



Sample Lesson Plan for Childbirth Educators

Lesson Plan:

(1 minute) Introduce the *Count the Kicks* Campaign using the [How-To Video](#). Also available in [Spanish](#).

(5 minutes) Discussion on the importance of kick counting and risk of stillbirth, using *Count the Kicks'* [FAQ](#).

(1 minute) Demonstrate how to access the *Count the Kicks* App, which is available at CountTheKicks.org and in app stores (iOS and Google Play app stores in 15+ languages).

(5 minutes) Class downloads app and creates profile.

(5 minutes) Review the process of *Count the Kicks*:

- Starting at 28 weeks count your baby's movements every day, preferably at the same time.
- Pick your time based on when your baby is usually active.
- To get started, sit with your feet up or lie on your side. Count each of your baby's movements (kicks, rolls, pokes or jabs – but not hiccups, as those are involuntary) as one kick and tap the footprint on the *Count the Kicks* app. Keep counting and tapping until you count 10 movements. The app is timing how long it takes your baby to get to 10 kicks.
- After you reach 10 movements, you will be asked to rate the strength of your baby's movements on a scale of 1 to 5, with 1 being "fluttery" and 5 being "fierce."
- Each baby is unique. Current research indicates moms should work to understand the normal amount of time each day it takes their baby to get to 10 movements each day.
- Create an account to save your kick counting sessions in the app to see your baby's movement history over time. After a few days you will begin to see what's normal for your baby (how long it takes your baby to get to 10 movements).
- Knowing what is a normal amount of time for your baby is key. If there is a change in the strength of your baby's movements or how long it takes them to reach 10 movements, this could be a sign of potential problems, and you should contact your provider right away.
- The app will record the amount of time it took to get 10 movements, or you can log your times into a *Count the Kicks* printable chart, available at www.CountTheKicks.org.
- Your kick counting history can be useful for visits with your healthcare provider, and can even be texted or emailed directly to them from the app.
- Keep counting around the same time every day!

OBJECTIVE:

To teach expectant parents the importance of and method for tracking their baby's movements daily in the third trimester of pregnancy.

RESOURCES:

Count the Kicks How-To Video
Count the Kicks FAQ
Count the Kicks App
Computer screen/LCD projector (if available)

Resources are available at
www.CountTheKicks.org.

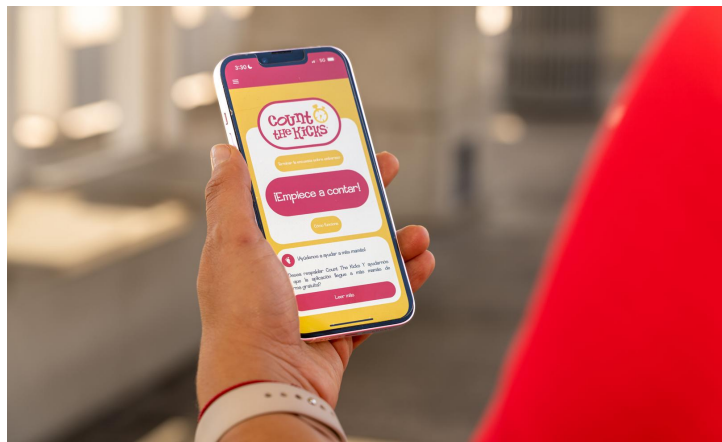
(5 minutes) Discussion – Pose several different scenarios for expectant parents, such as:

- What should you do if you don't feel your baby moving during a time when they are normally active?
- You've been counting movements and know that it normally takes your baby 15-20 minutes to get 10 kicks, but today it has taken more than an hour to feel 10 movements. What should you do?
- You notice a significant decrease in strength of your baby's movement, but it is late at night, and you don't want to "bother" the doctor. What should you do?

(10 minutes) Q&A – Allow plenty of time for questions from parents.

(5 minutes) Conclude by showing parents the *Count the Kicks* website, www.CountTheKicks.org, where they can learn more and access the *Count the Kicks* App. Remind parents to always call their provider with any concerns or questions

Encourage expectant parents to trust their instincts! If they feel concerned or that something isn't right, instruct them to head to labor & delivery for evaluation.





Sample Lesson Plan for Childbirth Educators

NOT TRUE: Common Misconceptions About Baby's Movement in Pregnancy

My baby is always active, so I don't need to monitor movement.

False. Even active babies can experience distress, sometimes quickly and without other warning signs. Monitoring your baby's movement every day takes the guesswork out of knowing if a normally active baby has slowed down. Count the Kicks gives you real data to show your healthcare provider if you have a concern. [\[Source\]](#)

Only those experiencing a high-risk pregnancy should pay attention to their baby's movement.

False. ALL expectant women should be educated on Count the Kicks and get to know what's normal for their baby. [\[Source\]](#)

My baby should get 10 kicks in 2 hours.

False. Every baby is different, and the recommendation to expect 10 kicks in 2 hours is outdated. Current research indicates moms should work to understand the normal amount of time each day it takes their baby to get to 10 movements each day. [\[Source\]](#)

I can just use a Doppler device to monitor my baby's well-being.

False. A change of the baby's heartbeat is one of the last things that occurs when a baby is in distress. A change in a baby's movement may indicate potential problems before actual changes in the heart rate are detected. Expectant parents should only use a Doppler device under the guidance of a healthcare provider. [\[Source\]](#)

If baby isn't moving, I should drink cold water or eat something sugary to get baby moving.

False. Research has moved away from the idea that sugary drinks and the like are a good way to get baby to move. A baby's movement is best monitored without interventions like juice, candy, etc. If a baby isn't moving like normal, expectant parents should get checked right away. [\[Source\]](#)

Babies move less near the end of pregnancy.

NO! Babies don't run out of room at the end of pregnancy. The types of movements may change (more jabs, fewer rolls), but babies should move up to and even during labor. If an expectant parent is monitoring their baby's movements at the same time each day, it should take about the same amount of time to feel 10 movements. [\[Source\]](#)



Important Notes:

- Share that sleeping/lying on their side is best for them and baby.
- Taking time to *Count the Kicks* provides parents with a special time each day to bond with their baby while focusing on their baby's movements and personality.
- Movement monitoring is an opportunity to invite a partner or older children to share in this experience and bond with the baby.
- 77% of App Users report that using the Count the Kicks app helped to reduce their anxiety about the well-being of their baby. [\[Source\]](#)
- 84% of App Users report that using the Count the Kicks app helped to increase their feelings of bonding and connection with their baby. [\[Source\]](#)