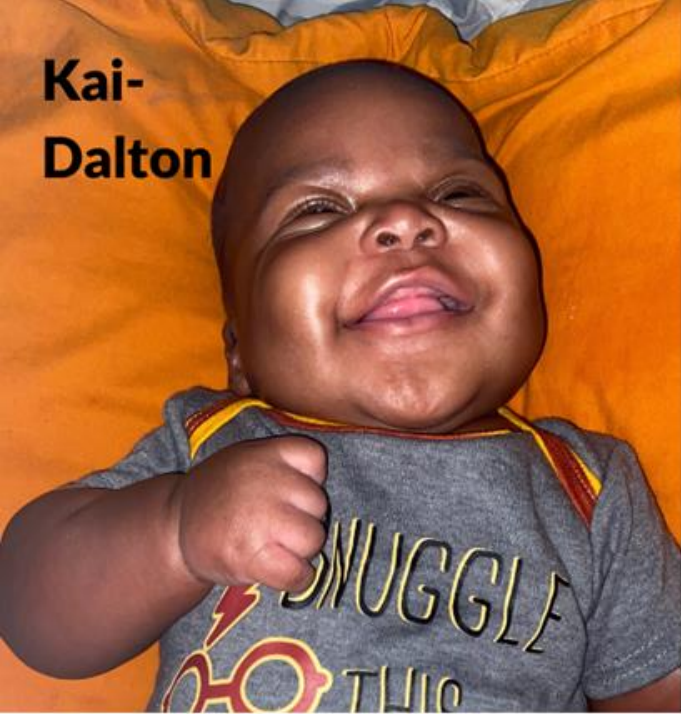


**Kai-  
Dalton**



**William**



**John Walker**



**Aspen**

**DJ**



**Nahla**

**Carter**



**Ellis & Everly**

**Jovie**



**Count  
the KICKS**





Anthem Blue Cross and Blue Shield Foundation

# Count the KICKS<sup>®</sup>





**GMA**  
@GMA

# Meet Virginia Baby Saves





**167** Virginia babies could  
be saved every year with our  
program



**Aspen**



**DJ**



**Alex**



**Mabel**



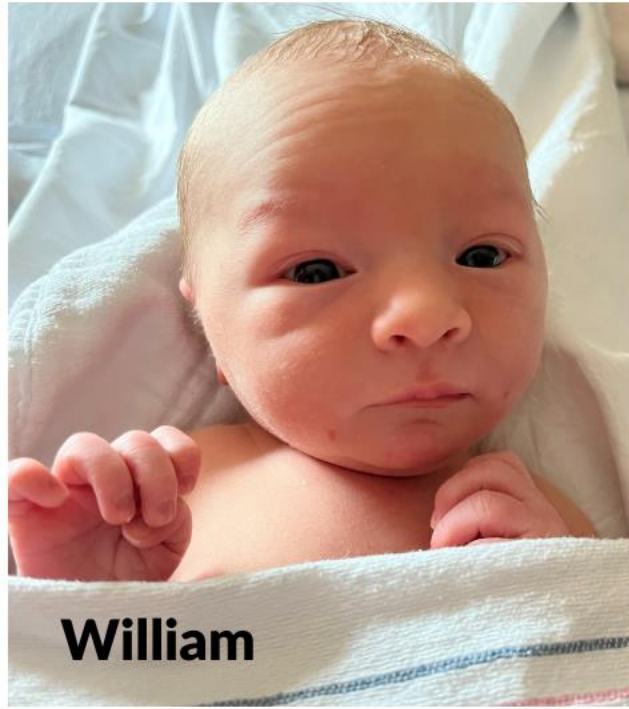
**John Walker**



**Piper**



**Jude**



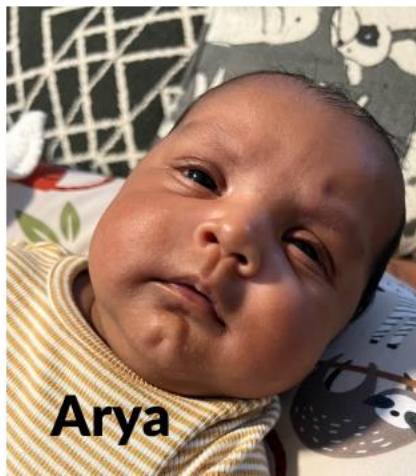
**William**



**Kai-Dalton**



**Gus**



**Arya**



**Anastasia**



**Stevie**



**Jovie**



**Crew**

# Today's Presenters



**Jen Rowray**

- ▶ Director of Advocacy and Engagement
- ▶ *Healthy Birth Day, Inc./Count the Kicks*
- ▶ Rowray.Jenifer@healthybirthday.org



**Latonya Williams-West**

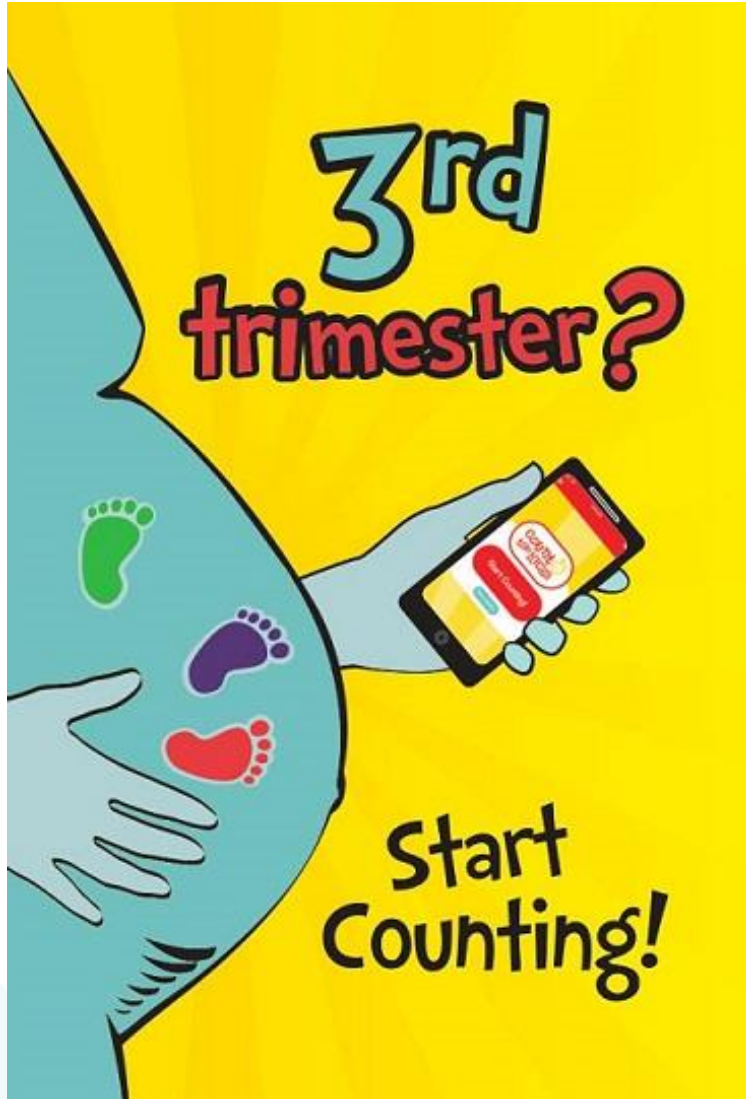
- ▶ Midwife Assistant
- ▶ State-Certified Doula, Newborn care specialist, PAIL Advocate, Fertility Advocate
- ▶ Virginia Ambassador for *Count the Kicks*
- ▶ Owner of Latonya Deshelle LLC
- ▶ Info@latonyadeshelle.com



**Shiimayne Brown-Stump**

- ▶ Midwife Student; Phase 3 (*Primary under-supervision*)
- ▶ Full Spectrum Doula
- ▶ Board member for BREAST Roanoke
- ▶ Placenta Encapsulation Specialist
- ▶ Trauma Informed Birth worker
- ▶ Trained PAIL Advocate
- ▶ Virginia Ambassador for *Count the Kicks*
- ▶ Virginia.ambassador@countthekicks.org





## What is *Count the Kicks*?

- ▶ **Evidence-based** stillbirth prevention program
- ▶ **Educates** expectant parents on the importance of tracking fetal movement
- ▶ **Empowers** expectant parents to speak up to providers if there is a concern



# Definitions and Facts



**Miscarriage:** A miscarriage is usually defined as the loss of a baby before the 20th week of pregnancy

**Stillbirth:** A stillbirth is loss of a baby after 20 weeks of pregnancy.\*

- ▶ On average, 22,300 babies are born still every year in the U.S.

**Infant Mortality:** The death of an infant before his or her first birthday.

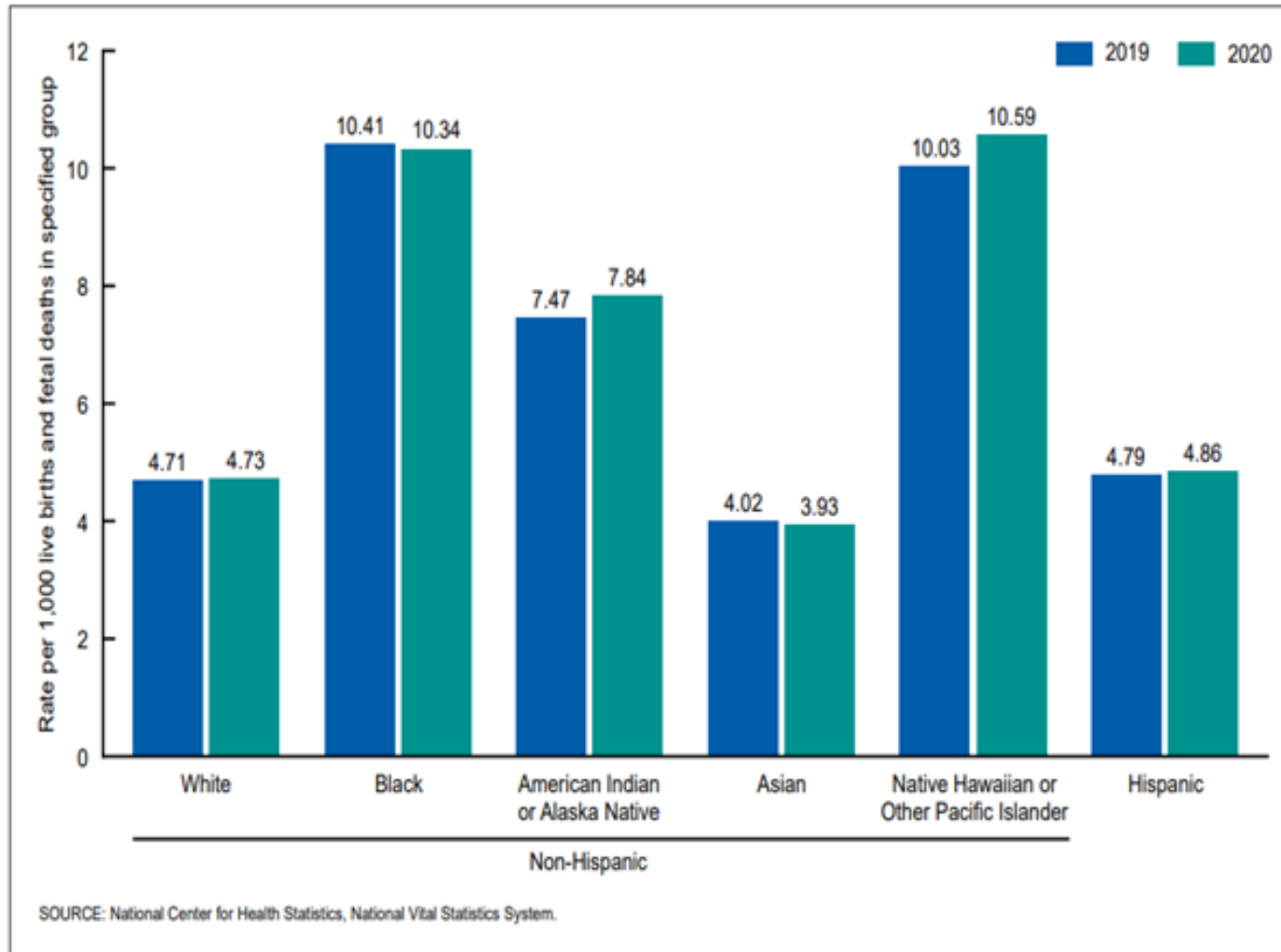
- ▶ In 2020 according to the CDC, 19,578 babies were lost to infant mortality\*.

\*Read the CDC source [here](#)

\*\*Read the CDC source [here](#)

# 2019 & 2020 CDC Stillbirth Rates by Race

Figure 2. Fetal mortality rates, by race and Hispanic origin of mother: United States, 2019 and 2020



Source: National Vital Statistics Reports  
Volume 71, Number 4, August 4, 2022





# Stillbirth by the numbers

## National Data

**Families are 15 times more likely to lose a baby to stillbirth than to SIDS**

- ▶ 1 in 173 pregnancies end in stillbirth<sup>1</sup>
- ▶ Racial disparities persist<sup>1</sup>
  - ▶ Native Hawaiian or Other Pacific Islander pregnancies: 1 in 94
  - ▶ Black pregnancies: 1 in 97
  - ▶ Indigenous pregnancies: 1 in 128
  - ▶ Hispanic pregnancies: 1 in 205
  - ▶ White pregnancies: 1 in 211
  - ▶ Asian pregnancies: 1 in 254

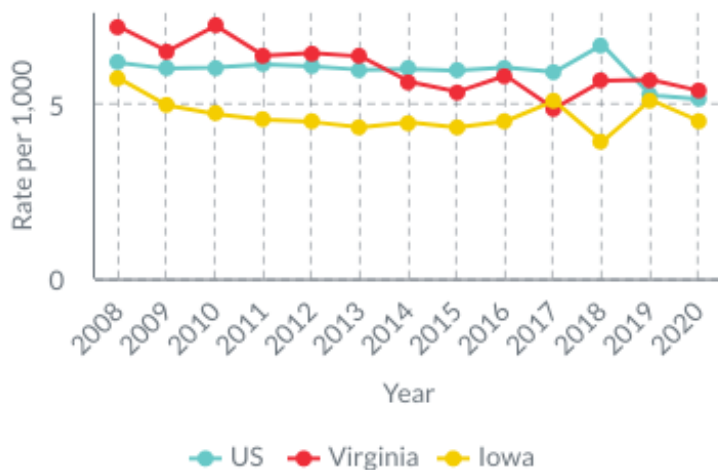


# Virginia

## Stillbirth By the Numbers

Based on the most recent five year average, the stillbirth rate in Virginia is 5.46 (per 1,000 live births).

Stillbirth Rate Comparison



Virginia loses on average  
522 babies a year due to  
stillbirth

522

# Racial Disparities

## Why are there disparities in birth outcomes?

- ▶ Research identifies the following:
  - ▶ **Systemic racism**, or the way that society fosters racial discrimination through mutually reinforcing systems of housing, education, employment, earnings, media perception, health care, and criminal justice.
  - ▶ **Epigenetics** explains how early experiences, both positive and negative, can have lifelong impacts. Environmental influences can affect the expression of genes. Life experiences can rearrange the epigenetic marks that govern gene expression; they can change whether and how genes release the information.
  - ▶ **Predisposition to certain conditions** that may lead to stillbirths like gestational diabetes and preeclampsia.
  - ▶ **Access to healthcare** can impact early diagnosis and treatment of concerns
  - ▶ **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.

SOURCES: [Management of Stillbirth, ACOG](#) [Epigenetics and Child Development, Harvard University](#)  
[What is Structural Racism, AMA](#)



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

- ▶ We are listening
- ▶ App in 16 languages
- ▶ Culturally-appropriate educational material
- ▶ Videos, printed educational materials and FAQs in multiple languages
- ▶ Health Equity Team
- ▶ 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 shared by people of color
- ▶ Community outreach beyond the healthcare setting

# Research and evidence-based!



# Norway Study

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>2,7</sup>

- Educated expectant parents on getting to know what's normal and to speak up if you notice a change in baby's movement
- 30% reduction in Norway's stillbirth rate
- Dr. Ruth Fretts, the original researcher, now sits on our Medical Advisory Board



# Research on *Count the Kicks* Published by BJOG – International Journal of Obstetrics and Gynecology



Research shows Iowa's stillbirth rate declined one percent every three months for a decade while the U.S. remained relatively stagnant.

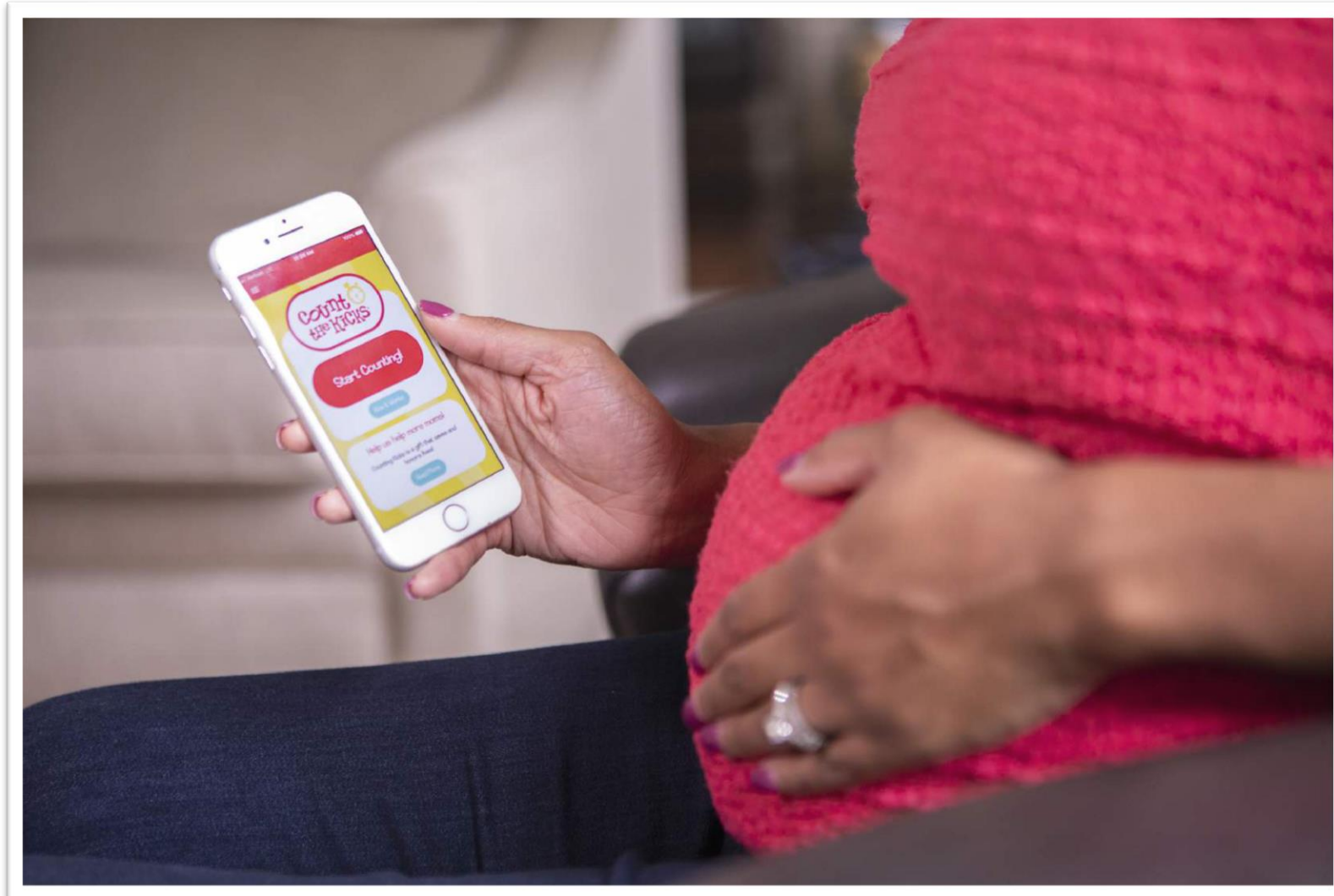
Iowa's African American stillbirth rate decreased by 39% in the first five years of our program.



Source: Iowa Department of Health + Human Services vital statistics 2003-2022



# No Adverse Side Effects



# No Adverse Effects

## No increase in hospital utilization

- ▶ “...Usually, the fetal movement count (FMC) is reassuring to pregnant women and **prevents unnecessary visits.**”
- ▶ “Decreased fetal movement can indicate a need for more evaluation and has the potential to save lives. There is a worse outcome in pregnancies with reduced fetal movement, with one study demonstrating the highest incidence of poor outcomes in small for gestational age fetuses.”

## No increase in anxiety among pregnant people

- ▶ **77%** of app users reported feeling **LESS anxious**
- ▶ **84%** of app users stated that regular tracking was associated with **feelings of bonding** and

1. 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/>

2. Lyndi Buckingham-Schutt, PhD, RDN, LD, Pamela A. Duffy, PhD, PT, OCS, Benjamin Williamson, DMU-MPH-24, Ashley Armantrout, DMU-DO-20, & Kerry Biondi-Morlan, MA

1The Harkin Institute for Public Policy & Citizen Engagement, Drake University 2DMU Department of Public Health 3Healthy Birth Day, Inc. “Using Technology to Monitor Baby: the Use of mHealth to Improve Fetal Outcomes.” <https://doi.org/10.1016/j.ajog.2021.11.774>



# 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>



## Stillbirth in the U.S. Report

# The Link Between Stillbirth and Maternal Mortality and Morbidity: [Firsthand Accounts from American Women](#)

- ▶ According to one study, more than 15% of maternal deaths within days of delivery occur in women who experienced a stillbirth.
- ▶ Research shows that the risk of severe maternal morbidity is more than four times higher among stillbirth deliveries compared with live births.
- ▶ Women most at risk for severe maternal outcomes may also be at higher risk for stillbirth based on pre-existing or demographic characteristics and conditions related to their stillbirth.

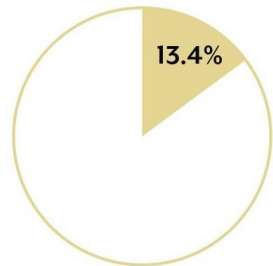


[Read the Report](#)

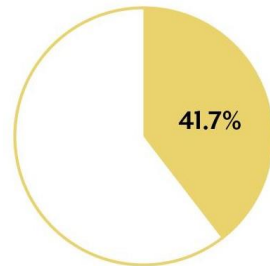
# Stillbirth in the U.S. Report

## The Link Between Stillbirth and Maternal Mortality and Morbidity: [Firsthand Accounts from American](#)

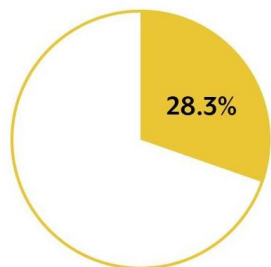
PREGNANCY-RELATED MORTALITY RATIO  
BY RACE/ETHNICITY  
2014 - 2017



White women



African American women



American Indian &  
Alaska Native women

- ▶ African American women are 3X more likely to die during or after pregnancy than their White counterparts.
- ▶ Implicit bias is an immediate and large part of this systemic issue - and we must take immediate action to counteract it.



Read the Report

# Stillbirth in the U.S. Report The Link Between Stillbirth and Maternal Mortality and Morbidity: **Firsthand Accounts from American Women**



- ▶ The report includes firsthand accounts from 8 women who shared how speaking up about a change in their baby's movement not only helped their baby to have a safe arrival, but also identified and addressed pregnancy complications that put their own life at risk.
- ▶ It is imperative that providers are proactively discussing stillbirth prevention (or risk factors) with their patients and providing evidence-based solutions like Count the Kicks to every patient they work with.



**Read the Report**



# Implementation of *Count the Kicks*





# 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.

# Babies are a lot like us

Why does a baby's movement change when they are in distress?

- ▶ When we are not feeling well, we change our activity level. We may lay in bed instead of exercising or doing our daily activities – we slow down.
- ▶ Baby's movements may become weaker during a time of distress.
- ▶ When a baby is not feeling well, they naturally preserve blood flow to vital organs such as the brain and heart to conserve energy and self-protect.



# MOVEMENTS MATTER – Let's Start Counting!

## When should a mom 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 mom can feel and track.

## What counts as a movement?

- Rolls, kicks, jabs, swishes, pushes – anything EXCEPT for hiccups (these are involuntary movements).

# How to *Count the Kicks*



Counting Kicks  
is what moms should do.  
It's important and easy too!

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



Track your baby's movements with the FREE *Count the Kicks* app or download a *Count the Kicks* paper chart at [countthekicks.org](http://countthekicks.org).



Count your baby's movements every day - preferably at the same time.



Time how long it takes your baby to get to 10 movements.



After a few days, you will begin to see a pattern for your baby (the average amount of time it takes to get to 10).



Continue tracking every day. Call your provider right away if you notice a change in how long it takes your baby to get to 10 movements.

Download the FREE *Count the Kicks* app in the iTunes or Google Play app stores



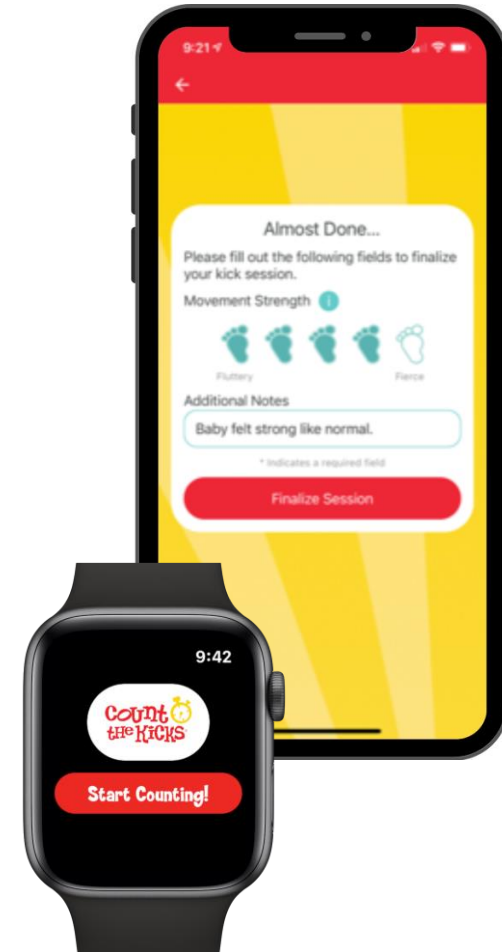
# *Count the Kicks* app



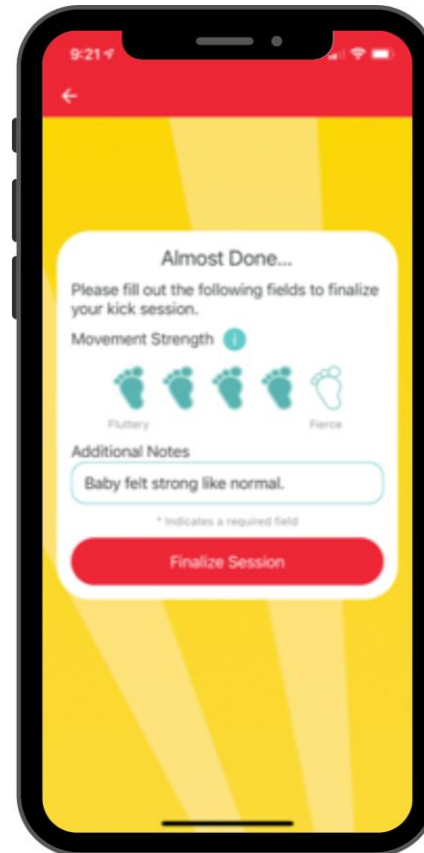
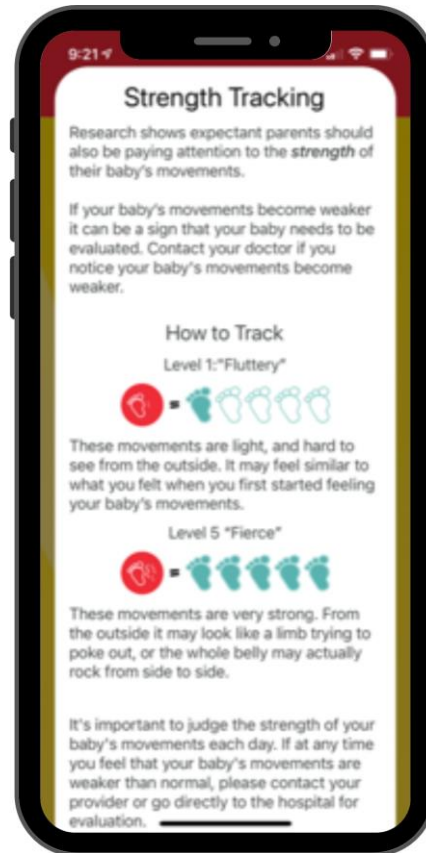
# Count the Kicks App Features



- Our FREE app is evidence-based and available in [16 languages](#)
- 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
- Monitor the strength of baby's movements

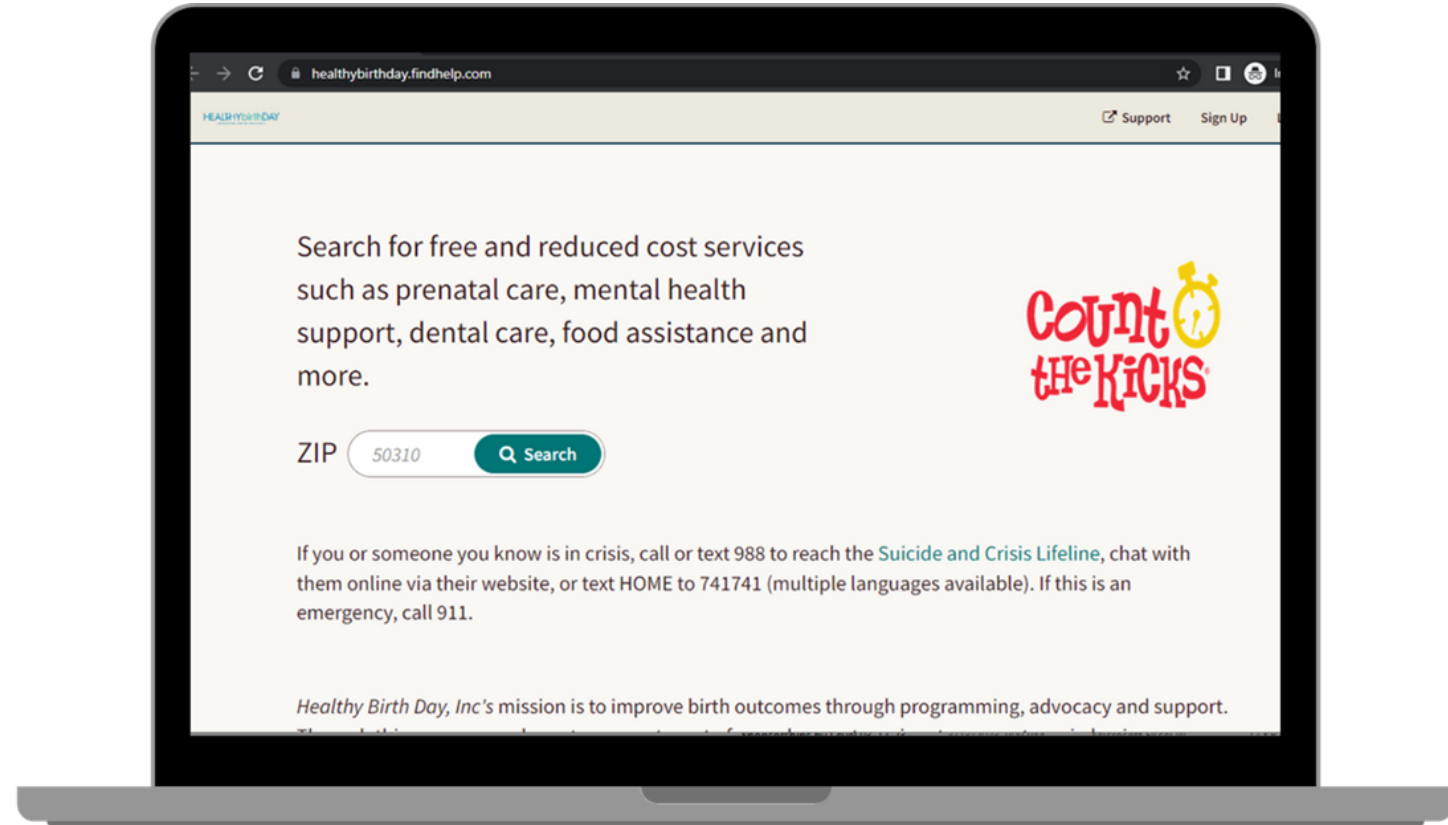


# Strength Tracking & Notes Feature





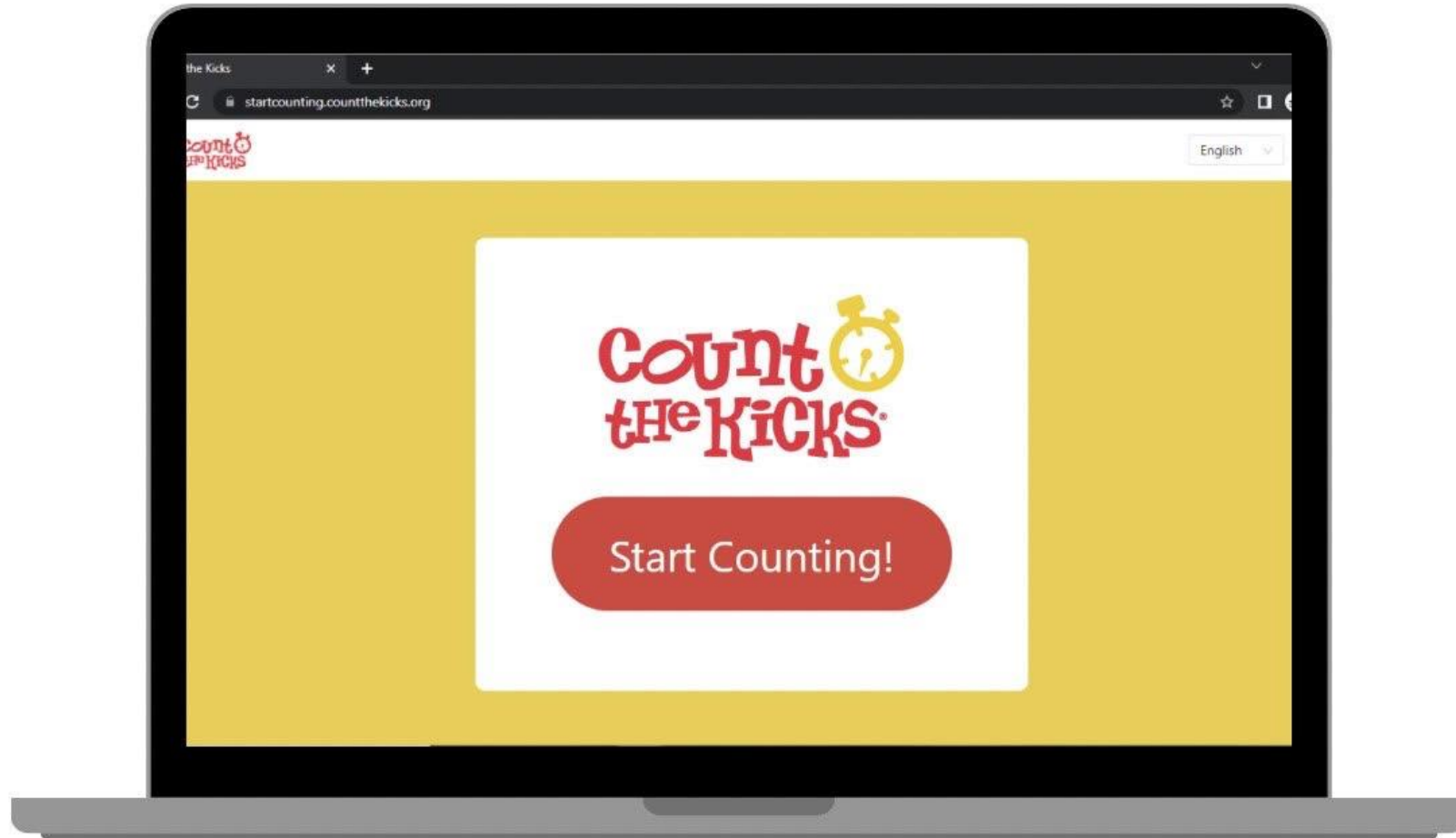
# Find Local Resources



Visit [www.HealthyBirthDay.findhelp.org](http://www.HealthyBirthDay.findhelp.org) to search for free and reduced cost resources in your local community.



# New way to count!



<https://startcounting.countthekicks.org/>



# *Count the Kicks* Implementation



# Did You Know?

Health literacy is one of the strongest indicators of an individual's health status.

## Five ways to improve the conversation

**Be Equitable:** Avoid assumptions and provide ALL expectant parents -- no matter, race, gender, religion, socio-economic status, sexual orientation, marital status OR education level -- the SAME information and interaction.

**Listen & Learn:** Ask strategic & open-ended questions about kick counting to help you assess what the individual patient understands, feels and desires.

**Be Clear & Concise:** Avoid long or complex explanations & medical terminology - consider everyday vocabulary.

**Be Honest:** Speak truth while still practicing empathy / compassion.

**Re-teach** - If a patient displays confusion or a lack of understanding, make sure to correct & clarify. Provide EXTRA support to those who need it.



# Talking about stillbirth with expectant parents

---

## *“I don’t want to scare expectant parents”*

Pregnancy is full of risks that we talk to expectant parents about; stillbirth is another risk that expectant parents deserve to be educated about

---

## *“Stillbirth just happens, there’s nothing we can do”*

There can be warning signs, if expectant parents know what to look for.

---

## *“My baby is always active; it’s not a concern”*

Babies are active until they aren’t. Cord and placental complications can be sudden. Expectant parents need to know what’s normal so that they can notice a change.

---

## *“I’m almost at my due date”*

The risk of stillbirth **increases** as an expectant parent approaches or exceeds their due date



## Talking to expectant parents who have previously had a stillbirth

- ▶ Read the chart before entering the patient room.
- ▶ 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.
- ▶ Feel free to talk about the previous stillbirth and acknowledge their child that was born still. Ask about their name, gender if you weren't their previous doctor.
- ▶ Stay away from medical terms like fetal demise, be empathetic
- ▶ Ask if anyone has previously discussed the importance of tracking fetal movement.

# Common Misconceptions

## **My baby is always active, so I don't need to count kicks.**

- ▶ Even active babies can experience distress, sometimes quickly and without other warning signs. Tracking 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.

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

- ▶ ALL expectant women should be educated on *Count the Kicks* and get to know what's normal for their baby.

## **My baby should get 10 kicks in 2 hours.**

- ▶ 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.

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

- ▶ 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.



# Common Misconceptions

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

- ▶ Research has moved away from the idea that sugary drinks and the like are a good way to get baby to move. Kick counts are best monitored WITHOUT interventions like juice, candy, etc. If baby isn't moving like normal, parents should speak up to their provider right away.

## Babies kick 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.

## Pregnant people should avoid dental care.

- ▶ Good dental health is ALWAYS important. Pregnancy can increase an expectant parent's risk of dental issues, thus overall health issues.

## Triage doesn't need any Count the Kicks education.

- ▶ L&D Triage is the perfect place to have this information. Posters, brochures and discharge papers all should be used when someone comes in for ANYTHING and is sent home.





# Connect.the.Dots





# Home Visitation – Impact

Studies indicate that Prenatal Home Visiting reduces the likelihood of adverse pregnancy outcomes

- ▶ Encourage early language development and early learning at home
  - Bonding with baby – read to baby in utero
- ▶ Connecting families to other services in their community
  - FindHelp Resource
- ▶ Support healthy pregnancy practices
  - Fetal Movement Monitoring

## How can you integrate this into your system?

Ensure everyone on the team knows about Count the Kicks and how to talk about fetal movement monitoring

Include Count the Kicks in paperwork – intake forms, action plans

Discuss at every parent meeting

Share throughout the community

# Partnership Examples

REDcap 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
- Are you enrolled in the incentive plan that rewards you for going to your prenatal appointments?





**3<sup>rd</sup> trimester?**  
**Keep Counting!**  
 Remember to count your baby's kicks daily starting at 28 weeks!

Download the **FREE Count the Kicks** app and start counting today!  
[www.CountTheKicks.org](http://www.CountTheKicks.org)



Anthem   
 Anthem Blue Cross and Blue Shield Foundation




  
 DOWNLOAD APP

**3<sup>rd</sup> trimester?**  
**Start Counting!**  
 Counting kicks is what you should do. It's important and easy too!  
**ASK HOW. ASK NOW.**

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

  
  
 DOWNLOAD APP



©2023 Healthy Birth Day, Inc.  
 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.

HEALTHY birthDAY  
 MAKING BIRTH BETTER  
 SA  
 strategic partner  
 The International Childbirth Education Association endorses Healthy Birth Day, Inc.®, and the Count the Kicks® stillbirth prevention campaign.

# Toolkits



# 3<sup>rd</sup> trimester?



## Start Counting!

Counting kicks is what you should do. It's important and easy too!  
**ASK HOW. ASK NOW.**



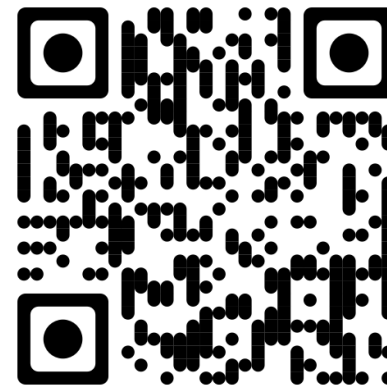
Download the **FREE** **Count the Kicks**® app today!

 [counthekicks.org](http://counthekicks.org)

## Free Educational Materials

- ▶ Posters in English and Spanish
- ▶ App Card Reminders in English and Spanish
- ▶ Brochures in English and Spanish
- ▶ Additional free resources like printable kick-counting charts

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



**Count the Kicks** 

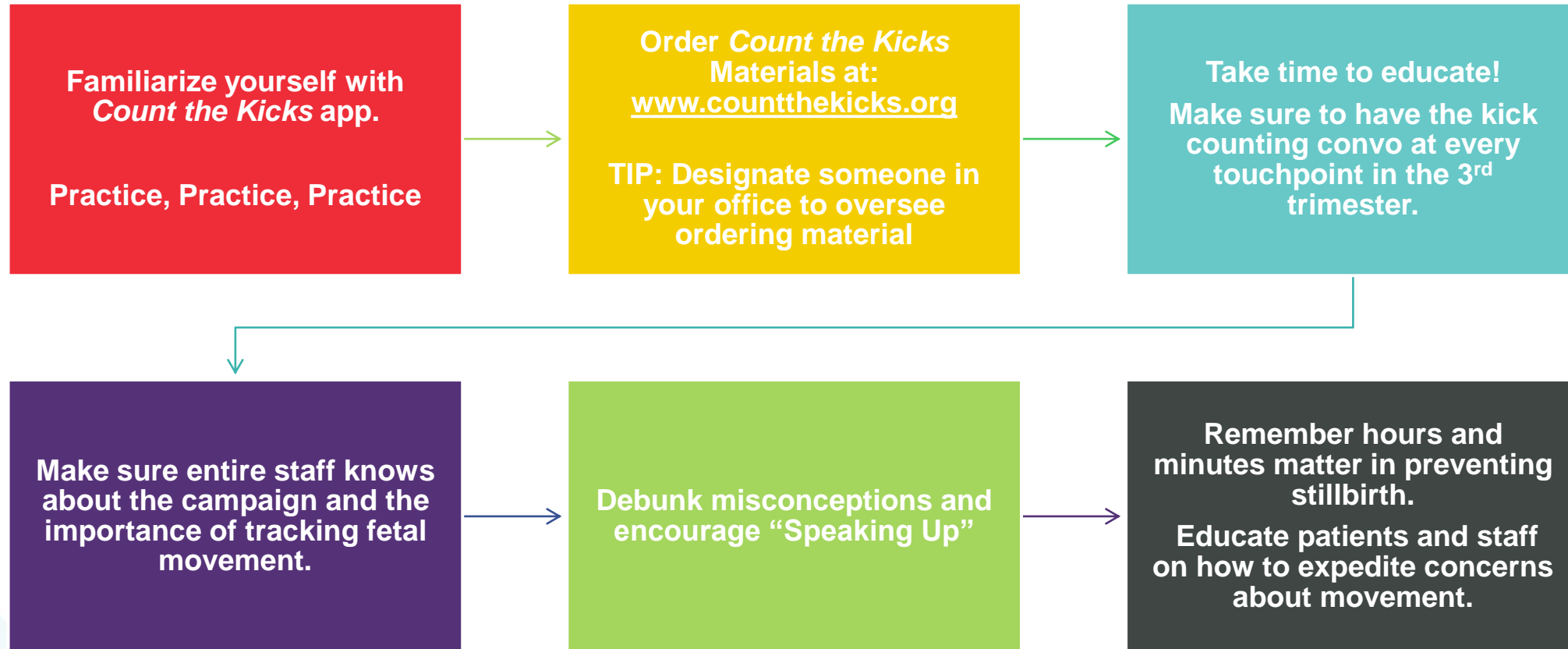
# CE Training: 2.25 CEs

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.

- ▶ [Register Here:  
bit.ly/savebabiesCTK](https://www.bit.ly/savebabiesCTK)



# Next Steps





# Virginia Ambassadors



Latonya Williams-West



Shiimayne Brown

# 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.










## Follow Us on Social Media!

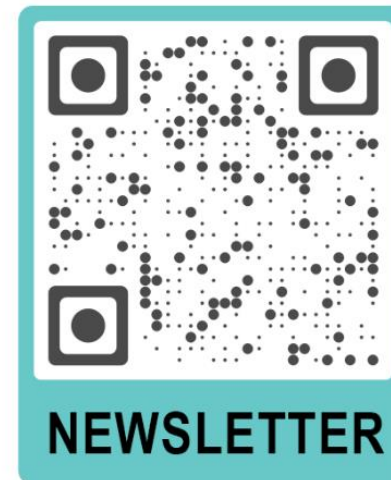
Follow *Count the Kicks* and *Healthy Birth Day, Inc.* to learn more about our work to improve birth outcomes and make kick counting a common practice for all expectant parents.



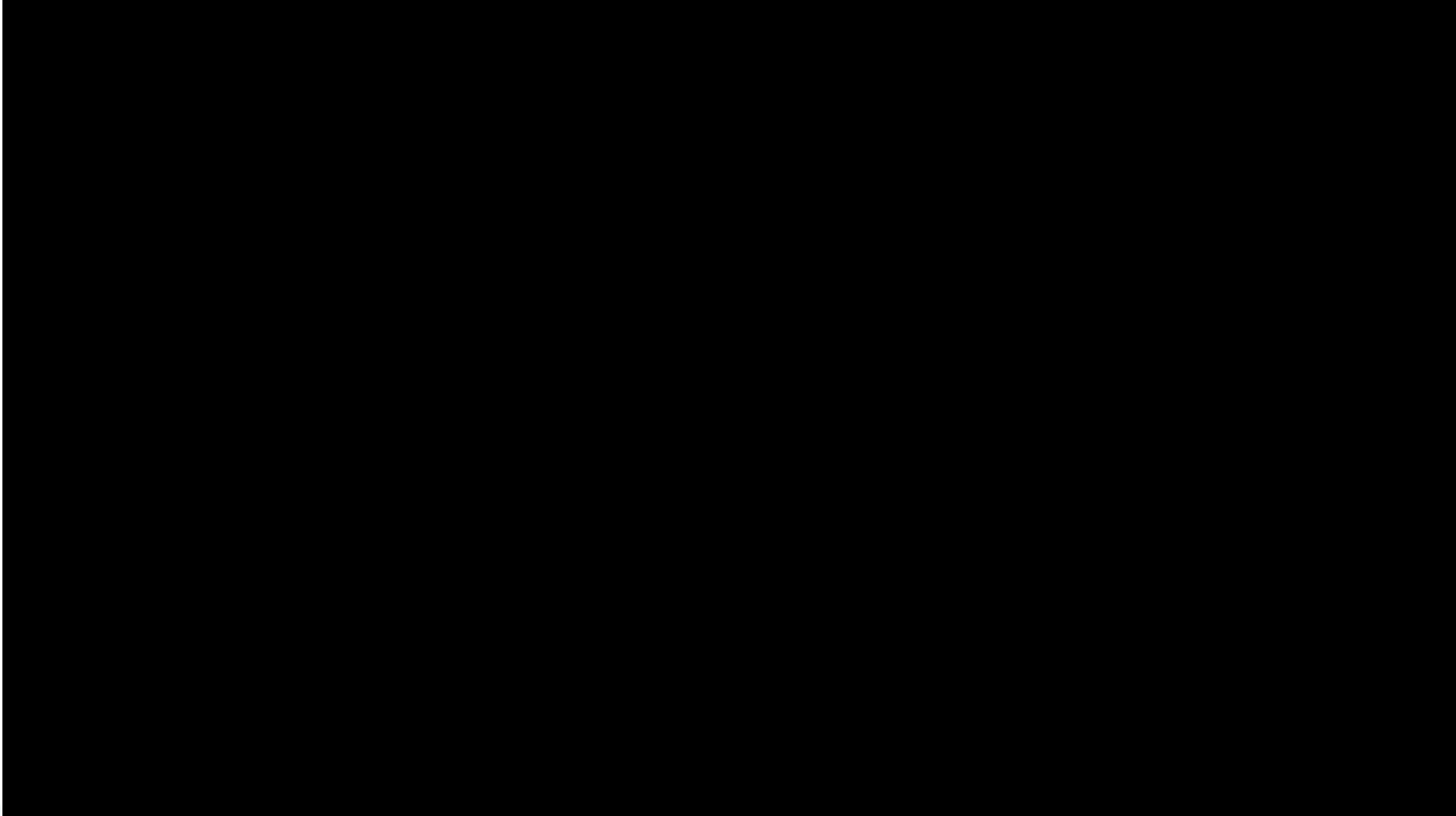
-  @healthybirthday
-  @healthybirthdayinc
-  @Healthy\_Birth
-  Healthy Birth Day Inc.



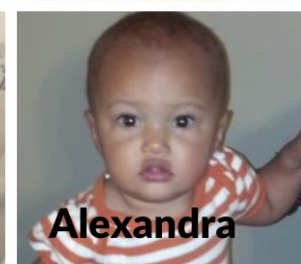
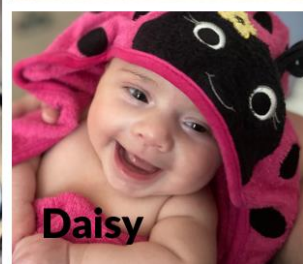
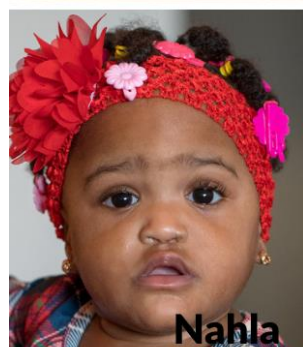
-    @countthekicks
-  @countthekicksus
-  @countthekicksUS



# 110 & Counting! Meet Baby Save Nahla...



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Questions?

