



Preventing Stillbirth in Missouri

Missouri has the 22nd highest stillbirth rate in the country, losing 458 babies a year to stillbirth¹.

Within those distressing statistics, racial disparities paint 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.

Count the Kicks is on a mission to change that!

Count the Kicks² 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 in Iowa, where the campaign got its start. In the first five years, Iowa's stillbirth rate decreased 26% and went from the 33rd worst to the 3rd best stillbirth rate in the country.

Missouri is fortunate to be the home of one of our volunteer Count the Kicks Ambassadors. Miranda Coker, of St. Louis, tragically lost her twin daughters Annalise & Emmalyn to stillbirth in 2011. *"I firmly believe that every time we share our stories, we help save lives."*

We are on a mission to reduce stillbirth by 26% in every state, just as we did in Iowa. For Missouri, that means saving the lives of 119 babies every year. We achieved this 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. Missouri is one of four states – Iowa, Illinois, Missouri, and Nebraska – that has local funding agreements through health departments, foundation grants and/or private donations to ensure all our printed materials are free of charge across their states. The Missouri Department of Health and Senior Services is ensuring that all moms and providers across the Show Me State have free access to Count the Kicks educational materials.

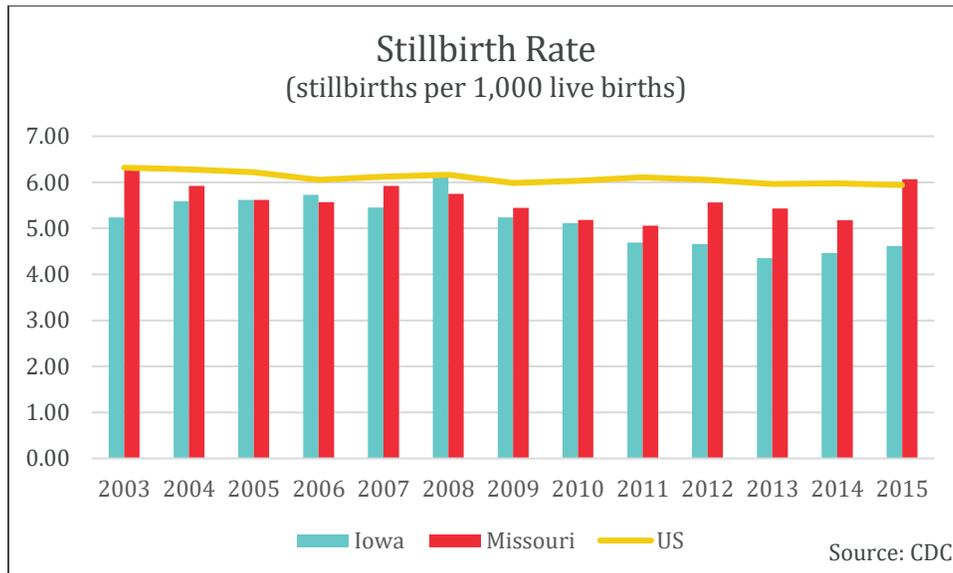
We invite you to save babies with us!

To learn more about Count the Kicks and to order materials, please visit www.CountTheKicks.org.

¹ Centers for Disease Control and Prevention

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

Missouri specific data



To fully launch Count the Kicks in Missouri, we are/will:

- Conducting a call and mail campaign with 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 your prenatal classes
- Strategically placing social media ads to expecting Missouri moms, encouraging them to download the free Count the Kicks app
- Have a presence at a well-attended baby show for direct mom-to-mom outreach
- Continue to tell Miranda's story in the media – and the story 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 will track:

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

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

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