



*Save Babies with Us: A Guide to Talking to Students about Fetal Monitoring*

# Today's Presenters

- ▶ Danielle Barkley and Emily McConnell
- ▶ *Count the Kicks* South Carolina Ambassadors
- ▶ Danielle -  
[Southcarolina.ambassador@countthekicks.org](mailto:Southcarolina.ambassador@countthekicks.org)
- ▶ Emily -  
[Charleston.ambassador@countthekicks.org](mailto:Charleston.ambassador@countthekicks.org)



Danielle Barkley, mother of Lydia



Emily McConnell, mother of Margaret



# Ambassadors

# What is a *Count the Kicks* Ambassador?

*Count the Kicks* has ambassadors in many states across the U.S.

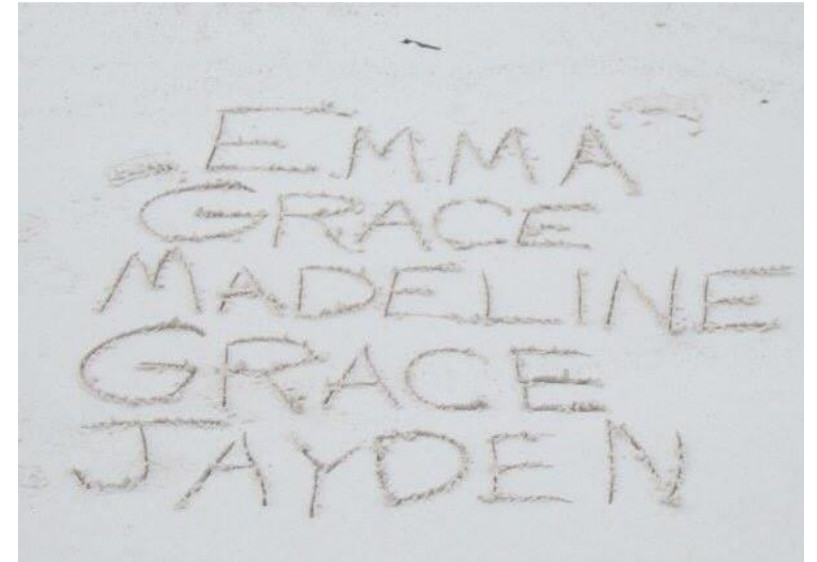
These women are volunteers who are passionate advocates due to their own personal experiences.

Ambassadors attend a variety of events such as medical conferences and baby fairs, give media interviews, work to grow partnerships, fundraise, and more.





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## Founders

- 5 women turning grief into action
- 2004 First stillbirth registry
- 2008 *Count the Kicks* was created
- 2009 *Health Birth Day, Inc.* becomes a nonprofit
- 2013 Web-Based *Count the Kicks* app created
- 2015 Free *Count the Kicks* mobile app available
- 2018: 32% reduction in the Iowa stillbirth rate



## Section II: Data



# Stillbirth by the numbers

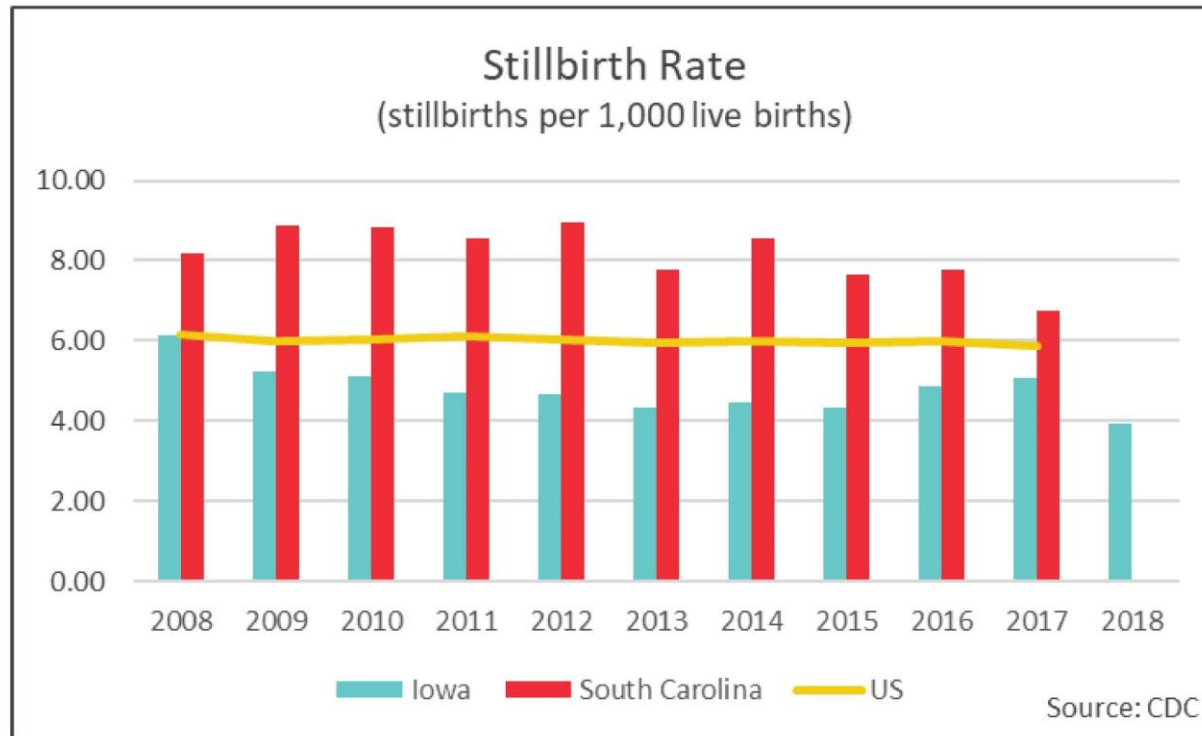
## National Data

- ▶ 1:167 pregnancies ends in stillbirth<sup>1</sup>
- ▶ Racial disparities persist<sup>1</sup>
  - ▶ Black moms 1:94
  - ▶ Hispanic moms 1:191
  - ▶ White moms 1:204
  - ▶ **Families 10 times more likely to lose a baby to stillbirth than to SIDS**

<sup>1</sup> [CDC. Fetal and Perinatal Mortality: United States, 2013. National Vital Statistics Reports. Vol. 64 No. 10](#)



# South Carolina: Stillbirth by the Numbers



- At the same time Iowa's stillbirth rate has dropped by 32%, South Carolina's stillbirth rate remained well above the national average.
- South Carolina stillbirth rate is 7.70 (*per 1,000 live births*). This is the 45th highest rate in the nation.
- A 32% reduction in South Carolina's stillbirth rate would save 142 babies a year!

\*Data is from CDC and based on the 5 year average



# Racial Disparities

## Why are there such large disparities for stillbirth?

- ▶ Research shows that there are a lot of contributing factors to the racial health disparities in stillbirth. **Researchers point to the following as causes for the disparities:**
- ▶ Epigenetics - Physiological variations that are caused by external or environmental factors that switch genes on and off and affect how cells read genes instead of being caused by changes in the DNA sequence.
- ▶ Some of those environmental factors researchers point to, are systemic racism and toxic stress. Researchers say that years of being treated unequally and/or unfairly --- essentially being an African American woman in a systemically unjust society --- and all that comes with it --- have led to real and pervasive health issues for black women.
- ▶ Predisposition to certain conditions that may lead to stillbirth like gestational diabetes, preeclampsia or high blood pressure, which all are linked to maternal stress. Experts say black women are less likely than other races to receive early treatment for these conditions.
- ▶ Access to healthcare. Socioeconomic barriers.
- ▶ Research shows education is NOT a determining factor. A college-educated black woman is still more likely to lose her baby than a high school educated white woman.

A close-up, grayscale photograph of two hands, one from a lighter-skinned person and one from a darker-skinned person, clasped together in a supportive grip. The hands are positioned with fingers interlaced, palms facing each other. The background is dark and out of focus.

# What is *Count the Kicks* doing to reduce disparities in stillbirth?

- ▶ Looking for funding opportunities to focus on racial disparities
- ▶ Focus groups with African American women to help plan and prioritize outreach efforts
- ▶ Faith-Based Toolkit, outreach within the African American Community
- ▶ App in more than 10 languages
- ▶ Culturally-appropriate material and language

# The Research and Evidence

- ▶ “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

BMC Pregnancy Childbirth. 2009; 9: 32.

Published online 2009 Jul 22. doi: [10.1186/1471-2393-9-32](https://doi.org/10.1186/1471-2393-9-32)

PMCID: PMC2734741

PMID: [19624847](https://pubmed.ncbi.nlm.nih.gov/19624847/)

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

[Julie Victoria Holm Tveit](#),<sup>1,2</sup> [Eli Saastad](#),<sup>2,3</sup> [Babill Stray-Pedersen](#),<sup>1</sup> [Per E Børdahl](#),<sup>4,5</sup> [Vicki Flenady](#),<sup>6</sup>

[Ruth Fretts](#),<sup>7</sup> and [J.Frederik Frøen](#)<sup>1,2,7</sup>




# More Evidence

“Stillbirth is associated with perceived alternations in fetal activity – findings from an international case control study” (2017)

Conclusion: “Alterations in fetal activity are associated with increased risk of stillbirth. Pregnant women should be educated about awareness of fetal activity and reporting abnormal activity to health professionals.

“Together these data highlight the importance of care providers having a documented discussion to encourage women to become familiar with their baby’s pattern of movement and to respond to changes in fetal activity. “



Count the Kicks is a  
low-cost, simple and  
**EFFECTIVE**  
campaign to save  
babies.

# Additional Research Articles

- ▶ [Alternations in maternally perceived fetal movement and their association with late stillbirth.](#)
- ▶ [.Maternal Perception of Fetal Activity and Late Stillbirth Risk: Findings from the Auckland Stillbirth Study.](#)
- ▶ [Maternally perceived fetal movement patterns: The influence of body mass index](#)
- ▶ [Sleep Position in Pregnancy Q&A](#)

# Supporters

## State Supporters

- Iowa Department of Public Health
- Ohio Department of Health
- Nebraska Perinatal Quality Improvement Collaborative
- Ohio Department of Health
- West Virginia Department of Health and Human Resources, Bureau for Public Health
- Missouri Department of Health and Senior Services
- Kansas Department of Health and Environment
- Florida Department of Health
- North Dakota Department of Health

## Organizational Supporters

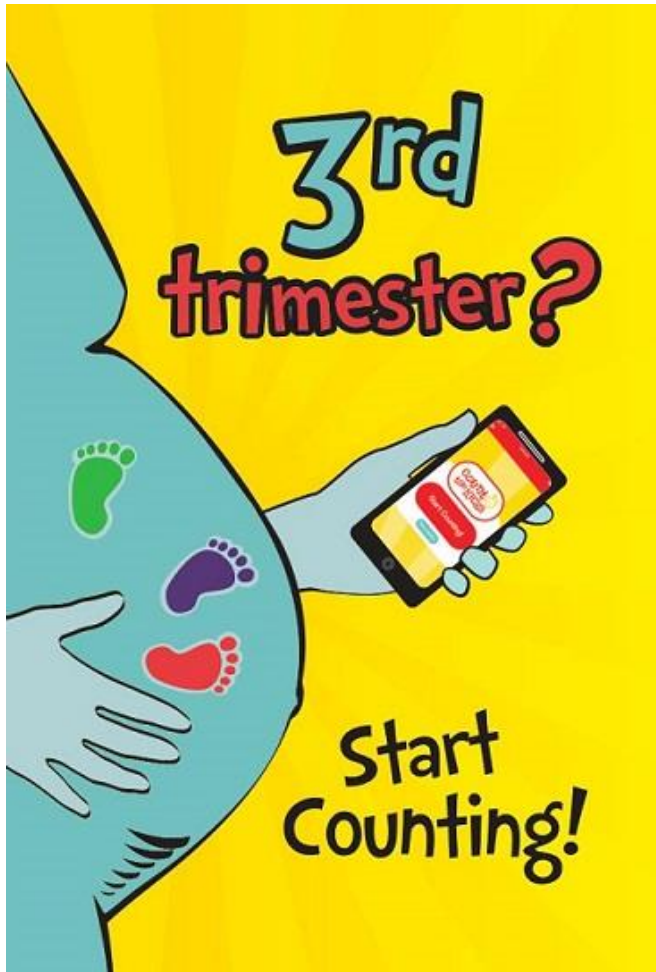
- International Childbirth Education Association
- Microsoft
- Black Women's Health Imperative
- The Harkin Institute
- MercyONE
- Des Moines University
- International Paper
- Antioch Foundation
- .....AND MANY MORE

**Interested in collaborating? Contact us  
at [info@CountTheKicks.org](mailto:info@CountTheKicks.org)**





## Section IV: Implementation of *Count the Kicks*



## *Count the Kicks*

- ▶ Stillbirth prevention public health campaign
- ▶ Evidence-based
- ▶ Mom-focused
- ▶ Educates women on importance of tracking fetal movement
  - ▶ Mobile app & paper charts
- ▶ Empowers moms to speak up to providers if there is a concern



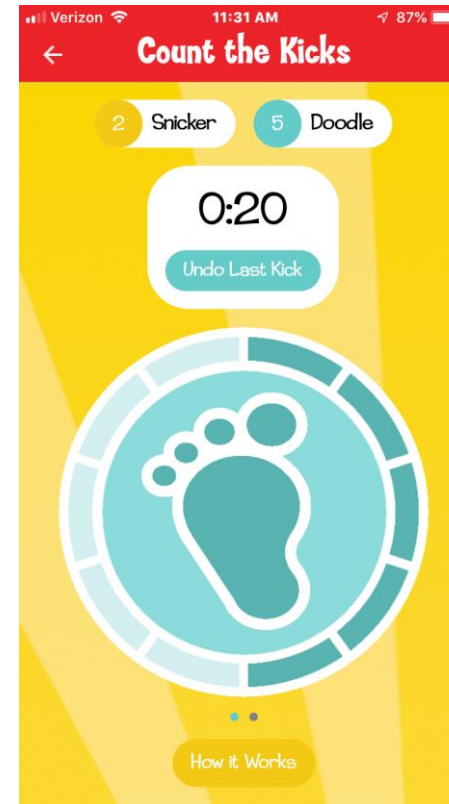
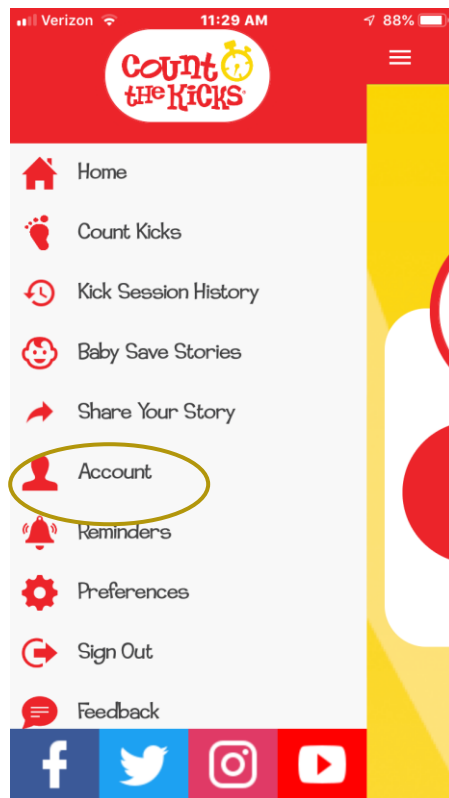


# *Count the Kicks App*

- ▶ Free
- ▶ Available in 12 languages
  - ▶ Amharic, Arabic, Chinese, English, French, Haitian-Creole, Hindi, Marshallese, Russian, Spanish, Swahili, & Vietnamese
- ▶ Share kick session results on social media or download to send via email
- ▶ Push notifications
- ▶ Post-pregnancy survey







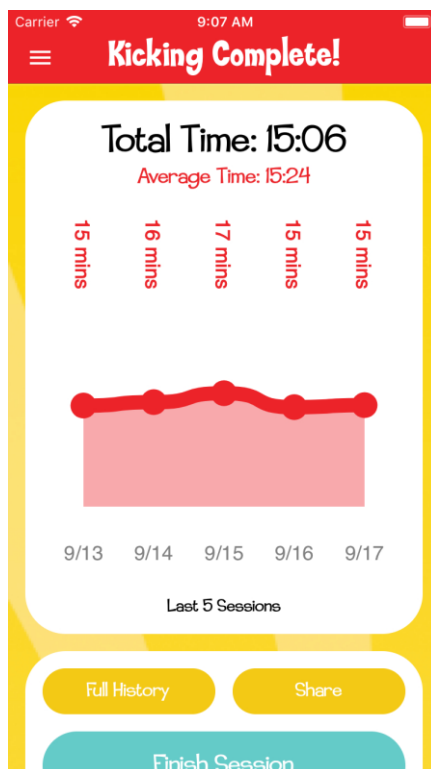
## Using the *Count the Kicks* App

- ▶ **Create an account** so you can save your data
- ▶ Add pregnancy details



# Using the *Count the Kicks* App

- ▶ Count for singles or twins
- ▶ See what's normal
- ▶ Be sure and share with patient to contact you (their provider) if they notice a change
- ▶ What's a change?
  - ▶ App starts showing the average time it takes to get 10 kicks right away.
  - ▶ Users will start to see a pattern/trend
  - ▶ If mom starts noticing it takes baby close to an hour when it usually takes 15 minutes, time to call.



## Sample Chart

Week #: 28 Start Date: May 1

DAY:	1	2	3	4	5	6	7
START TIME:	8:20pm	8:45pm	8:45pm	8:15pm	8:45pm	8:00pm	8:10pm
END TIME:	8:30pm	9:00pm	9:00pm	8:35pm	9:00pm	8:20pm	9:10pm
:00							
:10	X						
:20		X	X	X	X	X	
:30							
:40							
:50							
1:00							X
1:10							
1:20							
1:30							
1:40							
1:50							
2:00							

# Have a “Kick Session”





Implementation of *Count the Kicks* in  
the classroom



# Talking about stillbirth with students

Align the topic to the  
curriculum standards.

Use facts, not fear

Focus on prevention

A message of patient  
self-advocacy

# Stillbirth + Education

- ▶ Parenting Education I, Parenting Education II, Human Development: Responsible Choices I, and Human Development: Responsible Choices II courses.
- ▶ An example for a teacher who is instructing the Parenting Education I course. When discussing causes of pregnancy loss like stillbirth and miscarriage provide notes and resources to students on the topic and then ask the student to complete a stillbirth research project.
  - ▶ Idea: Ask students to research stillbirth causes, resources for parents, state data, prevention, etc. The students would then gather all of that information together and create a 30 sec. PSA using their cell phones to record video or audio.
- ▶ This lesson (*in the Parenting Education I course*) would cover following standards--
  - ▶ Compare factors that influence human growth and development
  - ▶ Assess community resources that support parenting and nurturing
  - ▶ Analyze parental factors that influence health and wellness practices
  - ▶ Explore components of health and wellness(emotional, environmental, financial, mental, physical, physiological, social, spiritual)
  - ▶ Explain the importance of prenatal care
  - ▶ Describe the impact of daily physical activities on health and wellness.

# Things to think about

Are you teaching or talking about stillbirth and stillbirth prevention now?

Think about how this conversation could be added to your lesson plans.

If you aren't talking or educating on stillbirth and stillbirth prevention....why not?

When you do educate on this it's so important the students learn the proper definitions, research and more. Have the students explore this information via journal articles and research studies.

Have students use the app and test it, what feedback do they have and why.

There are so many myths or misconceptions around stillbirth, be sure to educate on those, we are going to go over a few now that we hear about day to day.



# Misconceptions

- ▶ Babies move less the closer to their due date.
- ▶ My baby is always active, I don't need to count their kicks!
- ▶ I can hear baby's heartbeat on a doppler device, so I don't need to worry about movement.
- ▶ Baby is just getting ready for birth and "running out" of room.
- ▶ Mom's should get 10 kicks in 2 hours.

Babies do NOT move less, they might move differently. You may feel less sharp kicking and more rolling. However, if you are monitoring the baby's movements at the same time each day, it should take about the same amount of time to feel 10 movements.

Active babies can also experience distress, sometimes quickly and without other warning signs. Tracking your baby's movement every day takes the guesswork out of knowing if your normally active baby has slowed down.

A change of the baby's heartbeat is one of the last things to occur when a baby is in distress, whereas decreased movement is an early sign.

Babies should continue to move up to and during birth.

This is a common misconception and outdated information. What research now states is that moms should be focusing on fetal movement in general and understanding their baby's pattern.



## Section V: Resources and Baby Saves

### Financial Cost of a Stillbirth



**\$6,000**

Women who experience a stillbirth on average spend \$6,000 more on hospital costs than women who have a live birth.

Some women spend close to \$77,000 more!

### Financial Cost of a Stillbirth



Funeral Costs  
Burial Costs



Additional Medical Costs- For additional monitoring in subsequent pregnancies



Cost for mental and emotional health therapy

### Emotional Cost of a Stillbirth



Seven-fold higher risk of Post Traumatic Stress Disorder (PTSD).



Four-fold increased risk for depression & two-fold increased risk of an anxiety disorder.



40 percent more likely to get a divorce.

# The Cost of Ignoring a Stillbirth



24,000 babies are born still every year

That's one baby every 22 minutes.

That's more than SIDS,  
more than childhood cancer,  
more than HIV-AIDS, and  
more than drunk driving.





## Baby Save Stories



[www.CountTheKicks.org/BabySaves](http://www.CountTheKicks.org/BabySaves)



# Lydia's living legacy...



Meet Olivia Jones – born safely in November 2018.

“Lydia Barkley’s tragically short life opened my eyes and truly saved my daughters life and she will forever be celebrated in our family. I thank God everyday for the advocacy and work of *Count the Kicks*.” - Katherine Jones, Olivia's Mom

<https://abcnews4.com/news/local/lowcountry-mother-said-info-from-count-the-kicks-helped-save-her-child>

# Our work moving forward...

“I want every expectant mother in South Carolina and beyond to know how important it is to monitor her baby’s movements during pregnancy.” – *Danielle Barkley*

“Through my work with *Count the Kicks*, I will be able to honor Margaret in a beautiful way. I am excited to educate expectant mothers, families, and medical professionals in South Carolina about *Count the Kicks*.” – *Emily McConnell*



<https://abcnews4.com/news/local/1st-remembrance-walk-for-stillborn-infants-held-in-lowcountry-group-offers-crucial-app>

# Educational Material

- ▶ Promo Posters in English and Spanish
- ▶ How To Posters in English and Spanish
- ▶ App Card Reminders
- ▶ Brochures
- ▶ [www.counthekicks.org](http://www.counthekicks.org)



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Count the Kicks is a campaign of Healthy Birth Day, Inc., a 501(c)(3) organization dedicated to the prevention of stillbirth and infant death through education, advocacy and support. This information is for educational purposes only and is not meant for diagnosis or treatment. Use of this information should be done in accordance with your healthcare provider.

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the prevention of stillbirth and infant death

SA  
strategic america

# Additional Material

- ▶ Visit [www.CountTheKicks.org](http://www.CountTheKicks.org)
- ▶ Click on ORDER MATERIALS
- ▶ Click on your state
- ▶ Fill your shopping cart
- ▶ Check out!
- ▶ Free material for Iowa, Ohio, North Dakota, Missouri, Kansas, West Virginia, Nebraska, Florida, Illinois

Download the FREE Count the Kicks! app today!

Our free app helps you remember to count the kicks every day in the 3rd trimester.

- 1 Easy-to-read graphs that show your baby's normal movement history.
- 2 Choose from 10 languages!
- 3 Share your kick sessions on social media or download to send as an email.
- 4 Push notifications so you never forget to count your baby's kicks!

Download on the App Store or GET IT ON Google Play

countthekicks.org

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**3rd trimester?**

**Start Counting!**

Count the Kicks!

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Download the FREE Count the Kicks! app today!

Count your baby's movements every day. Notice a change? Call your provider.

Campaign of: HEALTHY birthDAY

countthekicks.org

**Las mamás deben contar los movimientos. ¡Es importante y fácil estar atentos!**

**Le explicamos cómo:**  
Debe comenzar a contar a partir del 3er trimestre.

- 1 Lleve la cuenta de los movimientos de su bebé con la aplicación GRATUITA Count The Kicks!® o descargue una tabla de Count The Kicks en countthekicks.org.
- 2 Cuento los movimientos todos los días; preferentemente a la misma hora.
- 3 Luego de algunos días, comenzará a ver un patrón de cuánto demora su bebé en hacer 10 movimientos.
- 4 Si observa algún cambio en el tiempo en que su bebé demora en hacer 10 movimientos, llame a su proveedor de inmediato.

Descargue la aplicación GRATUITA Count the Kicks! hoy mismo.

countthekicks.org

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# Connect with Us!

- ▶ Facebook: @countthekicks
- ▶ Instagram: @countthekicksus
- ▶ Twitter: @countthekicksus
- ▶ Website: [www.CountTheKicks.org](http://www.CountTheKicks.org)

Please fill out your surveys!





**Let's save babies  
together!**

**Contact Us, we want to hear from you!**

**Danielle -**

[Southcarolina.ambassador@countthekicks.org](mailto:Southcarolina.ambassador@countthekicks.org)

**Emily -**

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