Hosea 4:6

“My people are destroyed for lack of knowledge:

Because you have rejected knowledge…”
“Nothing can ever prepare you for the moment your life forever changes.”
Overview

*Count the Kicks* was born in 2007. It is a stillbirth prevention campaign that encourages expectant parents to track their baby’s movements daily during the third trimester of pregnancy and contact their healthcare provider right away if there is a change in what’s normal for their baby’s movements.
Approximately 6,900 African American/Black babies are lost to stillbirth each year in our country.
“On June 2, 2018, my husband Jeremy and I learned that our precious daughter, Aubrey Elise Watkins no longer had a heartbeat.

Although our baby girl was born into this world silently, my desire is to “Honor Aubrey” by bringing Awareness and Advocacy (Aubrey), Education and Empowerment (Elise) and Wisdom along with the Wellness benefit (Watkins) kick counting has on a developing baby and family.”

DaShonda Watkins, Count the Kicks Ambassador, Cincinnati
Contributing Factors, According to Researchers

- Environmental Factors
  - Systemic Racism
  - Toxic Stress
- Predisposition to certain conditions
  - Gestational diabetes
  - Preeclampsia/high blood pressure
- Access to healthcare
- Socioeconomic barriers
The mother’s womb is the life support of the baby...

...and the community is the life support of the mother.
What Do You Think?

STILLBIRTH IS:

- As prevalent as infant mortality
- More common SIDS
- A greater risk for women of color
- Preventable, in many cases
STILLBIRTH IS:

✓ As prevalent as infant mortality
✓ More common SIDS
✓ A greater risk for women of color
✓ Preventable, in many cases
Psalm 127:3-5

“Children are a heritage from the Lord, offspring a reward from him. Like arrows in the hands of a warrior are children born in one’s youth. Blessed is the man whose quiver is full of them.”
Stillbirth by the numbers

• 1:167 pregnancies ends in stillbirth¹

• Racial disparities persist¹
  o Black moms 1:94
  o Hispanic moms 1:191
  o White moms 1:204

• Stillbirth is as prevalent as infant death¹

• Stillbirth is 10x more prevalent than SIDS²

¹ CDC. Fetal and Perinatal Mortality: United States, 2013. National Vital Statistics Reports, Vol. 64 No. 10
² Xu JQ, Kochanek KD, Murphy SL, Arias E. Mortality in the United States, 2012. NCHS data brief, no 168. Hyattsville, MD: National Center for Health Statistics. 2014. (as found on CDC Focus on maternal mortality)
What is **Count the Kicks?**

- Stillbirth prevention public health campaign
- Evidence-based
- Mom focused
- Educates women on the importance of tracking fetal movement
  - Free mobile app
  - Paper kick-counting charts
- Empowers moms to speak up to providers if there’s a concern
The evidence base

“Tracking fetal movement is a non-invasive way for expectant parents to monitor their baby’s health in the third trimester of pregnancy... babies can be saved when expectant parents are educated on getting to know their baby’s normal movement pattern starting at 28 weeks and to speak up if they notice a change.”

– Dr. Ruth Fretts, Harvard Medical School, Assistant Professor, Department of Obstetrics & Gynecology; Count the Kicks Medical Advisory Board Member

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PMID: 19024847

Reduction of late stillbirth with the introduction of fetal movement information and guidelines - a clinical quality improvement

Julie Victoria Holm Tveit,1,2 Eli Saastad,2,3 Babill Stray-Pedersen,1 Per E Børdahl,4,5 Vicki Flenady,6 Ruth Fretts7 and J Frederik Frøen1,7
Preventing stillbirth in Iowa

**Iowa specific data**

Stillbirth Rate
(stillbirths per 1,000 live births)

Source: CDC
John 10:10

“The thief comes only to steal and kill and destroy; I have come that they may have life, and have it to the full.”
Pastor Stephaney Moody’s Personal Save Story
Let’s pause for reflection, questions & a poll...

- What surprised you about the stillbirth data I’ve presented?
- What hesitations do you have about discussing stillbirth with moms?
- Have you gone through a stillbirth with a patient or loved one?
- Do you talk with moms about stillbirth?
Count the Kicks app

• Free
• Available in 10 languages
• Share kick session results on social media or download to send via email
• Push notifications
• Post-pregnancy survey
Have a kick counting session!
Revelations 12:11

“They triumphed over him by the blood of the Lamb and by the word of their testimony.”
A Mother’s Story