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MCH Innovations Database Practice Summary & Implementation Guidance

Count the Kicks

Count the Kicks is an evidence-based stillbirth prevention campaign that teaches expectant parents the method for and importance of tracking their baby's movement in the third trimester of pregnancy, with the goal of lowering the country's stillbirth rate and saving babies across the nation.



Location

Iowa



Topic Area

Primary/Preventative Care



Setting

Clinical



Population Focus

Women/Maternal Health



NPM

NPM 3: Risk-Appropriate Perinatal Care



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Section 1: Practice Summary

PRACTICE DESCRIPTION

Count the Kicks is an evidence-based stillbirth prevention campaign that teaches expectant parents the method for and importance of tracking their baby's movement in the third trimester of pregnancy, with the goal of lowering the country's stillbirth rate and saving babies across the nation. Our mom-focused campaign offers home visitors, social service agencies, community organizations, maternal health providers and our entire community a way to discuss the impact of stillbirth in an informative and empowering way. *Count the Kicks* is the leading U.S. resource for tracking fetal movement in the third trimester of pregnancy. In the first five years of our campaign in Iowa, the stillbirth rate among Black women went down a promising 39 percent.

The *Count the Kicks* campaign is a project of *Healthy Birth Day, Inc.*, a 501(c)(3) organization dedicated to the prevention of stillbirth, that was founded in 2008 by five Iowa moms who all lost daughters to stillbirth or infant death in the early 2000s. After being connected through friends and pastors, a strong bond quickly formed between the women, and they decided to channel their grief into stillbirth prevention efforts to keep other families from facing the pain of losing a baby. Their efforts created the *Count the Kicks* campaign, which is based on public health research in Norway that demonstrated a 30% reduction in stillbirth by teaching pregnant women how to monitor fetal movement during the third trimester of pregnancy by doing kick counts on a daily basis.

Research shows that a change in baby's movement can be a sign of potential problems and is an indication that a baby should be checked by a provider. Many doctors believe fetal movement is a vital sign and should be monitored closely in the third trimester. When expectant moms use the *Count the Kicks* app daily in the third trimester of pregnancy, they will get to know what is normal for their baby (how long it takes their baby to get to 10 movements each day), so they can call their provider right away if there is a change.

According to the Centers for Disease Control and Prevention, we lose approximately 24,000 babies to stillbirth every year in America. Statistically, it means 1 out of every 167 pregnancies ends in stillbirth, with a disproportionate number of babies born still to African American, Hispanic, and Native American women. According to the CDC, a Black woman is more than twice as likely to lose her baby to stillbirth, statistically a 1 in 94 chance of losing a baby in the final weeks of pregnancy.

In the first decade of *Count the Kicks* in Iowa when our non-profit organization worked closely with the Iowa Department of Public Health, the state's stillbirth rate decreased nearly 32% while the rest of the country remained relatively stagnant. Iowa went from the 33rd worst stillbirth rate to one of the lowest in the nation. If every state implemented our *Count the Kicks* program, we have the potential of saving 7,500 babies from preventable stillbirths each year. As of January 2021, we are proud to partner with Florida Department of Health, South Carolina Department of Health and Environmental Control, Ohio Department of Health, West Virginia Department of Health, Missouri Department of



Health and Senior Services, Kansas Department of Health and Environmental Control, North Dakota Department of Health, Nebraska Perinatal Quality Improvement Collaborative, St. Joseph County, Indiana Fetal Infant Mortality Review Committee and Iowa Department of Public Health to bring our stillbirth prevention campaign to their states. If we are not yet in your state, we would be interested in working with you to save babies and prevent preventable stillbirths.

CORE COMPONENTS & PRACTICE ACTIVITIES

The core components of the *Count the Kicks* campaign include the FREE *Count the Kicks* app, which has been downloaded more than 125,000 times in all 50 states and more than 140 countries as of January 2021, and printed educational materials, including posters, brochures, and app reminder cards, that are available for maternal healthcare providers and social service agencies across the U.S. to share with the expectant parents they serve. Thanks to the generous support of our state partners, *Count the Kicks* educational materials are available for free to providers in 11 states; Florida, Ohio, Illinois, Iowa, Indiana (St. Joseph County), Kansas, Missouri, Nebraska, North Dakota, South Carolina, and West Virginia. These materials are available at a low cost to providers in other states by visiting CountTheKicks.org. The *Count the Kicks* app acts as an early warning system for expectant parents, giving them the peace of mind to know when to stay home and when to contact their provider. Over the years we have built a community of moms who are in tune with their bodies and their babies. *Count the Kicks* also provides trainings for healthcare workers and community partners and has a CE Training available.

24,000 babies on average are born still in the U.S. every year, our theory of change is simple. Utilizing research and best practices we are currently saving 1 in 3 at-risk babies in Iowa from preventable stillbirth through our *Count the Kicks* campaign. We did not invent kick counting, but we did invent the tools and resources to ensure providers feel comfortable and educated on talking about the importance of tracking fetal movement. We also created a tool that helps expectant women to feel empowered to know what is normal for their baby by tracking their baby's movement so they can speak up if they notice a change. Our hallmark tool is our free app available in 12 languages: Amharic, Arabic Chinese, English, French, Haitian-Creole, Hindi, Marshallese, Russian, Spanish, Swahili and Vietnamese. The app has over 125,000 downloads in 141 countries and a 4.8 out of 5-star rating in both the iOS and Google Play app stores. Through the use of our user-friendly app, expectant parents can track what's normal for their baby. With a simple tap on the footprint within the app every time a movement is felt the app starts timing how long it takes to get to 10 movements. Once the kick session is finished moms can see their kick sessions on a user-friendly graph. After a few sessions moms will start to see a trend of their baby's movement pattern. In turn, making moms more aware and in tune with their baby and body. Other key benefits of the app include:

- The ability to download and send kick counting data directly from the app
- Users can track movements for single babies or twins
- Easy-to-read graphs that show your baby's normal movement history
- Login via social media or accounts such as Google or Microsoft
- Daily interactive and educational messages that appear after a kick session has been saved
- Notifications to remind users to count kicks



- An optional survey for users to inform us of their experience using the app and the outcome of their pregnancy
- "Baby save" stories within the app and the ability for users to submit a baby save story directly from the app

Count the Kicks provides tools and resources to empower maternal health providers to talk about fetal movement monitoring and to implement systemic change in their workflow to help save babies from preventable stillbirth. By empowering women and educating them on the importance of this we have a chance to end preventable stillbirths. The benefit is simple: saving babies.

| Core Components & Practice Activities | | |
|--|--|---|
| Core Component | Activities | Operational Details |
| Free mHealth app | <p>Daily kick counting session where mom taps a footprint every time, she feels a kick, jab or roll.</p> <p>Daily strength measurement where mom will keep track of how strong baby's movements are during each session.</p> <p>Mom sets up daily reminders to remember to count kicks around the same time every day.</p> | <ul style="list-style-type: none"> • The app times how long it takes to get to 10 movements. As soon as mom hits the footprint to begin her session a timer starts. • After mom gets to 10 movements a chart is shown that is easy to understand and shows mom how long each session is taking. • After 5 sessions mom will start to see a trend of baby's normal movement. The ability to see 3 weeks' worth of data on a chart is key and empowers mom to truly understand and know what is normal for her baby (and a red flag if something changes). • Push Notifications are set up, so mom never forgets to count. • Ability to send session history to a provider either via text or email. |
| Customized Count the Kicks Materials and translations of | <i>Count the Kicks</i> offers a full complement of printed educational materials that healthcare providers and social | <ul style="list-style-type: none"> • States provide logo to <i>Count the Kicks</i> to co-brand materials. Once state approves digital proofs <i>Count the Kicks</i> |



| | | |
|--|---|--|
| <p>materials and app if applicable</p> | <p>service agencies across the U.S. may use to implement <i>Count the Kicks</i> in their offices and birthing hospitals.</p> <p>The resources offered help start the kick counting conversation.</p> <p>Using the contact list of providers in the state, <i>Count the Kicks</i> implements a mail and call campaign.</p> | <p>will print brochures, posters, and app cards.</p> <ul style="list-style-type: none"> • Materials are housed in a secure fulfillment center in the Midwest. • State approves launch letter and press releases. Working with our Communications Specialist on media lists if needed to send out launch press release. • State is provided with talking points with state specific stillbirth data and additional press release templates to be used throughout the year. • Share free educational materials during all trainings and share orders with state partner. |
| <p>Trainings</p> | <p>Provide trainings to healthcare professionals in state. This could be in the format of live and in person, live webinar(s), or Continuing Education Online Courses.</p> | <p>No matter what type of training selected all participants will learn the following:</p> <ul style="list-style-type: none"> • How to have the kick counting conversation with expectant parents. • How to download and use the <i>Count the Kicks</i> app. • The free tools and resources available to them. • How to best utilize the free tools and resources available to them. • What to say or do if an expectant mom tells them they are experiencing reduced fetal movement. • The most frequently asked questions related to kick counting and how to answer them. <p>The powerful stories of what happens when expectant parents learn to kick count and how they can use that knowledge to help save their baby.</p> |



HEALTH EQUITY

The African American stillbirth rate decreased nearly 39% in the first five years of the launch of *Count the Kicks* in Iowa. This is the kind of success we want to see in all 50 states. We refuse to accept disparities in stillbirth, and we believe race should not be a predictor of adverse birth outcomes. We intentionally center the lived experiences of diverse communities and elevate marginalized voices to help address systemic issues in maternal health.

Count the Kicks has actively been working to address the racial disparities that persist in stillbirth through awareness building campaigns and direct outreach in marginalized communities most impacted by these disparities. We consistently work in the community, hold focus groups to better understand the lived experiences of women of color during their most recent pregnancy, and work with providers on how to better listen to women when they have concerns.

We have worked alongside more than 70 faith leaders of Black churches and at least 30 Black-owned beauty salons to educate and empower their clients and members about *Count the Kicks*. In August 2020 we created a social media campaign dedicated to race disparities called #WhyWeCount, focusing on centering and empowering Black women.

Please view a few of our videos created for this campaign.

1. [#WhyWeCount, Tira Mays](#)
2. [#WhyWeCount, Faith Leaders urged to share hope and save lives by sharing Count the Kicks.](#)
3. [#WhyWeCount, The Founders](#)

Lastly, we invite you to view our [Feel the Beat](#) campaign, which follows an expectant couple as they make a tradition of dancing with their daughter, and counting her kicks, then help save their baby by speaking up when they notice a change in her movement.

We are striving toward equity when race is no longer a predictor of stillbirth. We have been intentional in building strong relationships with organizations that are directly focused on the health of women of color, and currently have an active partnership with the Black Women's Health Imperative and many community organizations across the U.S. (like Miami-Dade Healthy Start Coalition and CelebrateOne in Columbus) that prioritize addressing the disparities that persist. We are active participants in a group in our home state of Iowa called One Economy which works to eliminate racial, economic, and other disparities in the African American community by directly addressing 5 key areas: Employment, Financial Inclusion, Education, Housing and Health. We sit on the Health workgroup and a primary goal is to lower infant mortality and stillbirths within this population, we are also listed as a Best Practice in the One Economy plan.



EVIDENCE OF EFFECTIVENES

The most impactful evidence we have are the real-life stories of babies saved through Count the Kicks. We have more than 75 women who have contacted us either through social media, email, or text to share how Count the Kicks saved their baby. Over 75 stories of women saying things like, "I am very grateful that Count the Kicks made me aware of the importance of paying close attention to baby's movements and also that my provider took my concerns seriously and took action." (Eva's Mom). Or "I am grateful for this tool and will advocate for other mothers to utilize it in order to advocate for their unborn child's safety. Anything that can be done to avert the heartache of fetal demise for every mother is a must in my book! Count the Kicks is at the top of the list." (Kembra's mom). These are just a few excerpts from the stories we receive from moms. You can view dozens more just like these two on our [Baby Save page](#). One of our most favorite moments is when we can share with a State Partner that there was a baby saved by Count the Kicks in their state. You cannot put a price on these stories and these babies.

Iowa fetal death data shows a decrease from 2008 to 2018 by nearly 32% while the rest of the country has remained stagnant. Data from Iowa Department of Public Health also shows that Iowa's African American stillbirth rate was reduced by a promising 39 percent in the first five years of our campaign. Public Health officials at Iowa Department of Public Health have stated that there were no other initiatives or interventions that would have made such an impact on the stillbirth rate. We invite you to [watch this short video](#) by Kim Piper, Executive Officer for the Center for Congenital and Inherited Disorders and the State Genetics Coordinator for the Iowa Department of Public Health.

- A research study with Des Moines University and The Harkin Institute was submitted for publication in December 2020 and we are awaiting its publication (as of January 2021). The preliminary findings we can share publicly regarding our research study with DMU and The Harkin Instituted are limited until the manuscript is published, but we hope to be able to share more by mid-2021. From the survey responses, 74% of participants who consulted a health care provider when they were concerned with a change in the baby's normal movement pattern were more likely to do so for decreased fetal movement. There was a statistically significant difference for pregnancies for which women used the *Count the Kicks* app to monitor their baby's health versus other pregnancies where *Count the Kicks* was not used. Preliminary results show a reduced rate of stillbirth in the pregnancy in which they used the app compared to pregnancies in which they did not. The preliminary findings were presented at the American Public Health Association Annual Meeting in October 2020. To view the abstract and poster in full please click on this [link](#).



Section 2: Implementation Guidance

STAKEHOLDER EMPOWERMENT & COLLABORATION

In addition to the three Boards listed above, another stakeholder group consists of course of providers. Providers, community-based organizations, and Managed Care Organizations have all invested into this campaign and promote it. We have 945 provider offices across the U.S. ordering half a million pieces of educational materials each year. In Iowa alone, we have reached a 96% saturation rate of Iowa providers ordering our materials and utilizing them in their practices. It's not just providers that have invested in this evidence-based campaign, but researchers have as well. Des Moines University, The Harkin Institute and Florida International University have all invested time and resources to help refine our practice and create more evidence around fetal movement monitoring.

We have a baby save database of over 75 "baby save" stories. Stories that have shown just how big of impact our practice makes. Stories like Eva's mom, who saved Eva by noticing reduced fetal movement when she was 37 weeks pregnant; "I am very grateful that *Count the Kicks* made me aware of the importance of paying close attention to baby's movements and also that my provider took my concerns seriously and took action." To read more of our baby save stories and learn more about the true life impact our practice has had visit our [website](#).

Another key stakeholder is our state partnerships. Our goal is to bring *Count the Kicks* to all 50 states, to remove the cost barrier of ordering material, to be trained on the importance of fetal movement monitoring and how to talk to expectant parents and to shine a light on stillbirth and stillbirth prevention. We have a strong relationship with:

- Iowa Department of Public Health
- Florida Department of Health
- Ohio Department of Health
- South Carolina Department of Health and Environmental Control
- Nebraska Perinatal Quality Improvement Collaborative
- West Virginia Department of Health and Human Resources
- Missouri Department of Health and Senior Services
- Kansas Department of Health and Environment
- North Dakota Department of Health
- Fetal Infant Mortality Review Program, St. Joseph County, Indiana

Another large group of stakeholders is our app users. We survey our *Count the Kicks* app users twice a year to understand their experience with our app. This helps understand our users and look for potential funding to make any necessary updates. Along with surveying our app users we survey all the individuals that have ordered materials in the last 12 months and hold focus groups with



stakeholders throughout the year. The intention of recent focus groups was to get a better understanding of how Covid-19 has impacted their life, their work, and their pregnancies. Group A consisted of birth workers, Group B consisted of Women of Color and Group C consisted of rural women. Together, with their feedback we were able to create a plan of action to better serve pregnant women and providers during the pandemic. Our goal is to bridge the gap between provider and patient and by seeking the real-life experiences of individuals we are better suited to do just that.

We also have strong partnerships with the Black Women's Health Imperative, Mahmee, CelebrateOne in Ohio, Miami-Dade Healthy Start Coalition, Mid-Iowa Health Foundation to name a few. We develop and partner with agencies like those mentioned here because they work directly with expectant women in their states, and we want to educate and empower not just individuals but also organizations.

One of the most important stakeholders are our Ambassadors, a trained group of volunteers consisting of 38 powerful advocates in 29 states. These women are our boots on the ground in their home states. Many of these women are loss moms, like Kari Davis in Ohio or Emily McConnell in South Carolina who are working to ensure no other family has to endure the loss of a full-term baby. Or they are baby save moms, who found out about *Count the Kicks* through a provider, friend or even on social media and contacted their provider about to reduced fetal movement.

We have partnered with each of these groups of stakeholders for one big reason: They want to help save babies and they want to see improvements in birth outcomes and invest in our work to see systemic change in stillbirth with the goal of saving 7,500 babies a year.

We know that expectant women rely on their providers, friends, and family for information related to pregnancy, which is why it is essential that these key stakeholders understand the importance of kick counting in the third trimester, how to count kicks, and are willing and able to talk about it with every expectant parent serve.

Our *Count the Kicks* Medical Advisory Board made up of practicing birth workers, obstetricians, midwives, researchers, community health workers, and nurses assist on matters such as data and research. We continually involve the *Count the Kicks* Medical Advisory Board when new research comes out or when there is research that needs to be examined further to determine if we should use the findings in any of our programming. Additionally, we work with global stillbirth researchers to take their research and proven evidence and apply it to the functionality of our app. For instance, there is emerging research that shows expectant moms need to pay attention to the *strength* of their baby's movements in addition to the amount of time it takes them to get to 10 movements each day. Studies show when movements get weaker, it is another indication that baby may be in distress. We have worked directly with Dr. Jane Warland, of Australia, to take her research on strength and create a new component to track strength of movements within our app, and it will be released later this year.

We have partnered with each of these groups of stakeholders for one big reason: They want to help save babies. We know that expectant women rely on their providers, friends, and family for information related to pregnancy, which is why it's essential that these key stakeholders understand



the importance of kick counting in the third trimester, how to count kicks, and are willing and able to talk about it with every expectant parent they come in contact with.

The creation and implementation of *Count the Kicks* followed a specific Continuous Quality Improvement plan that relied on stakeholder involvement. To build a relationship with key stakeholders was not difficult, because data around stillbirth speaks volumes. The five founders, all Central Iowa women understand the problem and have a solution based on evidence and mounting research. They created an educational stillbirth prevention campaign for providers AND expectant parents. Working with researchers like Dr. Ruth Fretts of Harvard, Dr. Collins (leading umbilical cord complications researcher in Louisiana), Iowa Department of Public Health staff including, Kimberly Piper who is the Executive Officer for the Center for Congenital and Inherited Disorders and Stillbirth Surveillance and PI for the stillbirth registry to name a few. Additional people and organizations involved in the creation of our campaign included Strategic America, a local marketing company in Iowa and Former U.S. Senator Tom Harkin who helped the founders create the first Stillbirth Registry in the nation.

Too many babies are dying from preventable stillbirth in the U.S. 24,000 babies are born still every year in the U.S. alone, according to the CDC. One in 167 pregnancies end in stillbirth. Our five founders, all of whom experienced stillbirth or infant loss knew first-hand that stillbirth is more common than people think. In fact, it is 10 times more common than SIDS. Racial disparities persist with Black women at two times greater risk of losing a baby than white women.

Using data and research as our guide, *Count the Kicks* was created. Working with stakeholders on ensuring the material is at a 5th grade reading level or lower and culturally appropriate were important. Gathering the research on the importance of fetal movement monitoring was just as important. We did not invent kick counting, but we did create the tools and resources for providers to talk to their moms about kick counting and the tools and resources to count their baby's movements. In the field of maternal health, we have significantly changed the stillbirth rate in Iowa. This was done by mass mailings of the educational materials to all birthing centers and clinics in Iowa. One change to the practice is now we can get reliable data on how many providers are asking about fetal movement. We worked with IDPH to include questions in the PRAMS survey on fetal movement.

We have sample Memorandum of Understandings that we use with partners that help outline exactly what we hope to accomplish in our partnership with one another. We also have several organizations that like to share our evidence-based information and education on their own websites, so we have created a Licensing Agreement for those opportunities.

Finally, our Ambassador program has a comprehensive structure in place that includes step-by-step guide for staff when onboarding new Ambassadors as well as a guide for the new Ambassador. These trained volunteers are required to fill out an agreement to adhere to our Best Practices, to complete our CE Training and are provided with a toolkit of resources, including digital and printable resources. The structure we have in place for our Ambassador program has truly allowed for meaningful participation and impact with highly trained volunteers across the country.



REPLICATION

This project has not yet been replicated.

INTERNAL CAPACITY

Count the Kicks is an evidence based and low-cost campaign. This is a turnkey operation and we at Healthy Birth Day, Inc. oversee all the delivery and execution of the stillbirth prevention campaign.

At Healthy Birth Day, Inc. the staff involved in a launch are:

- Executive Director: Contract and original Point of Contact
- Director of Programs: Point of Contact after signed contract, responsible for deliverables.
- Communications Specialist: Handles social media for state and press, including press releases.
- Operations Specialist: Ensures smooth ordering process for everyone who orders our educational materials online and ensures they arrive at provider offices within 7-10 days.
- Associate Director of Engagement: Oversees Count the Kicks Ambassador program, a program we created for highly trained volunteers in each state to help raise awareness of CTK in any way they can --- speaking on webinars, hosting a table at baby fairs, speaking to maternal health professionals, and more.

At the beginning of a launch, we assign the Director of Programs to a team member within your department. It might be a Program Manager, Community Health Consultant, anyone that would be able to assist with lists, connections, and media.

State Health Departments only need one individual to work on this with us, and the work and time needed from the state is minimal. Ideally, health department staff can provide a comprehensive list of maternal health providers that should receive our educational materials. We walk the state contact through every step on what we are doing and when, but the state does not work on the fine details of the campaign. We execute the mail and call campaign, we host and lead the webinars, we handle the social media and press releases. We do prefer that the state works with their communication team to assist with the press releases. We do find greater success in our state partnerships when these organizations are regularly communicating with their audiences about Count the Kicks tools, resources, and materials.

We are not seeking state support in terms of adding or creating positions. The Count the Kicks team is fully capable and prepared to implement the program in your state.

Our organizational structure consists of a Board of Directors (governing body), Medical Advisory Board (MAB) and Influencer Advisory Board (IAB). The MAB consists of 11 individuals ranging from doctors to midwives to childbirth educators. Members on our MAB are implementing our Count the Kicks campaign in their office. This means not only do they put up our educational materials and hand the brochures and app cards out, but they are practicing motivational interviewing techniques and



talking to their patients about fetal movement. The level of expertise our MAB and IAB bring to Count the Kicks is exceptional. They are digital media experts, stillbirth researchers, doctors, nurses and childbirth educators, community organizers, health equity and public health experts --- we have a full range of backgrounds and expertise that allow us to implement a cost effective and evidence-based campaign. We use these two groups to guide our programmatic work and to inform us on the changes to prenatal care. To view our Board of Directors, Medical and Influence Advisory Board Members please visit this [webpage](#).

There were no internal capacities that we did not have and are completely prepared to implement this in your state.

PRACTICE TIMELINE

The evidence-based Count the Kicks public health campaign provides a turnkey operation with one goal: To give you all the proven tools and resources needed to help you prevent stillbirths in your state. Our success stems from partnering with maternal health providers to ensure that all women in the third trimester are aware of the importance of counting their baby's movements, learning what a normal movement pattern is for their baby, and telling their provider right away if they detect any changes. Research shows that a change in fetal movement is sometimes the earliest and only indication that there might be an issue with the pregnancy.

The core of the Count the Kicks campaign centers on a partnership with state health departments and other organizations to make educational brochures, posters, and app download reminder cards available at no out-of-pocket cost to providers. By removing cost as a barrier, the funding organization helps ensure that every expectant mother receives vital information about tracking fetal movement and using the always free Count the Kicks mobile app (available in 12 languages) to keep track of every kick counting session. Moms can then easily share this valuable information with their provider.

The Count the Kicks campaign got its start in Iowa and has seen a nearly 32% reduction in its state's stillbirth rate in the past decade. Iowa went from the 33rd worst state stillbirth rate to one of the lowest in the country. We would love to see similar success in your state.



Phase: Planning/Pre-Implementation

| Activity Description | Time Needed | Responsible Party |
|--|------------------------------------|---|
| Preparing for the launch. In this initial phase, state partners work collaboratively with Count the Kicks to gather information necessary to effectively launch the campaign in your state. This includes gathering contact information of known maternal health providers, birthing hospitals and anyone that regularly interacts with pregnant women should be included. | 1 month before launch 1-2 hours | Count the Kicks Staff and 1 member from the Health Department |
| Preparing for the launch: Review and edit announcement letter to be sent to contact lists with sample Count the Kicks educational materials. State health departments logo on mailing and on Count the Kicks educational materials. | 1 month before launch 1 hour | Count the Kicks Staff and 1 member from Health Department |
| Once customization of materials is finished, a special print run is conducted to print enough brochures, posters, and app download reminder cards to reach every pregnant woman in your state over a 12-month period. | 2 weeks before launch 1 hour | Count the Kicks Staff |

Phase: Implementation

| Activity Description | Time Needed | Responsible Party |
|---|------------------------------|--|
| Call and Mail campaign initiated. Once we receive the contact list(s), we will conduct a call and mail campaign announcing the launch of the program in your state. | Month 1 of Launch 3 hours | Count the Kicks team. We take care of this entire line item; we handle the calling with a team of trained volunteers, and we mail the letters out. |



| | | |
|--|-------------------------------|--|
| Mail announcement letter and sample Count the Kicks materials are sent out and 14-21 days after the letter goes out, we call every provider on the list and ask if they would like to order Count the Kicks materials. | Month 2 of launch 1 hour | Count the Kicks team will handle all aspects of the email campaign |
| Email Campaign: an email campaign will be sent to all addresses provided on the contact list. We will offer a draft email to be sent and this email also includes direct links to order materials | Month 1 and Ongoing 1 hour | Count the Kicks and Health Department Contact |
| Public Relations: We will provide an annual series of press releases surrounding major dates (launch of Count the Kicks, Mother's Day, Stillbirth Prevention Month etc.) that the state can share via its communication channels | Ongoing 1 hour | Count the Kicks Communications Specialist |

Phase: Sustainability

| Activity Description | Time Needed | Responsible Party |
|---|---|------------------------------|
| <p>Sustainability is easily maintained due to our solid partnership with state health departments and the in-kind offerings we provide. Such as:</p> <ul style="list-style-type: none"> • Free <i>Count the Kicks</i> mobile app available in 12 languages • Social Media Toolkit with suggested posts to facilitate sharing the <i>Count the Kicks</i> campaign on partner social platforms • Digital Provider Resources available on the <i>Count the Kicks</i> website • Monthly and annual data reports regarding the progress of the campaign in your state <p>Regular status calls regarding the progress of the campaign in your state</p> | <p>Ongoing</p> <p>Dependent on item</p> | <p>Count the Kicks Staff</p> |



PRACTICE COST

Below please find a table of estimated costs associated with launching the *Count the Kicks* stillbirth prevention campaign in your state. We take an à la carte approach, offering states the opportunity to customize their strategy for the launch. Please note that the printing of CTK materials and making them available for ordering for free is on an annual basis. The estimated cost below is for one year and future quantities may vary based on demand and associated printing costs.

| Budget | | | |
|--|--|--|--|
| Activity/Item | Brief Description | Quantity | Total |
| Core Launch | <ul style="list-style-type: none"> • Customized CTK Materials • Translation of CTK Materials (per language) • Translation of CTK App (per language) • Making CTK Materials Available for Order • Call and Mail Campaign • Email Campaign • Purchase of lists for mail/call/email campaigns (if state does not have one) | Quantity varies by state depending upon number of live births in your state each year. | Can range from \$6,000 to \$125,000 depending on the number of pregnant women in your state. |
| Strategic Communications Around Launch | <ul style="list-style-type: none"> • Annual press releases and talking points bundle • Targeted social media | N/A. | Price dependent upon your strategy for outreach |
| Health Worker Training | Depending on what the state selects this could include in-person trainings Quarterly Webinars, or CE Course Coupons | N/A. | We offer a reduced rate on our CE trainings to all partner states at \$15 per training. |
| Total Amount: | | Price varies by state and is related to number of live births in your state (number of women we need to reach with the campaign). | |



LESSONS LEARNED

Our stillbirth prevention campaign is a turnkey operation, with the Count the Kicks team implementing proven tools and resources we have available. It is important that we work closely with our state partners and other organizations within the state to ensure we have a good list of health providers and key partners, and that they help share this message via communications and other avenues. It is also essential that the healthcare professionals talking about Count the Kicks do so on a consistent basis. We know that Count the Kicks works best when discussions about fetal movement are ongoing between patient and provider.

Our program is evidence-based and easy to implement. Fetal movement monitoring is non-invasive, and an easy way to monitor the health of a baby. It is also a great way to bond with a baby, and many of our app users report that regular use of the app reduced their anxiety during pregnancy. The fact that this campaign is turnkey and cost effective is also an asset. We simply want to save babies and we are the only organization in the country with the proven tools and resources to do that, making it simple for our state partners and organizations to quickly start making an impact in their state. Each year we hear from dozens of expectant moms who reach out to share how Count the Kicks helped them to save their baby. These powerful stories are living proof that kick counting works. These stories are an asset because they provide strong motivation for other expectant women to download the app and start counting. We can provide a sole source letter and have seamlessly worked with our partner states to start the campaign.

Too many babies are dying from preventable stillbirths in the U.S. Approximately 24,000 babies are born still every year in the U.S. alone according to the CDC. Yet, few people are talking about this health issue. The founders of our organization knew they needed to change this. They understood the problem and created a solution based on evidence and mounting research that allows providers and parents the tools they need to talk about stillbirth in an educational and empowering way. The additional challenge was how would a small, grassroots nonprofit organization get this information and education in the hands of maternal health providers? By creating a plan of action, they were able to saturate maternal health provider offices with this information and continue to grow their impact and raise awareness by building a strong network of passionate volunteers, donors, supporters and providers to encourage others to Count the Kicks.

We did not invent kick counting, but we did create the tools and resources for providers to talk to expectant parents about kick counting and a FREE app for expectant moms to count their baby's movements. In the field of maternal health, we have significantly changed the stillbirth rate in Iowa. This was done by mass mailings of the educational materials to all birthing centers and clinics in Iowa. One change to the practice is now we can get reliable data on how many providers are asking about fetal movement. We worked with IDPH to include questions in the PRAMS survey on fetal movement. Another change within the system is with one of the largest hospital systems here in Iowa, MercyOne. MercyOne created a Labor and Delivery Emergency Department and within their triage discharge papers they have implemented Count the Kicks. So, when expectant women come into the OBED with reduced fetal movement after they go through the proper medical protocol if it's found out mom and baby are OK to go home, they release them with specific instructions on their discharge papers on how to count baby's movement and what to do if they noticed reduced fetal movement again.



The COVID-19 pandemic has exacerbated the maternal health crisis in the U.S. Prenatal appointments are being reduced and patients are seeing providers less frequently before delivery, missing out on critical prenatal care. We have the proven tools and resources to help bridge the gap between patient and healthcare provider. Through social media and other direct outreach to expectant parents in your state, we teach about the importance of fetal movement monitoring and paying attention to baby's movements every day in the third trimester. With Count the Kicks, moms have the peace of mind to know when things are OK and when things have changed.

We currently have contracts in place to implement the Count the Kicks campaign in 10 states: Iowa, Ohio, Nebraska, North Dakota, West Virginia, Florida, Kansas, Missouri, Indiana, and South Carolina. Many of these contracts are through state health departments and a few are through Perinatal Quality Care Collaboratives or FIMRs. We also received grant funding to provide free materials to Illinois.

Over the past 24 months we have worked hard to collaborate and partner with other states to bring our Count the Kicks programming to their state. Count the Kicks is low-cost, evidence-based and turn-key. Our goal is to replicate exactly what was done in Iowa in all 50 states, which would save 7,500 babies from preventable stillbirth each year. Our data shows that we are saving 1 in 3 at-risk babies from preventable stillbirth. We have created standard contracts and practices for a state to review and purchase our campaign to implement in their state. The replication of our program looks like this:

We work with each of these state partner organizations to implement a plan catered to the population and needs of their state. Each contract includes customized Count the Kicks educational materials, and a call, mail and email campaign sent to a targeted list of maternal healthcare professionals in their state. Contracts also include trainings (webinars or free CE training codes), PR, social media advertising, and translations of the app and/or printed materials. We also offer our state partners a tailored social media toolkit to help promote the campaign, plus monthly and annual reports on the progress of the campaign.

NEXT STEPS

We are continually seeking state partners to bring this lifesaving and cost-effective program to expectant women and providers until we reach all 50 states. We invite you to reach out to Executive Director Emily Price at price.emily@healthybirthday.org to inquire about partnering.

We are continually looking at new research around stillbirth prevention and doing our own research studies on the effectiveness of Count the Kicks (three research studies anticipated to come out in the coming 12-15 months). Based on research we can easily adapt and make changes to the program, such as adding a strength component to the app because research now says not only should expectant women be monitoring their movement but also how strong baby is during their sessions. However, the underlying core components will never change.



RESOURCES PROVIDED

- Explore a high-level overview of Count the Kicks, educational materials, and screen shots from the app [here](#).

APPENDIX

- N/A.

