



Kai-Dalton



William



DJ



John Walker



Aspen



Ellis & Everly



Jovie



Nahla



Carter

Count the Kicks



Count the Kicks is a highly effective, evidence-based stillbirth prevention program.



We developed a proven early warning system for moms.



Families in 36 U.S. states and 6 countries report that our program helped their baby arrive safely.





Healthy Birth Day,
Inc.
Founders





Stillbirth Data

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

- ▶ In the U.S. 1:177 pregnancies ends in stillbirth
- ▶ Unacceptable racial disparities persist
 - ▶ Native Hawaiian or other Pacific Islanders: 1:97
 - ▶ Black pregnancies: 1:100
 - ▶ Indigenous pregnancies: 1:139
 - ▶ Hispanic pregnancies: 1:216
 - ▶ White pregnancies: 1:223
 - ▶ Asian pregnancies: 1:270



Our Program



Download the FREE
Count the Kicks app today!

Our free app helps you remember
to count the kicks every day in your
3rd trimester.

- Download the app from the App Store or Google Play
- Choose your due date
- Enter your kick count each day
- Get reminders to count your kicks



Counting Kicks is
the best way to
know if your baby
is healthy in the
3rd trimester?

Start
Counting!



**Count
the Kicks**

3rd 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!

countthekicks.org

HEALTHY
birthDAY

SA
strategic america

The International Childbirth Education Association endorses
Healthy Birth Day, Inc., and the Count the Kicks® stillbirth prevention campaign.

3rd trimester?
Start Counting!

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 strength and 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.
- Available on Apple Watch.

Available on the App Store | GET IT ON Google Play

HEALTHY birthDAY SA

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.

**Counting kicks is what you 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® chart at countthekicks.org. App also available on Apple Watch.
- Count kicks every day—preferably at the same time.
- 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.
- 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
brochures, posters
and app download
reminder cards are
available in English
and Spanish for
order on our
website at
CountTheKicks.org

Count
the Kicks

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Count kicks,
pokes, jabs
and rolls.

CountTheKicks.org

Counting kicks
saves lives.

It's as easy as 1, 2, 3!

1. Count your baby's movements every day.
2. Know what is normal for your baby.
3. Contact your provider if something changes.

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



DOWNLOAD APP



CountTheKicks.org



HEALTHY
birthDAY

Count the Kicks® is a program of Healthy Birth Day, Inc., a 501(c)(3) organization dedicated to the prevention of stillbirths through education, advocacy and research. 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.

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3rd
Trimester?

Start counting
your baby's movements!

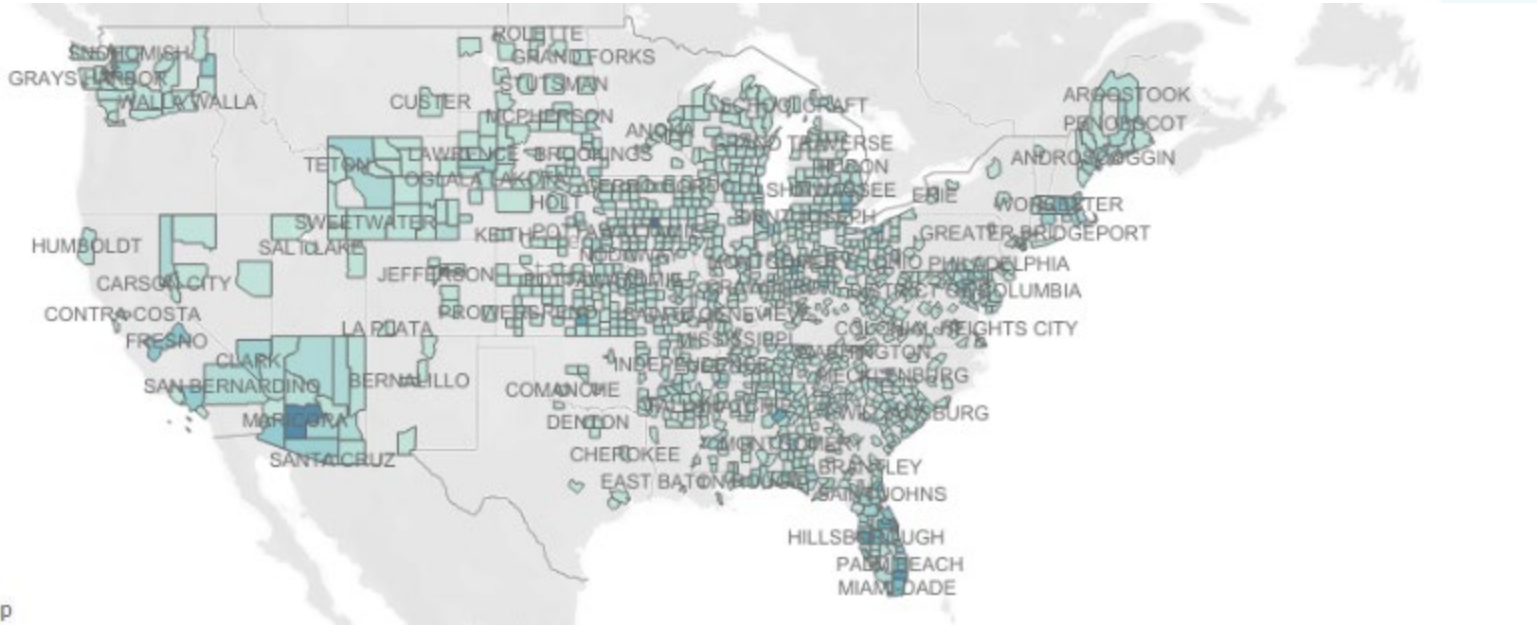


At-a-Glance educational
materials.



Count
the Kicks

2023 + 2024 *Count the Kicks* Material Orders by Region



2023 = 1,094,742 pieces of educational materials mailed
2024 = 640,420 pieces of educational materials mailed so far



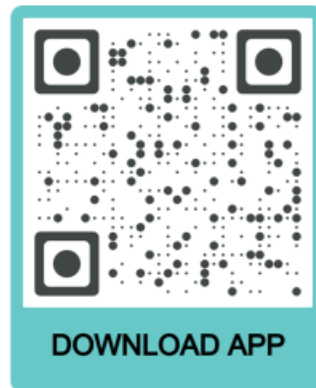
Implementation

Count the Kicks App

Free and Easy to Use



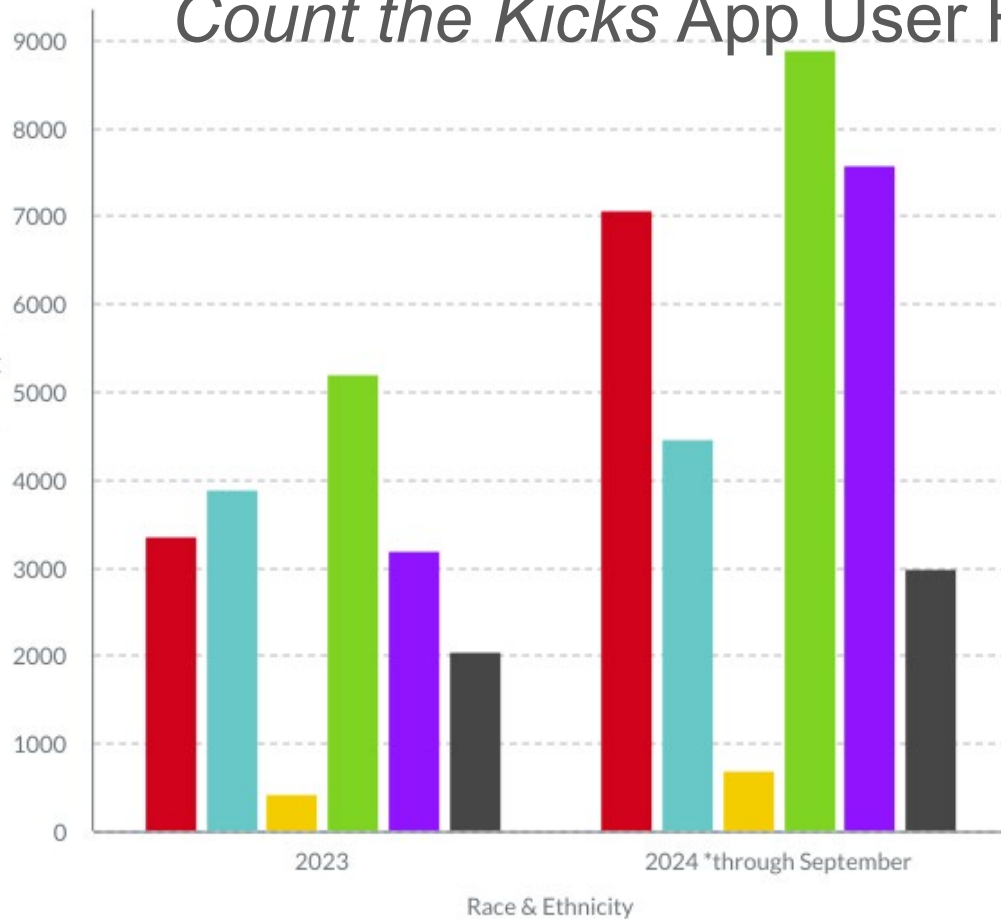
- Our FREE app is evidence-based and available in 21 languages
- Available for Apple and Android products
- Set a daily reminder to *Count the Kicks*
- Download history to share with their provider, family or friends via text or email



We do not share or sell app user information.

Count the Kicks App User Race + Ethnicity Data

Number of CTK App Users



Average Monthly New User Increase
from 2023 to 2024

■ African American ■ NHOPI ■ AIAN ■ Hispanic ■ Asian ■ Two or More Races



Movement Monitoring Bands

These are great for anyone who does not have access to a smartphone or reliable internet. Each band comes with an easy, how-to instruction card.

How to use your *Count the Kicks* Wristband



Starting in the 3rd trimester start counting your baby's movements DAILY.

- Have a pen and paper handy
- Placing the black slider off the numbers then start a timer when you feel the first movement you want to count.
- Every time you feel a movement move the slider to the next number until you get to 10.
- Stop your timer
- Keep track of how long it gets your baby to get to 10 movements.
- After a few daily sessions you will start to see a pattern in your baby's movements!
- Keep track daily of how long it takes so you can notice if there is every a change in your baby's movements.
- Call your provider right away if you notice a change in the strength or length of those movements.

Billboards and Bus Ads



Talk to your provider about

Count the Kicks®

CountTheKicks.org

 **CountTheKicks.org**

LAMAR

The billboard features a bright yellow background. On the right side, there is a photograph of a smiling pregnant woman with curly hair, wearing a yellow long-sleeved shirt, gently holding her belly. The text is arranged in a clear, bold hierarchy. The 'Count the Kicks' logo is prominently displayed in the center, with the word 'Count' in a red, rounded font and 'the Kicks' in a red, stylized font, where the 'o' in 'Kicks' is replaced by a red stopwatch icon. Below this, the website URL 'CountTheKicks.org' is written in a black, sans-serif font. In the bottom left corner, the Silver Summit Healthplan logo is visible, consisting of a purple star icon and the text 'silversummit healthplan.' in a small, black, sans-serif font. The billboard is mounted on a brown wooden structure with a 'LAMAR' sign in the center.

Mail and Email Campaign



PARTNER
LOGO HERE

Join the PARTNER NAME and Count the Kicks to reduce stillbirth rates

Dear Healthcare Professional,

Count the Kicks and I are asking you to team up to help reduce the number of stillbirths in [STATE]. Count the Kicks is the evidence-based campaign of Healthy Birth Day, Inc., a nonprofit organization founded by five women who each experienced a stillbirth or infant death. In the first 10 years of the campaign in Iowa, the state's stillbirth rate decreased nearly 32% overall and 39% amongst Black women, while the rest of the country remained relatively stagnant.⁽¹⁾

On average [INSERT STATE DATA HERE] babies are stillborn every year in our state.⁽²⁾ By replicating the evidence-based stillbirth prevention campaign Count the Kicks, we have the potential to save 1 in 3 at-risk babies in STATE- that's an average of [INSERT STATE DATA HERE] babies saved every year!⁽³⁾

[PARTNER] and Count the Kicks are pleased to provide FREE Count the Kicks educational materials and resources.

Help us make STATE a safer place to have a baby. **Order your free materials online at CountTheKicks.org TODAY!**

Please see second page for additional FREE educational materials available to you.

Warm Regards,

Partner Signature
Partner



Join the PARTNER and Count the Kicks to reduce stillbirth rates

Educational Materials

Please visit CountTheKicks.org to order your free educational materials. We have posters, brochures, and app reminder cards available in English and Spanish.



Brochures



Promo Poster



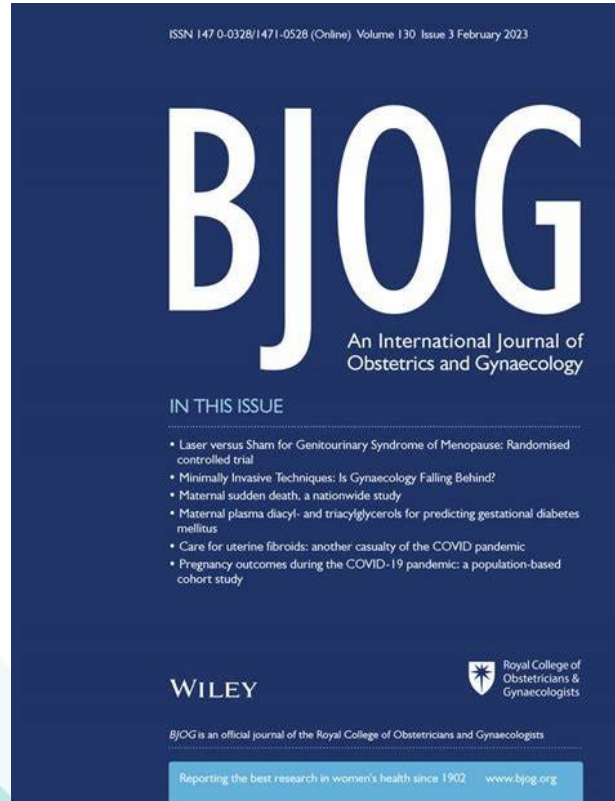
How-To Poster



App Cards



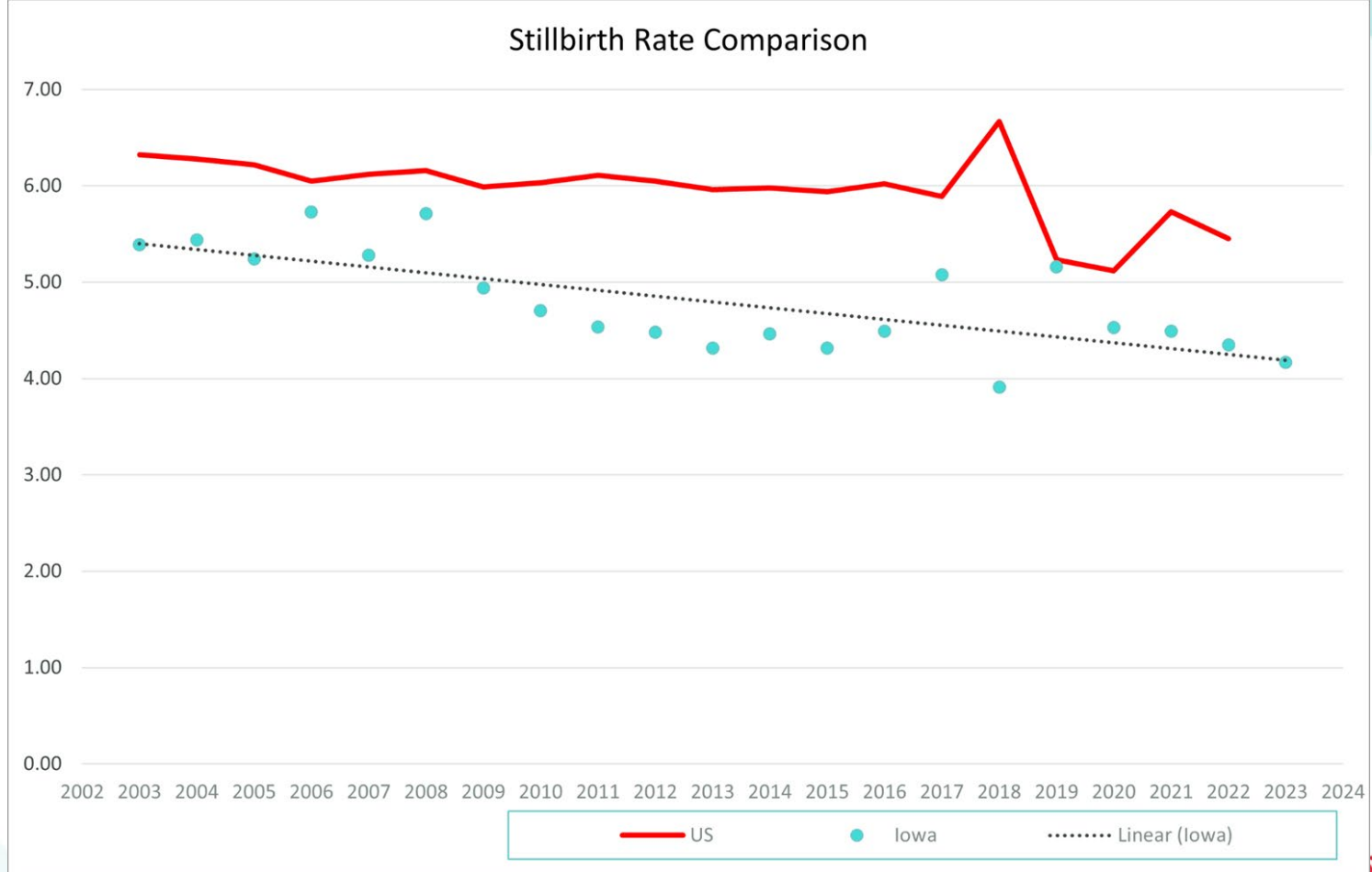
Count the Kicks Research Published in the British Journal of Obstetrics and Gynaecology



Research by Dr. Alexander Heazell published in February 2023 shows the uptake of *Count the Kicks* as a method for stillbirth prevention in Iowa. BJOG: An International Journal of Obstetrics and Gynaecology published the study that shows **the stillbirth rate in Iowa went down one percent every three months for a decade from 2008-2018, which was much faster than the U.S. population average.**

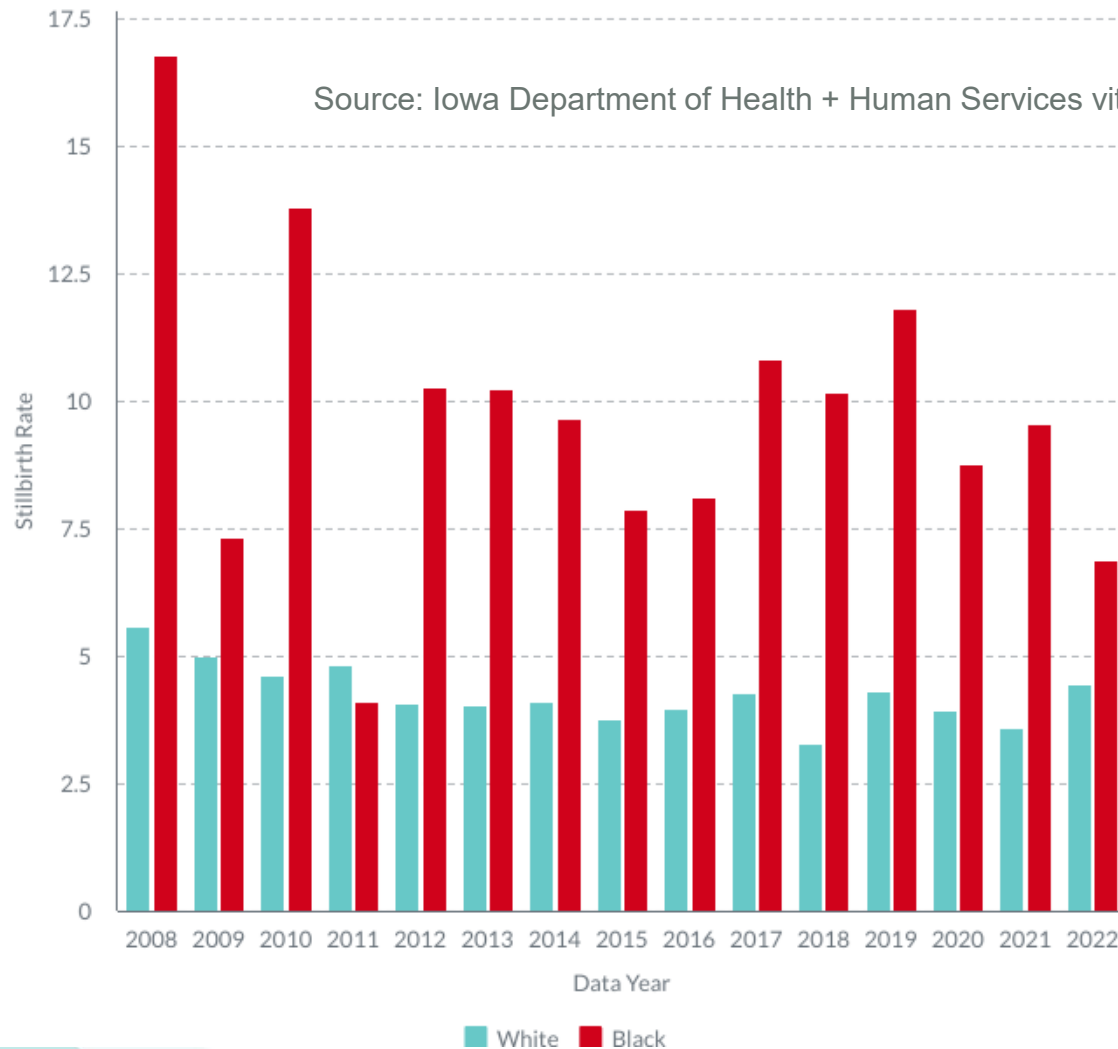
Read the BJOG research paper [here](#).



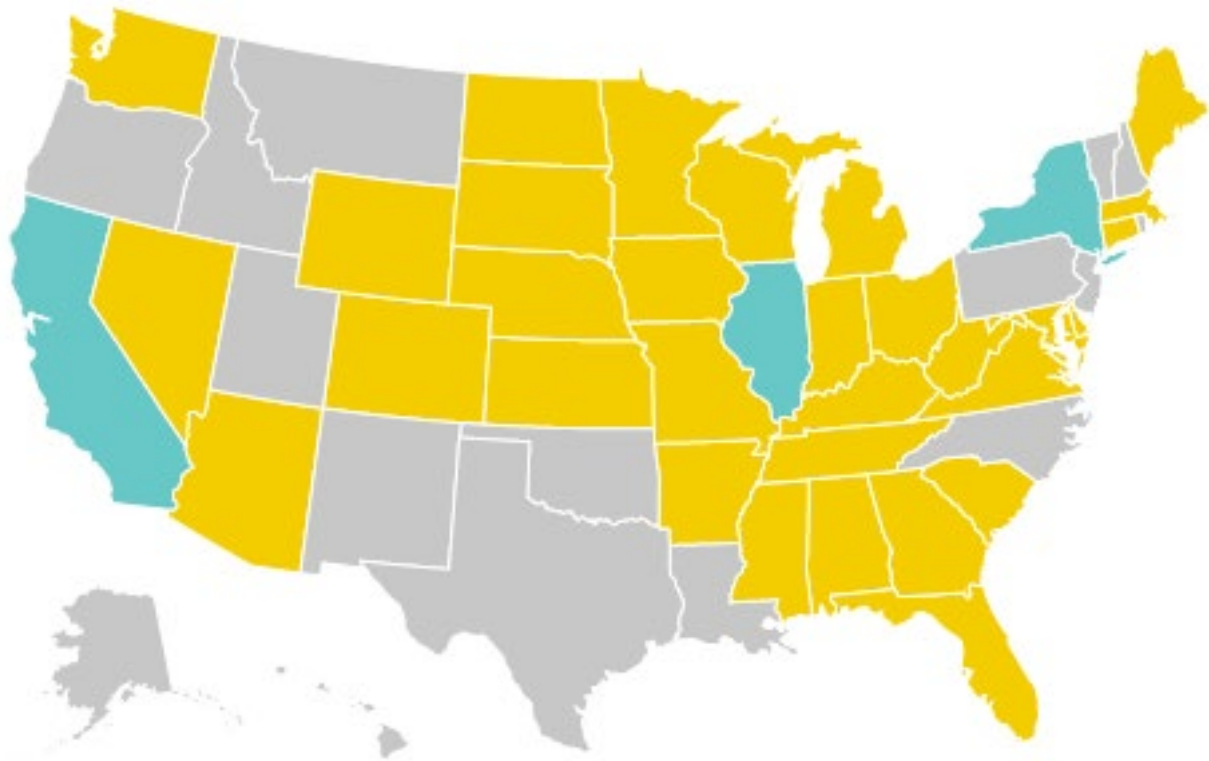


Source: Iowa Department of Health + Human Services vital statistics 2003-2023

Source: Iowa Department of Health + Human Services vital statistics 2008-2022



Current Expansion States



**Yellow = implementation
statewide**

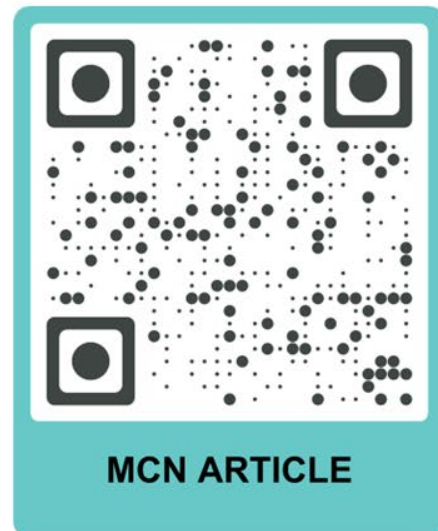
Teal = specific counties only

Current Funding Partners in Each State

- Alabama Department of Public Health
- Arizona Department of Health Services
- Arkansas Department of Health
- Elevance Health Foundation: California, Colorado, Connecticut, Florida, Georgia, Kentucky, Missouri, New York, Virginia, Wisconsin
- Florida Department of Health
- Georgia Department of Public Health
- Illinois Springfield Urban League
- Anthem Blue Cross and Blue Shield in Indiana
- Iowa Department of Health and Human Services
- Kansas Department of Health & Environment
- Maine Department of Health
- Maryland Patient Safety Center
- Massachusetts Department of Public Health
- Michigan Health Department
- Minnesota Department of Health
- Mississippi State Department of Health
- Missouri Department of Health and Senior Services
- Nebraska Perinatal Quality Care Collaborative
- Health Plan of Nevada
- North Dakota Health and Human Services
- United Healthcare in Ohio
- South Carolina Department of Health and Environmental Control
- South Dakota Department of Health
- Tennessee Department of Health
- Washington Wellpoint Medicaid
- West Virginia Department of Health and Human Resources
- Wisconsin Department of Health Services
- Wyoming Department of Health

Count the Kicks Evidence

“Standardizing Fetal Movement Monitoring Using *Count the Kicks*,” was published in MCN, The American Journal of Maternal/Child Nursing. The article is written by Dr. Adriane Burgess, a member of the *Count the Kicks* Medical Advisory Board, along with Megan Aucutt, Program Director, and Sarah Coleman, State Expansion Director.



An official practice brief from the Association of Women's Health, Obstetric and Neonatal Nurses.

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Washington, DC 20036-1057
673-849 9

AWHONN periodically updates practice briefs. For the latest version, go to <http://www.awhonn.org>.

The information herein is designed to aid nurses in providing evidence-based care to women and newborns. These recommendations should not be construed as dictating an exclusive course of treatment or procedure. Variations in practice may be warranted based on the needs of the individual patient.

AWHONN

(The Association of Women's Health, Obstetric and Neonatal Nurses)

Practice Brief Addresses Decreased Fetal Movement



LEARN MORE

bit.ly/FetalMovement

HEALTHY
birthDAY
IMPROVING BIRTH OUTCOMES

Count
the KICKS

Proven Benefits Beyond Stillbirth Prevention



Identifies pregnancy complications that threaten the mother's life



Increase gestational age



Reduce NICU stays

Fetal Movement Monitoring Can Help Save Moms' Lives Too.

NEW REPORT

April 2022



APRIL 2022
STILLBIRTH IN THE U.S. REPORT

The Link Between
Stillbirth & Maternal
Mortality and Morbidity:
Firsthand Accounts
from American Women

Read the Report:
bit.ly/CTKevidence



CountTheKicks.org



In 2022, Des Moines University researchers published a white paper that shows the link between stillbirth and maternal mortality and morbidity.

The report includes **firsthand accounts from women** who share how speaking up about a change in their baby's movement not only helped their baby have a safe arrival, but also **identified and addressed pregnancy complications that put their own life at risk.**

Read the white paper [here.](#)



Summary of Challenges

Racial Disparities

Why Are There Disparities in Birth Outcomes?

Research identifies the following contributors:

- ▶ Access to healthcare
- ▶ Socioeconomic barriers
- ▶ Systemic racism
- ▶ Epigenetics
- ▶ Preexisting conditions
- ▶ Research shows education is NOT a determining factor

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



What is *Healthy Birth Day Inc.*, Doing to Reduce Disparities in Stillbirth?

- ▣ App in 21 languages
- ▣ Culturally-appropriate educational material
- ▣ Videos, printed educational materials, and FAQs in multiple languages
- ▣ Health Equity Focus
- ▣ Inclusive organization
- ▣ Improve programming based on lived experiences shared by people from racial and ethnic minority groups
- ▣ Community outreach beyond the healthcare setting
- ▣ Continuous Quality Improvement



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Kai-Dalton



William



DJ



John Walker



Aspen



Ellis & Everly



Jovie



Nahla



Carter

Count the Kicks