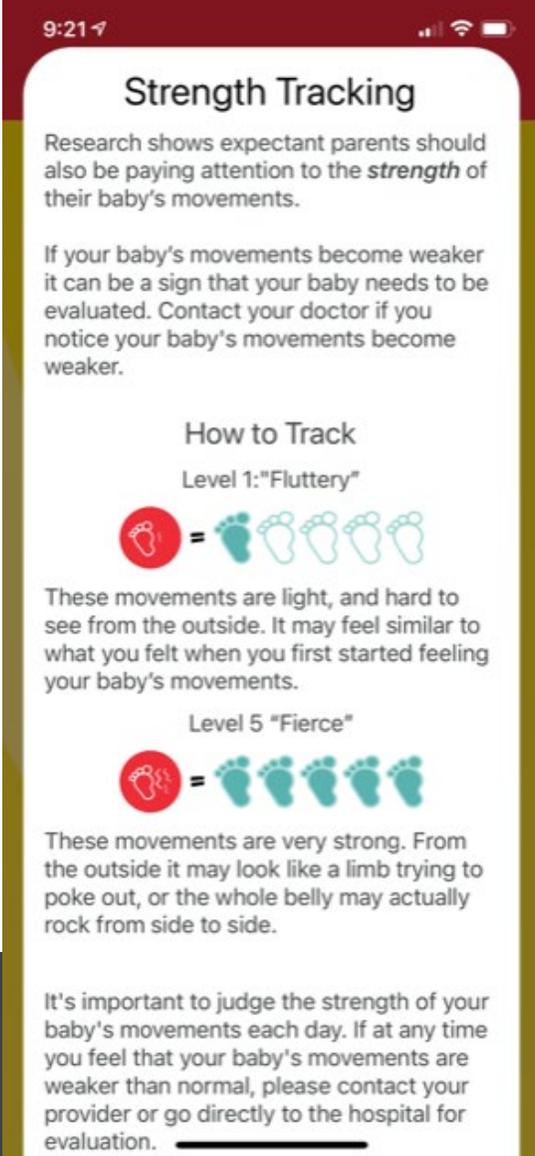
- ▶ Count for singles or twins
- ▶ See what's normal
- ▶ Be sure and share with patient to contact you (their provider) if they notice a change
- ▶ What's a change?
  - ▶ App starts showing the average time it takes to get 10 kicks right away.
  - ▶ Users will start to see a pattern/trend
  - ▶ If mom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



## Sample Chart



Have a “Kick Session”



# New App Features

- ▶ **Strength:** Research shows expectant parents should also be paying attention to the strength of their baby's movements. At the end of each kick counting session expectant parents will be asked to rate the strength of their baby's movement.



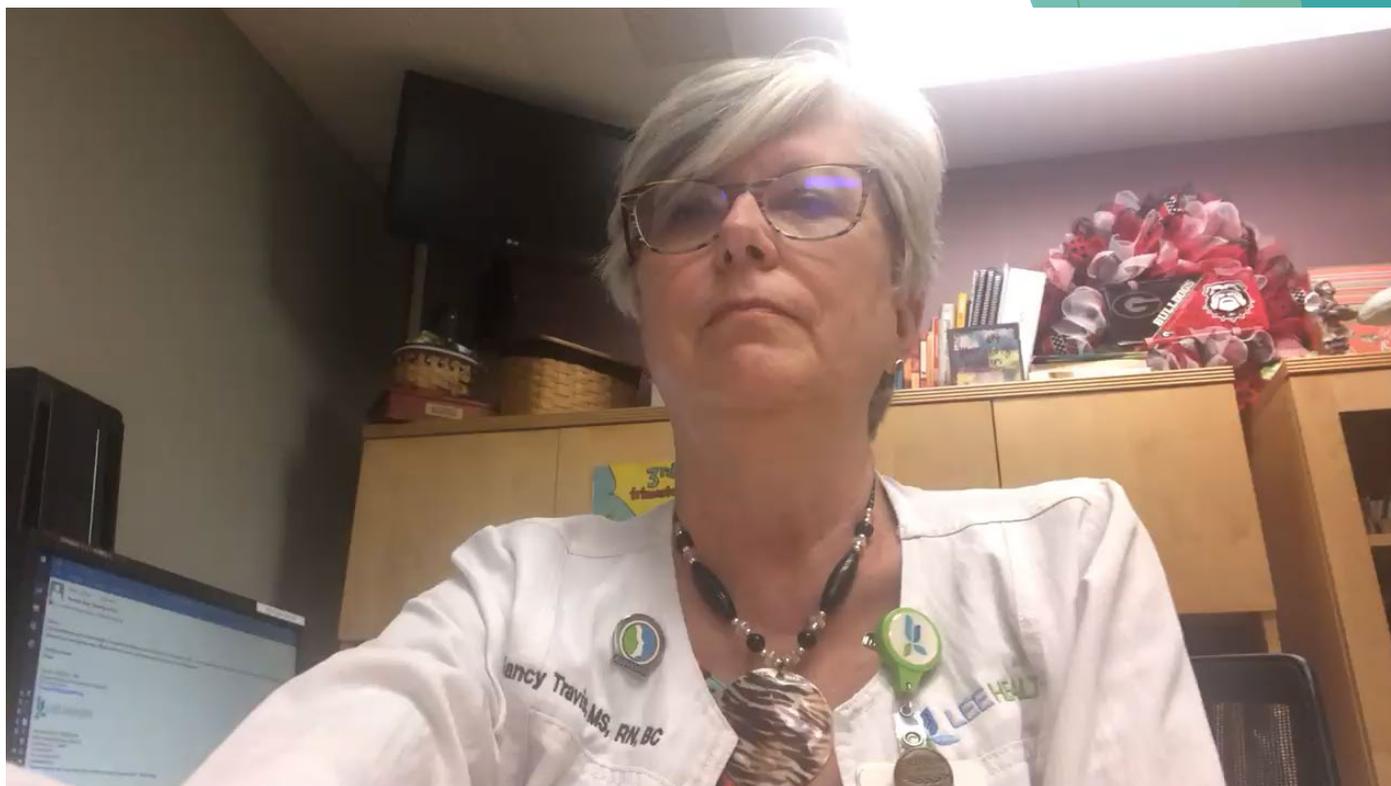
# New App Features

Apple Watch Compatibility Coming Soon!

# Count the Kicks<sup>®</sup>

## *Implementation of Count the Kicks*

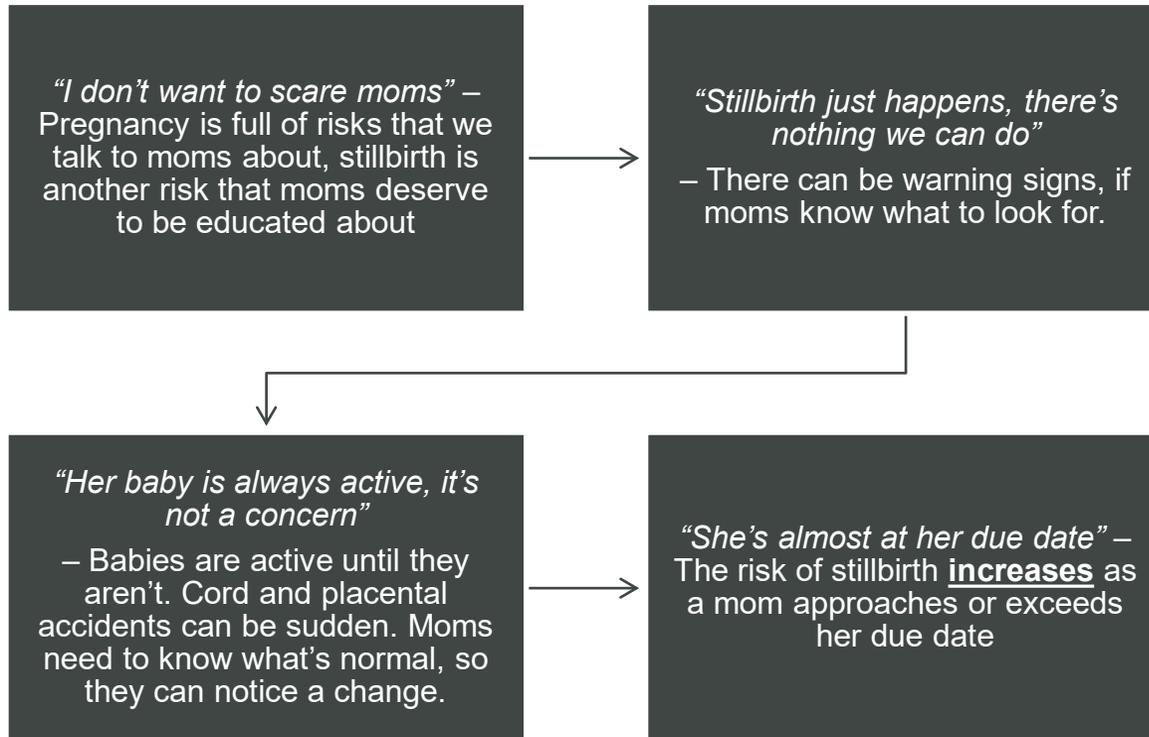




## In her own words....

- ▶ Nancy Travis, Lee Health Cape Coral Hospital Director, Women and Neonatal Services, AWHONN-Florida Section Chair

# Talking about stillbirth with expectant women



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# 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 2 hours.
- ▶ Only high-risk expectant women should do this.

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.

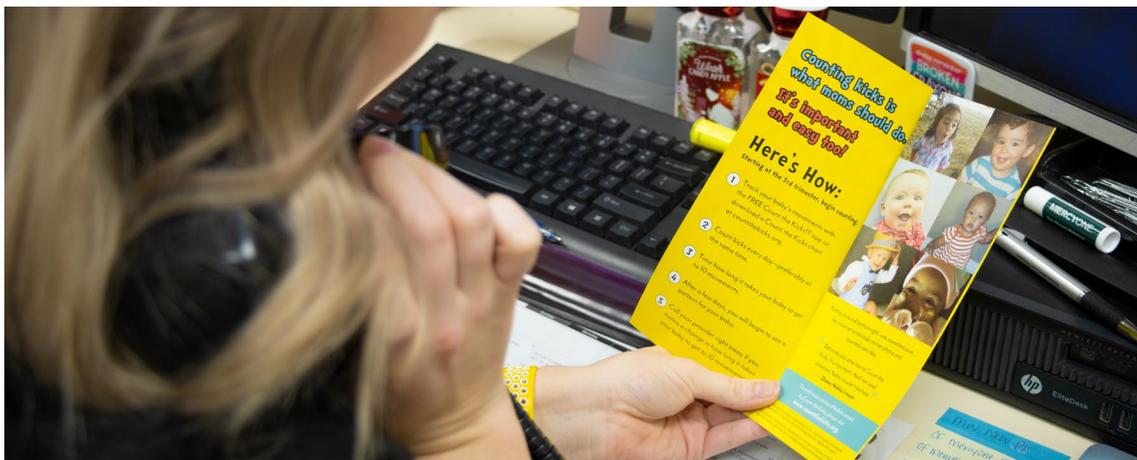
Active babies can also experience distress, sometimes quickly and without other warning signs. Tracking

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 b

This is a common misconception and outdated information. What research now states is that moms should be focusing on fetal movement in general and understanding

No, ALL women should do this. We don't only do the glucose test for high risk women and a lot of women who do have stillbirths had no other risk factors.



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## Talking about *Count the Kicks*

- ▶ When:
  - ▶ 26 weeks if high risk, 28 weeks otherwise
  - ▶ **Childbirth Ed Classes- Preparing for birth, breastfeeding classes, Daddy classes, etc.**
- ▶ 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.
- ▶ Tell mom that provider should be asking about baby movement at every appointment in the 3<sup>rd</sup> 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?”
- ▶ Encourage mom to tell her provider about Count the Kicks and her baby’s movement. Empowerment!



# 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 into different settings*

*OB Clinics*

*Midwives*

*Home Visitors*

*FIMR*

*Childbirth Educators*



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

Order *Count the Kicks* Materials at:  
[www.counthekicks.org](http://www.counthekicks.org)

Review sample course material:  
Available on our website

Make sure entire team knows about  
the campaign and the importance  
of tracking fetal movement.

Integrate into care plans and touch  
points. DOCUMENT

# A few notes.....

Sharing CTK with  
Pregnant women

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graph LR; A[Sharing CTK with Pregnant women] --- B[Stress to parents to trust their instinct! If mom feels concerned or that something isn't right, call the doctor.]; A --- C[Share that sleeping/lying on their left side is best for them and baby.]; A --- D[Review Common Myths];
```

Stress to parents to trust their instinct! If mom feels concerned or that something isn't right, call the doctor.

Share that sleeping/lying on their left side is best for them and baby.

Review Common Myths



## 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](http://www.CountTheKicks.org)
- ▶ *Count the Kicks* contact at Florida Department of Health: Casey Omeke, [Casey.Omeke@flhealth.gov](mailto:Casey.Omeke@flhealth.gov)

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# Other ways to integrate

- ▶ Use a form at check-in
- ▶ Have all front desk staff trained and ask patients to fill out form
- ▶ Glucose Test---after check in and labs have nurse talk about app and ask patient to download it while they wait.
- ▶ EMR/EHR--- Can you add a question to the EMR that pops up in the 3<sup>rd</sup> trimester to remind you to ask about fetal movement?

# Count the Kicks®

## 3rd Trimester? Start Counting

1. Have you been counting your baby's movements?

YES NO

2. Do you know the importance of counting your baby's movements?

YES NO

3. Have you downloaded the Count the Kicks app onto your phone?

YES NO

4. How often are you using the app (circle one)

- Daily  1 time a week  
 2-3 times a week  I'm not using the app at this time



What questions do you have for your provider today about fetal movement monitoring?

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Tear off and take home

## Download the FREE App Today!



Count the Kicks has a free kick counting app. We recommend you count your baby's kicks daily and around the same time each day.

Available in IOS and Google PlayStore

Counting Kicks is an easy way to check on your baby's well-being! It's also a great way to bond with baby. Take home a Count the Kicks Brochure today to learn more.



Fill this out and keep on your fridge or in your purse/vehicle.

Doctor's Name:

Phone Number:

Address:

Labor and Delivery Hospital:

# Partnership Examples: CelebrateOne

REDcan Return Code: \_\_\_\_\_

Date of Initial Contact: \_\_\_\_\_

Name \_\_\_\_\_ Email address \_\_\_\_\_

Home Address: \_\_\_\_\_ Zipcode: \_\_\_\_\_

Phone number \_\_\_\_\_ Date of Birth: \_\_\_\_\_

May we schedule a consistent day and time to follow up with you? \_\_\_\_\_

In the event if your phone number changes, may we contact you on Social Media? Y N If yes,

Social Media Name/Platform \_\_\_\_\_

Are you currently pregnant?  Yes  No If yes, when is your due date: \_\_\_\_\_

Have you started Prenatal Care?  Yes  No

Have you had barriers to attending your appts? \_\_\_\_\_

Have you downloaded the Count the Kicks App? Yes or No

*Count the Kicks educates expectant parents about the importance of tracking fetal movement daily in the third trimester of pregnancy. Research shows a change in what's normal is an indication there may be something wrong with the pregnancy and it empowers expectant parents to speak up and talk with their physician immediately, if they notice a change in their baby's movement patterns. African American women are two times more likely to experience a stillbirth compared to white women. Using the free kick counting app Count the Kicks helps mom to remember to track fetal movement, which has proven to save babies lives. Be sure to download the app today if you haven't and remember every kick counts!*

Race and or Ethnicity (check all that apply)

- |  |   |
|--|---|
| <input type="checkbox"/> Black or African American           | <input type="checkbox"/> White                            |
| <input type="checkbox"/> Asian                               | <input type="checkbox"/> American Indian or Alaska Native |
| <input type="checkbox"/> Pacific Islander or Native Hawaiian | <input type="checkbox"/> Mixed: _____                     |
| <input type="checkbox"/> African: _____                      | <input type="checkbox"/> Hispanic: _____                  |
| <input type="checkbox"/> Nepali                              | <input type="checkbox"/> Arabic                           |
| <input type="checkbox"/> Other                               | <input type="checkbox"/> Prefer not to answer             |

Primary language spoken: \_\_\_\_\_

In the last 12 months have you...

- Participated in home visiting?  Yes  No
- Worked with a CelebrateOne Connector?  Yes  No

Eligibility Criteria:

- Are you currently receiving Medicaid?  Yes  No
- Ask are you enrolled in the incentive plan that rewards you for going to your prenatal appointment?



THE CITY OF  
**COLUMBUS**  
ANDREW J. GINTHER, MAYOR

# How To Video: English & Spanish





# Resources

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# Educational Material

- ▶ Promo Posters in English, Spanish, Haitian-Creole
- ▶ How To Posters in English, Spanish and Haitian-Creole
- ▶ App Card Reminders
- ▶ Brochures
- ▶ [www.countthekicks.org](http://www.countthekicks.org)

3rd  
trimester?

Ou nan  
3yèm  
trimès gwosès?

**Kòmanse Konte!**

Konte Koutpye se sa  
manman yo dwe fè. Li  
enpòtan e li fasil tou!

MANDE KIJAN POU W FÈ. MANDE KOUNYEYA.



Telechaje aplikasyon GRATIS  
**Count the Kicks** la jodiya!

countthekicks.org

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Count the Kicks® is a campaign of Healthy Birth Day, the prevention of stillbirth and infant death through the use of fetal movement counting. This information is for educational purposes only and should not be used as a substitute for professional medical advice. Use of this information should be done in accordance with the advice of your healthcare provider.

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Count the Kicks® se yon kampanya Healthy Birth Day, Inc.®, ki se yon òganizasyon 501 (c) (3) ki gen misyon pou li aspeche timoun sèt tou mouri epi pou li aspeche maladi lakay timoun atravè edikasyon, defans ak sipò. Enfòmasyon sa a disponib pou edike sèlman e li pa la pou sèvi kòm dyagnostik oswa tretman. Se pou w itilize enfòmasyon sa a anmòk ak pwofesyonèl sante w la.

HEALTHY  
birthDAY

SA  
Strategic Alliance

WORLD  
HEALTH

The International Childbirth Education Association and the Healthy Birth Day, Inc.® are proud to partner with Count the Kicks® to help prevent stillbirth and infant death.

# Additional Material

- ▶ Visit [www.CountTheKicks.org](http://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

“Definitely pay attention to Count the Kicks! It’s important. Had I not paid attention, maybe wouldn’t be here.”  
—Diana, Mother’s voice

Download the FREE **Count the Kicks®** app today!

Our Free app helps you remember to **Count the Kicks®** every day in the 3rd trimester.

- Easy-to-read graphs that show your baby’s normal movement history.
- Choose from 12 languages.
- Track movements for single babies and twins.
- Download your sessions to share with your provider or family.
- Daily reminders so you never forget to count your baby’s kicks.

More than 100,000 moms can’t be wrong! Don’t delay! Download the FREE **Count the Kicks®** app today!

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

countthekicks.org

HEALTHY birthDAY SA FLORIDA HEALTH

Download the FREE **Count the Kicks!** app today!



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



**Counting kicks is what moms should do. It’s important and easy too!**

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

- 1 Track your baby’s movements with the FREE **Count the Kicks®** app or download a **Count the Kicks®** chart at [countthekicks.org](http://countthekicks.org).
- 2 Count kicks every day—preferably at the same time.
- 3 After a few days, you will begin to see a pattern for your baby—how long it takes your baby to get to 10 movements.
- 4 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 the FREE **Count the Kicks®** app today

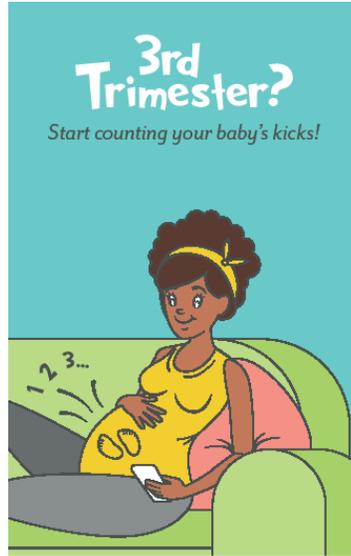
countthekicks.org

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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.



# New Resources!

- ▶ Now Available—Low Literacy Brochures and Posters in English, Spanish or Haitian-Creole.
- ▶ Add to your cart while shopping- Just look at the description



**HEALTHY  
birthDAY**  
MOVEMENTS SAVED LIVES

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CountTheKicks\_TIRAL\_SPANISH\_2018B.indd 1

**¡Contar patadas  
salva vidas!**

¡Es tan fácil como 1, 2, 3!

1. Cuenta los movimientos de tu bebé.
2. Conoce lo que es normal para tu bebé.
3. Llama a tu profesional médico si hay algún cambio.

¡Descarga hoy  
mismo la  
aplicación GRATIS  
"Count the Kicks"!



Available on the  
App Store

GET IT ON  
Google Play



CountTheKicks.org



**HEALTHY  
birthDAY**  
MOVEMENTS SAVED LIVES

"Count the Kicks" es una campaña de Healthy Birth Day, Inc., una organización 501(c)(3) dedicada a prevenir la muerte infantil y a reducir la mortalidad de la infancia a través de la educación, el apoyo y el apoyo. Esta información tiene fines educativos y no debe utilizarse para diagnóstico o tratamiento. El uso de esta información debe hacerse según el consejo de los profesionales de la medicina.  
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**Count  
the  
KICKS**

10800 9:23 AM



**Count  
the KICKS**

**Florida  
HEALTH**

Online CE training

## Save Babies With Us!

A Healthcare Professional's Guide on Talking to Expectant Parents about Count the Kicks and Fetal Monitoring!

**Visit [bit.ly/CTK-CE-Training](https://bit.ly/CTK-CE-Training) to register.**

Thanks to a partnership with the Florida Department of Health, we are able to offer this online CE training for free. Use code **savebabies-FL** during checkout.

## CE Training: 1.5 CEs

The purpose of this educational activity is to train healthcare professionals how to talk to their patients about fetal monitoring and using best practices to track fetal monitoring. By using an evidence-based and non-invasive tool, providers have the ability to help prevent stillbirths.

In partnership with Florida Department of Health, the CE Training is free: use code **Savebabies-FL** at check out.

<https://cme.dmu.edu/SaveBabies#group-tabs-node-course-default1>

# Free Resources

Parent Academy

Provider Academy

Kick Counting Charts – English,  
Spanish and Haitian-Creole

Covid-19 Response

Coming Soon---Specific Web-Page

Data

Reports

Recordings

More!



# State Specific Websites

A special thanks to the Florida Department of Health for their partnership in sharing *Count the Kicks* with expectant parents and providers in Florida.

Below you will find monthly data reports for *Count the Kicks* in Florida.



<https://countthekicks.org/florida-state-partner-page/>

## EDUCATIONAL VIDEOS

We have a variety of educational videos that you can share with expectant parents. Below are two that we have in English and Spanish.



Como Contar los Movimientos



How to Count Kicks

Video Library

- Women's Health
  - Family Planning
  - Pregnancy
  - Preconception Health
  - Prenatal Care
  - Tobacco Use in Pregnancy
  - High Blood Pressure and Preeclampsia
  - Umbilical Cord Blood Banking
  - Flu and Pregnancy
  - Healthy Start
  - Emergency Preparedness for Pregnant Women
  - Text4baby
  - Perinatal Hepatitis B
  - Family Health Line
  - Pregnancy and Diabetes
  - After Pregnancy
  - Community Involvement
  - MCH Block Grant
  - MCH Documents
  - Zika Virus
  - My Birth Matters Florida
  - Count the Kicks
  - Florida Life Course Indicator Report

[Home](#) » [Programs & Services](#) » [Women's Health](#) » [Pregnancy](#) » Count the Kicks

## Count the Kicks

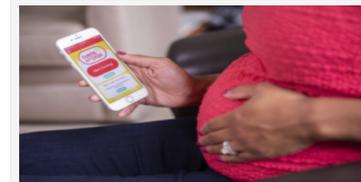


Contact the Maternal and Child Health Section  
850-245-4465  
Fax 850-245-4047  
Mailing Address  
Maternal and Child Health Section  
4052 Bald Cypress Way, Bin A13  
Tallahassee, FL 32399-1721

*Count the Kicks* is an evidence-based stillbirth prevention and awareness program that teaches expectant parents the method for, and importance of, tracking fetal movement daily during the third trimester of pregnancy.

The Florida Department of Health is excited to share with expectant parents and providers this evidence-based program designed to prevent stillbirths.

PARENT RESOURCES PROVIDER RESOURCES VIDEO ARCHIVE



### Why Count?

Counting kicks, jabs, pokes and rolls is a free, noninvasive way to check on your baby's well-being, it's also a great way to bond with your baby during pregnancy. A change in movement, whether a decrease or rapid increase, is sometimes the earliest or only indication that your baby should be checked by your health care provider. It's also important to pay attention to the strength of your baby's movements and notify your provider if your baby's movements

<http://www.floridahealth.gov/programs-and-services/womens-health/pregnancy/count-the-kicks/index.html>

# 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.

# Florida *Count the Kicks* Ambassador



My name is Sarah Sirianni and I live in Bradenton, Florida with my husband and four wonderful children. I am so humbled and grateful to have a child who was saved by *Count the Kicks*.

Thanks to the *Count the Kicks* campaign and my doctor, I was educated on the importance of counting during my third pregnancy. After weeks of counting and getting to know our baby's movements, I noticed a change and quickly told my doctor.

After failing tests, we were advised to deliver.

Our son, Ryan Joseph, was born with a true knot in his umbilical cord, but thankful to our quick response, he was otherwise healthy.

I am eternally grateful to this campaign for bringing awareness to me and so many other expecting mothers. I am so honored to be an Ambassador and part of this amazing team of woman.

# Baby Saves

## Nahla

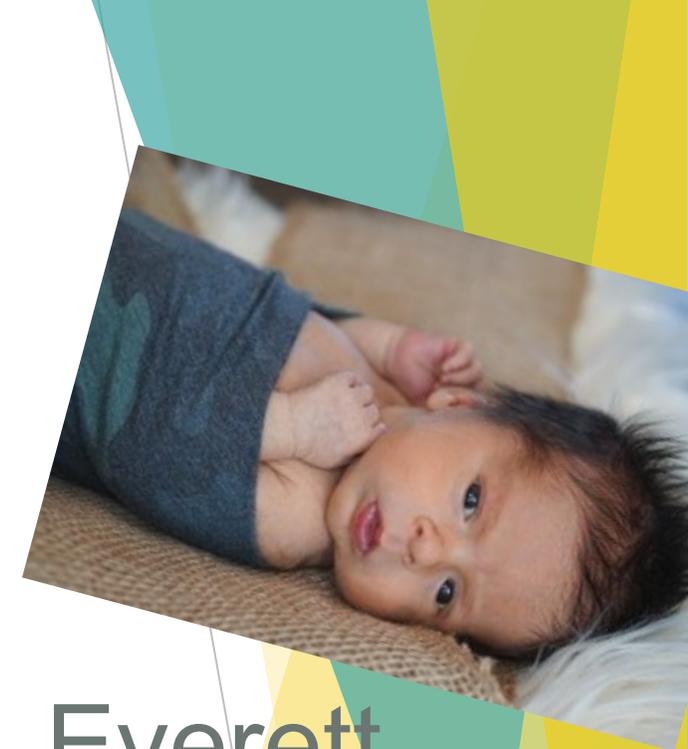


## Eva



I am very grateful that Count the Kicks made me aware of the importance of paying close attention to baby's movements and also that my provider took my concerns seriously and took action.

I pray that my daughter stays healthy and continues to grow to become whoever her heart desires. I highly recommend the app to all the expecting moms out there. Happy and healthy deliveries to everyone." Yelly Sarah C., Eva's mom



## Everett



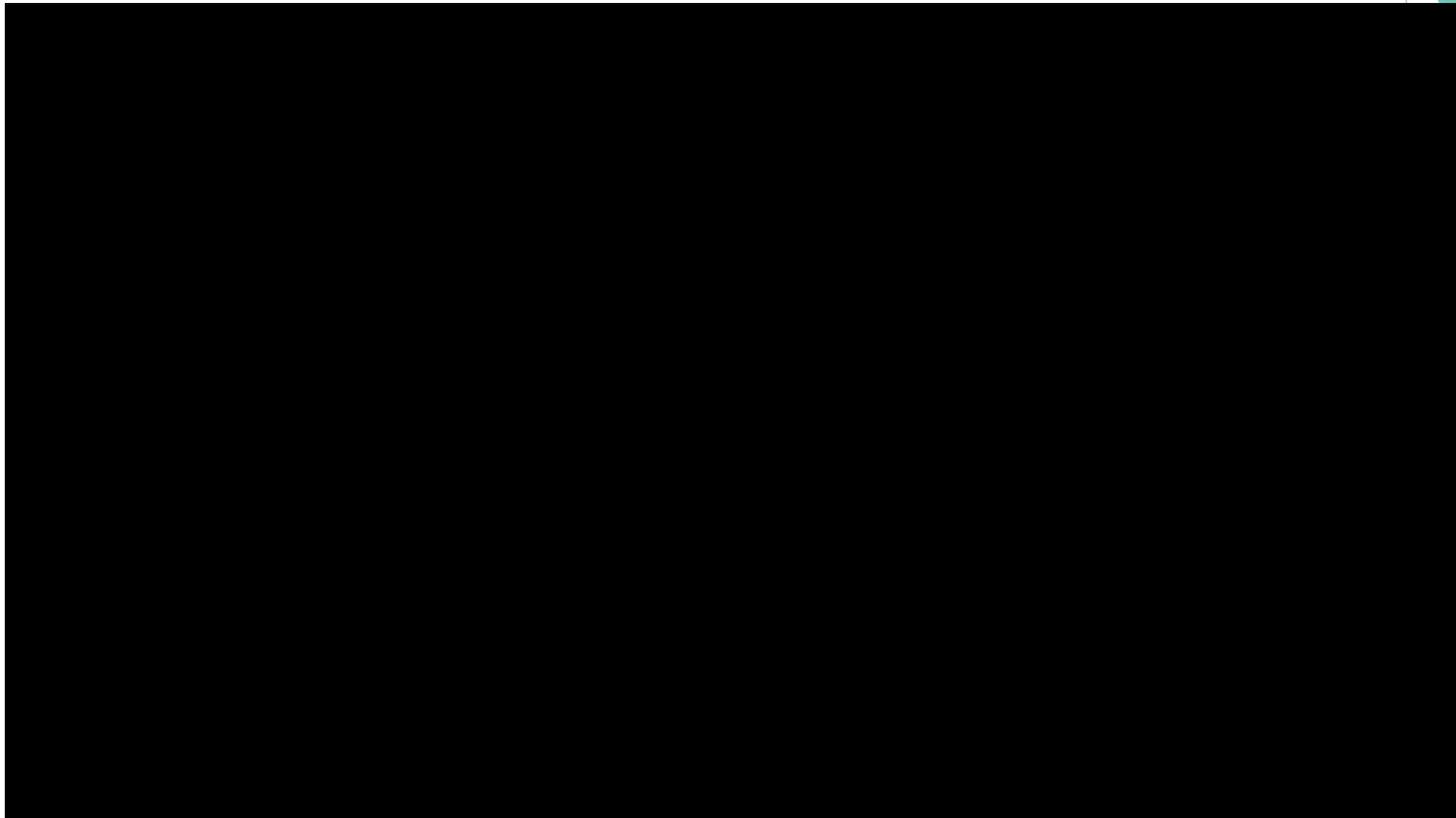
## Luna

# Baby Daeo

- ▶ July 31, 2018
- ▶ Cape Coral Hospital Family Birth Center.
- ▶ Via emergency c-section
- ▶ “ I was seeing my midwife, maternal-fetal medicine, and ended up making a few visits to Cape Coral Hospital Family Birth Center. At every visit, my midwife, doctor, and nurses at the hospital trained me and reminded me to "Count the Kicks." They would always say something like, "If your baby has less than 10 movements in an hour to come in and let us check on you." I listened and faithfully counted his movements every day.
- ▶ Read the full story here:  
[www.CountTheKicks.org/BabySaves](http://www.CountTheKicks.org/BabySaves)



# 75 & Counting!



# Baby Save Stories



[www.CountTheKicks.org/BabySaves](http://www.CountTheKicks.org/BabySaves)

# Connect with Us!

- ▶ Facebook: @countthekicks
- ▶ Instagram: @countthekicksus
- ▶ Twitter: @countthekicksus
- ▶ Website: [www.CountTheKicks.org](http://www.CountTheKicks.org)
  - ▶ Sign up for our newsletter!



Thank you  
Let's save babies together!