



Implementing Count the Kicks via Telehealth

American College of Obstetricians and Gynecologists (ACOG) has endorsed telemedicine to improve maternal health, and encourages OBGYNs to adopt these technologies. We encourage all providers and clinic staff to utilize the pieces below.

Count the Kicks is an evidence-based early warning system for moms to know when something might be off during pregnancy and teaches moms to speak up if they notice a change in their baby's movements.



Click [here](#) to go to our new
Count the Kicks Academy
web pages

What is *Count the Kicks*?

Count the Kicks is the stillbirth prevention campaign created by the nonprofit *Healthy Birth Day, Inc.* We educate and empower expectant parents to track fetal movement in the third trimester. Research shows a change in fetal movement is often the earliest and sometimes only indication there might be an issue with a pregnancy.

Count the Kicks aims to lower the stillbirth rate nationwide. In Iowa, where the campaign began, the stillbirth rate has decreased nearly 32 percent in the first decade of the campaign. Additionally, in the first five years the stillbirth rate among African American women in Iowa decreased nearly 39 percent.

Our mission is to save babies. We need your help to do that. There have been many research studies done on the importance of educating expectant parents on tracking fetal movement. To view some of these studies, please visit our website [here](#).

We didn't invent kick counting, but we did create proven tools and resources for providers and expectant parents. Among some of our current tools we have educational materials, how-to videos, and a free kick counting app.

Today we are excited to announce the launch of our newest tool----the *Count the Kicks Academy*! The *Count the Kicks Academy* is a new resource we are offering to meet the need of changing healthcare; creating our pieces in formats that are easier to use and share via electronically to help save babies from preventable stillbirth.

This toolkit is designed to walk you, the Provider, through best practices on educating on fetal movement monitoring and our resources.

How to use this document:

- **Everything you need to address fetal movement monitoring and *Count the Kicks* is clickable and in red and will take you directly to the resource item you need.**
- **There are also videos embedded in the document, you can copy those from YouTube to share with patients via email, text or tablet.**
- **Use all or parts of this document to enhance your current protocol and system of care for expectant parents.**





How the *Count the Kicks* app works

The free *Count the Kicks* app allows expectant parents to have a daily kick counting session to get to know the normal movement patterns for their baby, and a graph will alert them if normal changes. Users can even share their kick counting data with their provider directly.

By sharing their chart directly via email, a provider can see how long it's taking that patient's baby to get to 10 movements --- giving a better understanding of what's going on with baby in between appointments.

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	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O		
1	Date	Time	Total Time	Kick 1	Kick 2	Kick 3	Kick 4	Kick 5	Kick 6	Kick 7	Kick 8	Kick 9	Kick 10				
2	5/27/2020	6:57 PM	0:04	6:57 PM	6:57 PM	6:57 PM	12:00 AM	12:00 AM	12:00 AM	12:00 AM	12:00 AM	12:00 AM	12:00 AM				
3	5/27/2020	6:55 PM	1:21	6:55 PM	6:55 PM	6:55 PM	6:55 PM	6:55 PM	6:55 PM	6:55 PM	6:56 PM	6:57 PM	6:57 PM				
4	5/27/2020	6:52 PM	1:23	6:52 PM	6:52 PM	6:52 PM	6:52 PM	6:53 PM	6:53 PM	6:53 PM	6:53 PM	6:53 PM	6:54 PM				
5	5/27/2020	6:51 PM	1:24	6:51 PM	6:51 PM	6:51 PM	6:51 PM	6:51 PM	6:52 PM	6:52 PM	6:52 PM	6:52 PM	6:52 PM				
6	5/27/2020	6:49 PM	1:26	6:49 PM	6:49 PM	6:49 PM	6:49 PM	6:50 PM	6:50 PM	6:50 PM	6:50 PM	6:50 PM	6:51 PM				
7	5/27/2020	6:48 PM	1:26	6:48 PM	6:48 PM	6:48 PM	6:48 PM	6:49 PM	6:49 PM	6:49 PM	6:49 PM	6:49 PM	6:49 PM				
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This is an example of what your patient can send you if you choose to receive it. This is a sample .csv file straight from the *Count the Kicks* app that shares daily kick counting data. Talk to your patient about sending this information via email and/or some other way you prefer.

WATCH

This short video shows how easily mom can share her kick counting data with you. Let mom know which email address to use. Moms can also attach the image to their clinic's secure communication portal if you have one.





Provider "How To" for implementing *Count the Kicks* with patients.

Please watch this video that talks about *Count the Kicks* and how to utilize it within your clinic or birthing hospital. Utilizing the *Count the Kicks* program and technology should **ENHANCE** your care.



Order materials for your office at CountTheKicks.org. With many prenatal appointments moving to online or seeing patients at longer and longer intervals, it's important you have the most up-to-date material in your office.

- If you have a new entry you want patients to use, such as back door or lab door, place a poster there.
- Ensure posters are in the break room and in the ultrasound rooms.
- Ensure brochures and app cards are at the front desk and in any room where patients are waiting.
- Ensure posters are in the bathrooms where patients give urine samples.

Order educational materials by clicking [here](#).

Integrate a fetal movement monitoring question into your protocol.

At every appointment starting at 28 weeks, the nurse or doctor/midwife should ask.

- "How has baby been moving for you?"
- "Tell me what your baby's normal movement has been."
- "How is it going with the *Count the Kicks* app, can you show me your graph?"

At 28 weeks or 26 weeks if high risk, add a pop up on your computer or a note in the patients electronic file as a reminder for nurses and doctors or midwives to talk about fetal movement monitoring.

For a way to start that conversation click [HERE](#).

Share this **HOW TO** video with patients on how to count baby movements. Utilize emails or texts if applicable and share this video with patients around 26 or 28 weeks.



Count the Kicks "How To" Video for expectant parents



Have more questions? We have answers below. To view our entire FAQ visit this [link](#).

What is the recommended gestational age to start tracking fetal movement?

The American Congress of Obstetricians and Gynecologists recommends pregnant women begin counting kicks daily in the third trimester, which begins at the 28th week. Women who are high risk or pregnant with multiples should start counting at 26 weeks. Though the timing of when a mother can feel the baby moving can vary greatly from pregnancy to pregnancy, by 26-28 weeks a mother is feeling distinct movement enough to begin monitoring and establish a pattern of movement for their baby.

What methodology do you recommend?

We recommend that moms start tracking fetal movement by picking a time each day to count and stick to the same time, preferably at night. They should begin by tracking how long it takes to get 10 kicks and after a few days they will likely begin to see a pattern of movement for their baby, the average amount of time it takes their baby to get to 10 movements. Each baby, each pregnancy is different, therefore the amount of time it takes to get to 10 varies for each pregnancy. Moms need to find their normal and when normal changes, that is when they should contact their provider.

What are the other benefits of *Count the Kicks*?

Counting baby's movements helps expectant moms to bond with their baby. Taking time to *Count the Kicks* provides a special time for moms to focus on their baby's movements and personality. It is also a good time for partners and older children to share in this experience with mom and bond with the baby.

What does the latest research say about stillbirth prevention?

- Moms should be paying attention to the *strength* of their baby's movements along with counting kicks.
- Share that sleeping/lying on their side is best for them and baby.
- If they notice a wild, sudden surge of movement, that is also an indication to contact their doctor.



Count the Kicks App

- Available in 12 languages
- Count for single babies and twins
- Share history with provider
- Push notifications and reminders
- Bond with baby while learning their normal movement pattern

Myth Buster

You have probably heard the old adage 10-in-2. But this common misconception is actually outdated.

What research now indicates is that moms should be focusing on fetal movement in general and understanding the normal amount of time each day it takes their baby to get to 10. Every baby is different, and by counting kicks daily in the the third trimester of pregnancy, a woman will get to know what's normal for her baby so she can alert her provider if she notices a change.

Addressing Disparities in Stillbirth

African American women are TWO times more likely to experience a stillbirth than white women. This is unacceptable.

Ensure moms, especially moms of color, feel heard and valued. ALL moms should feel empowered to speak up if they have a concern or notice a change in fetal movement.

Researchers have identified several factors that contribute to this inequity. Experts say black women, regardless of education or income, are less likely to receive early treatment for medical conditions like gestational diabetes, preeclampsia or high blood pressure — any of which are a risk factor for stillbirth. The way women of color experience society, often through systemic racism and toxic stress, has real consequences for their health and their babies.



We are striving toward equity, when race is no longer a predictor of stillbirth. That's why we're launching a campaign to reach mothers most at-risk of having their babies born still. **Feel the Beat** shows how expecting parents of color can help save their babies.

To view the entire Feel the Beat video, click the image below.



Addressing Covid-19

We know this is a scary time for everyone, especially those who may be pregnant. With more and more clinics and birthing hospitals implementing safety measures, we can help with communication during this time. Because of our educational resources, including the app, expectant parents know when to call their provider and when to stay at home. *Count the Kicks* can serve as an early warning system for expectant moms, helping them to be in tune with their body and their baby and giving them the peace of mind to know when they should call their provider.

Kick counting data within the app can even be emailed or texted directly to providers — a helpful way to determine the next best steps for mom and baby. In a time where we are all united and working toward *not* burdening our health system, *Count the Kicks* has a solution to help take the pressure off. Time and time again, *Count the Kicks* works — and babies are being saved across the country.

Watch the video below to learn more about why *Count the Kicks* is an important tool during the Covid-19 pandemic.



Special Note

Stress to moms that they should NOT let Covid-19 keep them away from seeing their provider. If mom has a concern or gut feeling something doesn't feel right, she needs to call and/or go into her nearest clinic. It's extremely important as her provider you instruct her on this.

Meet Baby Save Everett

Now more than ever it is important for expectant moms to track their baby's movements and contact their provider if they notice a change. In the midst of this pandemic, we encourage moms to get to know what's normal for their baby, and if their provider feels it's necessary, they should go into the hospital or clinic.

Read about baby Everett, who was saved during the height of Covid-19. Even though his mom, Amanda, was nervous to go to the hospital during this time, she knew something wasn't right, and reached out to her provider when she noticed a change. Read her full story [here](#) or watch her video.



[Click on the image of Everett to view an interview with his mom, Amanda.](#)



Thank YOU for Saving Babies

Thank you for taking the time to review this document and for implementing *Count the Kicks* into your current protocol. If you have any questions or thoughts we would love to hear from you. Please contact our Associate Director of Programs, Megan Aucutt at aucutt.megan@healthybirthday.org.



As a special thank you we would like to offer our CE Training half off for you. Please visit this website and use the code **savebabies-telehealth** to take our CE training for only \$20. Participants will receive 1.5 CEs.

Thank YOU for saving babies with us and supporting *Count the Kicks*!

