



## Preventing Stillbirth in Iowa

***Iowa has reduced its stillbirth rate 26%, saving over 50 babies a year since 2009!***

Iowa still loses 183 babies each year<sup>1</sup>, with racial disparities painting a more startling picture. African American women experience stillbirth at twice the rate of the general pregnant population. Native American and Asian women, and mothers of Hispanic ethnicity, all have elevated rates of stillbirth as well. Parents of all races are ten times more likely to lose their baby to stillbirth than they are to SIDS, yet little prenatal education is dedicated to what can be done to prevent stillbirth. All this is why we are working so hard to continue raising awareness about stillbirth and stillbirth prevention across the state.

***Count the Kicks empowers moms to save babies!***

Count the Kicks<sup>2</sup> is a stillbirth prevention public health campaign that teaches pregnant moms to literally count their babies' movements daily in their third trimester. Our free mobile app makes it easier than ever to count kicks and even records a 21-day history, so a mom can see her baby's own kick patterns. Evidence shows that when moms know what is normal for their baby, they also are more aware of possible signs of distress and are empowered to speak to their medical provider. Count the Kicks has yielded tremendous success here in Iowa, where the campaign got its start. In the first five years, Iowa's stillbirth rate decreased 26% and went from the 33<sup>rd</sup> worst to the 3<sup>rd</sup> best stillbirth rate in the country.

Iowa is fortunate to be the home of one of our volunteer Count the Kicks Ambassadors. Jill Pick, of Traer, thankfully was counting her daughter Lincoln's kicks 2014. She noticed a change in her daughter's movements and call her doctor, who told her, *"If you hadn't been paying attention to your baby's movements and counting the kicks and had waited even a few minutes longer, I don't believe we would be delivering a living baby today."*

We achieved this level of success in Iowa not only with mom-to-mom sharing, but through a strategic public health awareness campaign aimed at maternity care providers – OB/GYN clinics, birthing hospitals, childbirth education classes, visiting nurses and social service providers. As the home of our five founding moms, educational materials will always be free for providers in Iowa.

***We invite you to save babies with us!***

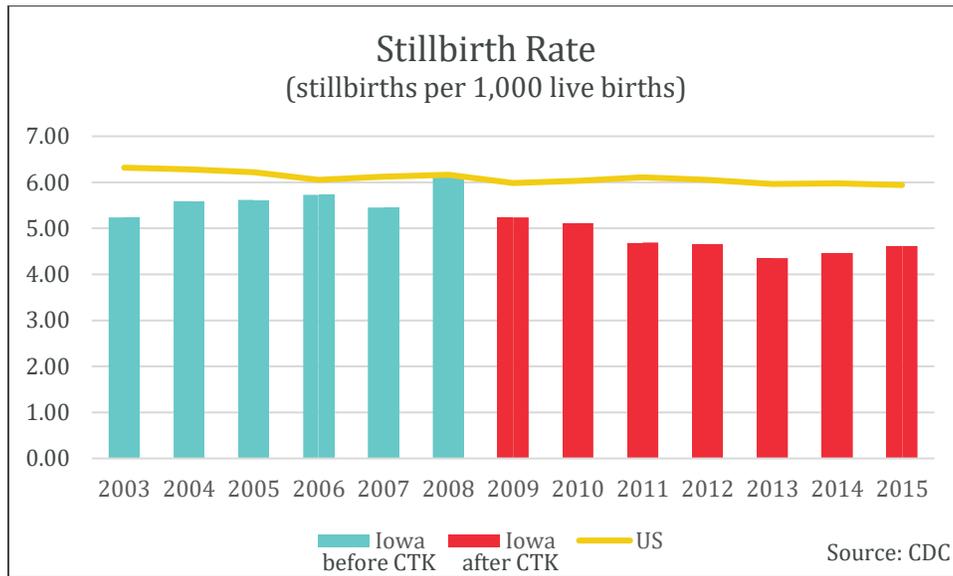
To learn more about Count the Kicks and to order materials, please visit [www.CountTheKicks.org](http://www.CountTheKicks.org).

---

<sup>1</sup> Centers for Disease Control and Prevention

<sup>2</sup> Count the Kicks is a stillbirth prevention campaign of Healthy Birth Day, Inc., a 501(c)(3) organization based in Des Moines, IA.

## Iowa specific data



Count the Kicks activities in Iowa include:

- Direct outreach all known maternal health providers and offer our printed educational materials be sent to them for free
- Informing all maternal health providers of our free digital tools they can use to implement Count the Kicks into their practice, such as how-to videos and lesson plans for incorporating kick counting into prenatal classes
- Strategically placing social media ads to expecting Iowa moms, encouraging them to download the free Count the Kicks app
- Intensified outreach to African American moms to address racial disparities in stillbirth
- Direct mom-to-mom outreach at baby fairs and other local events
- Telling the stories of stillbirth prevention – and the stories of the babies we save! – to raise awareness and influence more women to download the free Count the Kicks app

To measure program implementation, we track:

- Iowa provider material orders, broken down by zip code
- Iowa Count the Kicks app downloads and use numbers, broken down by zip code
- Social media interaction with Iowa moms
- Media attention garnered in Iowa, and more

Program success will be measured by actual stillbirth numbers, as tracked by the Iowa Department of Public Health and Senior Services and/or the U.S. Centers for Disease Control and Prevention.

To learn more about Count the Kicks in Iowa, please contact Executive Director, Emily Price, at [price.emily@healthybirthday.org](mailto:price.emily@healthybirthday.org) or Associate Director of Programs, Lina Tucker Reinders, at [reinders.lina@healthybirthday.org](mailto:reinders.lina@healthybirthday.org). You can also reach us by phone at 515.523.5MOM.

Healthy Birth Day, Inc.  
P.O. Box 71093 Clive, IA 50325

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

Count the Kicks is a project of:  
[www.healthybirthday.org](http://www.healthybirthday.org)



Last updated 6/2018