Self-Reported Outcomes With the Use of a mHealth Fetal Monitoring App During Pregnancy
Lyndi Buckingham-Schultz, PhD, RDN, LD,1 Emily Price2, Megan Aucutt1, Pamela A. Duffy, PhD, PT, OCS,2
1The Harkin Institute for Public Policy & Citizen Engagement, Drake University 2Healthy Birth Day, Inc. 3Des Moines University Department of Public Health

Abstract

- Fetal movement monitoring has been examined as a means of assessing fetal health and detecting fetal distress, left untreated, may result in stillbirth.
- Count the Kicks is an evidence-based stillbirth prevention campaign focused on educating expectant parents about the importance of tracking fetal movement in the 3rd trimester of pregnancy.
- The purpose of this study is to assess the effectiveness of the Count the Kicks stillbirth prevention campaign.

Objectives

The primary objectives include exploring:
1. how expectant women use the Count the Kicks app during their pregnancy;
2. if the app was effective in helping mothers track their babies’ movements;
3. if the app increased awareness of a change in fetal movement, and;
4. if the health outcome of their baby(stable).

Study Design

Pilot survey on n = 48) followed by survey of app users from 2015-2019 (n = 1463).
Survey responses were collected in SurveyMonkey® and consisted of Multiple Choice, yes/no, and open-ended questions.
A total of 809 women who had previously used the mHealth app completed a self-report survey on their pregnancy outcomes, medical care, experience with the app, and birth outcomes.
Responses from complete surveys were analysed by χ2 analysis, Mc Nemar test was used for the paired responses.

Results

Graph 1. Concern about change in baby’s movement by pregnancy
Graph 2. Help with emotional support by tracking frequency

Conclusion

- Use of the Count the Kicks app is associated with better birth outcomes and improved use and understanding of fetal movement monitoring.
- Educating expectant parents on this campaign can improve birth outcomes.
- The results of the study can be applied to stillbirth prevention campaigns and reducing health care disparities.

References