

Proof of Impact

AMCHP Names CTK a Best Practice

After thorough scientific review, the Association for Maternal Child Health Professionals (AMCHP) named *Count the Kicks* an evidenced-based **Best Practice** in January 2021. To be considered a Best Practice, programs address all criteria in Cutting-Edge, Emerging and Promising practices as well as:

- Meaningfully engage stakeholders at all levels of practice
- Ensure improving health equity is an integral component of overall program sustainability
- Externally validated by another entity
- Replicated with similar positive results in another context

1. Illinois

Count the Kicks launched in Illinois in 2016 and the state has seen a decrease in stillbirths every year since. There has been a 15% reduction in the number of stillbirths in just 4 years of the campaign (2016-2019), according to Illinois Department of Health Vital Statistics.

Illinois Total Stillbirths

2015 - 974

2016 - 968

2017 - 911

2018 - 890

2019 - 829



2. Nebraska

Count the Kicks launched in Nebraska in 2016 in partnership with the Nebraska Perinatal Quality Improvement Collaborative. In that time, Nebraska's stillbirth rate went from 5.68 fetal deaths/1,000 live births to 4.15 fetal deaths/1,000 live births in 2018, the most recent year on record. Nebraska now has the 5th lowest stillbirth rate in the country, according to the CDC.

3. Iowa's Black Stillbirth Rate

The stillbirth rate in Iowa, where *Count the Kicks* began, went down nearly 32% in the first decade of the campaign while the rest of the country remained stagnant. **The African American stillbirth rate in Iowa went down a promising 39% in the first five years of the campaign.**

4. Kansas

Count the Kicks launched in partnership with the Kansas Department of Health and Environmental Control in late 2018. There were 192 stillbirths reported in 2019 in Kansas. One year later (2020), there were 169 stillbirths reported for Kansas resident mothers, a decrease of 12.0 percent in one year. The stillbirth rate also went down dramatically. The stillbirth rate in 2019 was 5.4 per 1,000 live births, but in 2020 it declined to 4.9 per 1,000 live births, down 9.3 percent in just one year.