



Quentin



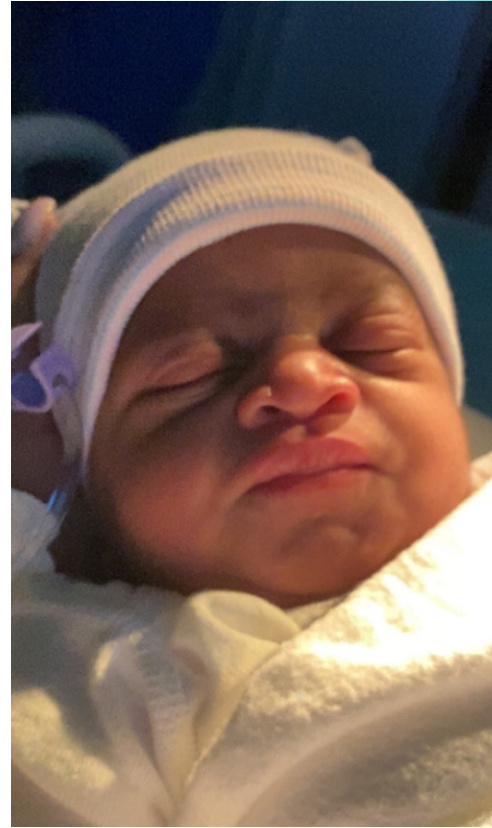
Sophia



Senara



Araton



Michael

Educate + Empower

Our evidence-based program is proven to improve birth outcomes for expectant parents and babies.





Count the Kicks is a highly effective, evidence-based stillbirth prevention program.



We developed a proven early warning system for moms.



We've saved lives in 36 states and five countries so far.





Stillbirth by the Numbers

National Data

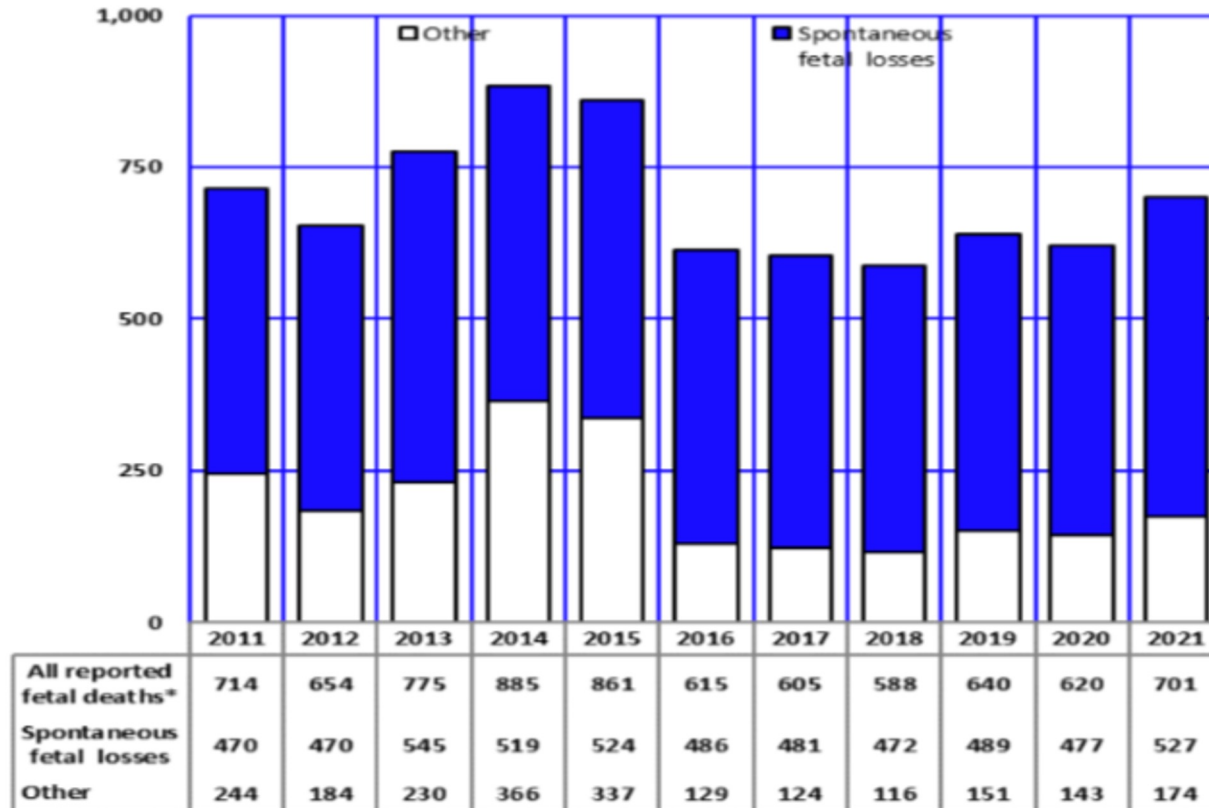
- ▶ 1 in 177 pregnancies end in stillbirth¹
- ▶ Racial disparities persist¹
 - ▶ Native Hawaiian or Other Pacific Islander pregnancies: 1 in 97
 - ▶ Black pregnancies: 1 in 100
 - ▶ American Indian or Alaska Native: 1 in 139
 - ▶ Hispanic pregnancies: 1 in 216
 - ▶ White pregnancies: 1 in 223
 - ▶ Asian pregnancies: 1 in 270

Source: CDC, www.cdc.gov/nchs/data/nvsr/nvsr73/nvsr73-09.pdf



Arizona Stillbirth Statistics

**Figure 1C-1
Trends in Fetal Deaths, Arizona, 2011-2021**



Note: All reported includes spontaneous and induced termination of pregnancy at 20 or more weeks of gestation or 350 grams or more and some stillbirths prior to 20 weeks and of any weight.

Stillbirth data in Arizona

482

Arizona loses 482 babies a year
on average to stillbirth.



154

We believe *Count the Kicks* can save
an average of 154 babies per year
in Arizona.

Statistics according to 5-year averages (2018-2022) from CDC Wonder.



How to Have the Movement Monitoring Conversation



Why Does Movement Matter?

- Movement is one very important way a baby communicates before birth.
- A change in a baby's movement can be an **EARLY** sign and sometimes **ONLY** warning that a baby may give when in distress.

MOVEMENTS MATTER – Let's Start Counting!

When should an expectant parent start counting movements?

- ACOG recommends beginning counting at 28 weeks gestation or 26 weeks if considered high risk or pregnant with multiples. This is when research indicates baby has established a consistent pattern that mom can feel and track.

What counts as a movement?

- Rolls, kicks, jabs, swishes, pushes – anything EXCEPT for hiccups (these are involuntary movements).



Counting Kicks is What You Should Do. It's Important and Easy Too!

Here's How: Starting at the 3rd trimester, begin counting.



Monitor your baby's movements with the FREE *Count the Kicks* app or web counter. Or, visit CountTheKicks.org to download a paper movement monitoring chart.



Count your baby's movements every day – preferably at the same time. Try to pick a time when your baby is normally active.



Time how long it takes your baby to get to 10 movements, and rate the strength of your baby's movements.



After a few days, you will begin to see an average length of time it takes to reach 10 movements.



Call your provider right away if you notice a change in strength of movements or how long it takes your baby to get to 10 movements.

Visit the app store to download the FREE *Count the Kicks* app!
Learn more at CountTheKicks.org.

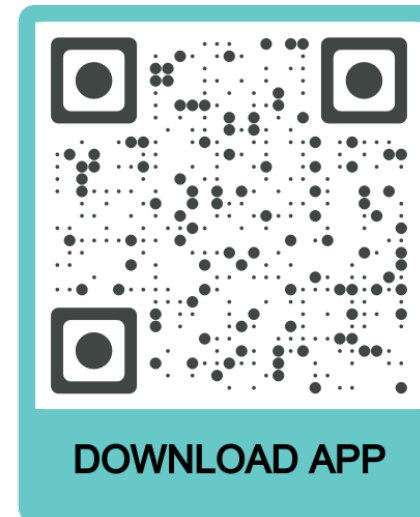


Count the Kicks App

Free and easy to use



- Our FREE app is evidence-based and available in [20+ languages](#)
- Available for Apple and Android products
- **Set a daily reminder to *Count the Kicks***
- Download history to share with their provider, family or friends via text or email



We do not share or sell app user information.

Ask Ana

AI Assistant

INTRODUCING ASK ANA,
A BRAND NEW TOOL AVAILABLE
TO *COUNT THE KICKS* APP USERS.

ASK ANA PROVIDES INSTANT ANSWERS TO YOUR MOST PRESSING QUESTIONS ABOUT YOUR BABY'S MOVEMENT PATTERNS AND HOW TO USE THE APP.

HI THERE, I'M ANA!

"What should I do if my baby's movements decrease?"

"How often should I feel my baby move, and what is considered normal for my pregnancy?"

"Are there specific times of day when I should monitor my baby's movements?"



Count The Kicks
Ask Ana
AI ASSISTANT

CountTheKicks.ai

- Free
- Available in the following languages:
 - English, Spanish, French, Chinese, Russian, Portuguese, and Hindi.
- Access Ask Ana on our socials, website and the app
- App users can ask questions about fetal movement and receive research-based answers.

CountTheKicks.ai





Resources

3rd trimester?

Start Counting!

Counting kicks is what you should do. It's important and easy too! **ASK HOW. ASK NOW.**

Download the FREE **Count the Kicks®** app today!

CountTheKicks.org

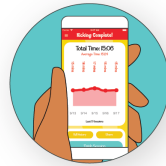
Ne'awéé' yéego bit ahéehonlízjiih.

Baa hodíilnih.

Haada yit'éego ne'awéé' nitsájdí lahgo adzaago éí azeze lííi bit hodíilnih f'áá tsxjígígo.

Yiníłtsánígíí naadiin tseebí yiskáágoó hoolzhishgo ne'awéé' anidzitaígíí yiníłta' dooleet.

T'áá ákwijíí dikwidi shjį anidzitaigo hoi bééhózingo bee ééhózin.



Ne'awéé' náhidí'náhidíí dóó anidzitaígíí yiníłta'go éí díí *Count the Kicks* App wolyéhidíí éí doodago éí naaltsos *Count the Kicks* wolyéhidíí bikáá' náhizóoh dooleet.



CountTheKicks.org app dóó naaltsos bikáá' náhizóoh dooleetígíí áadi hóíq' dooleet.

©2014 Healthy Birth Day, Inc.
Count the Kicks is a program of Healthy Birth Day, Inc., a 501(c)(3) organization dedicated to the promotion of safe birth through education, advocacy and research.
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.



Ya 3 Trimester?

Anza kuhesabu kucheza kwa mtoto wako!

Counting kicks huokoa maisha.

Ni rahisi kama 1, 2, 3!

- 1** Hesabu kucheza kwa mtoto wako kila siku.
- 2** Jua nini ni kawaida kwa mtoto wako.
- 3** Wasiliana na mtoa huduma wako ikiwa kitu kitabadilika.

Pakaa programu **BILA MALIPO** ya *Count the Kicks®* au fuañlia kucheza kwa mtoto wako kwa kutumia *Count the Kicks®* chati kwa [CountTheKicks.org](https://www.CountTheKicks.org)

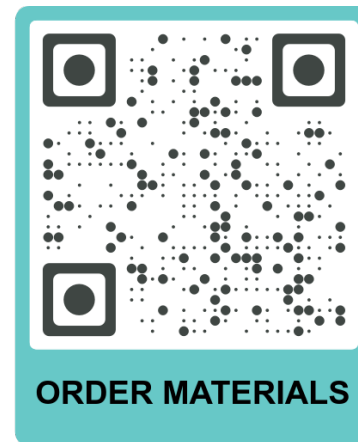
HEALTHY birthDAY IMPROVING BIRTH OUTCOMES

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CountTheKicks.org

Free Educational Materials

- ▶ Posters in English, Spanish, Navajo & Swahili
- ▶ App Card Reminders in English, Spanish, Navajo & Swahili
- ▶ Brochures in English, Spanish, Navajo & Swahili
- ▶ Additional free resources like printable kick-counting charts, pens, counting wristbands & magnets
- ▶ Go to: [CountTheKicks.org](https://www.CountTheKicks.org)



HEALTHY birthDAY
IMPROVING BIRTH OUTCOMES



Movement Monitoring Bands

- These are great for anyone who does not have access to a smartphone or reliable internet.
- Each band comes with an easy, how-to instruction card.

How to use your *Count the Kicks* Wristband



Starting in the 3rd trimester start counting your baby's movements **DAILY**.

- Have a pen and paper handy
- Placing the black slider off the numbers then start a timer when you feel the first movement you want to count.
- Every time you feel a movement move the slider to the next number until you get to 10.
- Stop your timer
- Keep track of how long it gets your baby to get to 10 movements.
- After a few daily sessions you will start to see a pattern in your baby's movements!
- Keep track daily of how long it takes so you can notice if there is every a change in your baby's movements.
- Call your provider right away if you notice a change in the strength or length of those movements.

Count the Kicks Arizona Ambassador



Shawn Soumilas

Arizona.ambassador@countthekicks.org

Zach's mom



FREE CE Training: 4.0 CEs

You can help prevent stillbirths by using evidence-based and noninvasive tools. This activity aims to train healthcare professionals to discuss fetal monitoring with their patients and use best practices to track it.



HEALTHY birthDAY IMPROVING BIRTH OUTCOMES Creator of: **Count the Kicks**

Standardizing Care for Healthy Beginnings:

A Healthcare Professional's Guide to Conversations with Expectant Parents on Counting Kicks and Fetal Monitoring to Save Babies

Learn more at HealthyBirthDay.Org and CountTheKicks.org



Register Here: bit.ly/savebabiesCTK

Use Code: **SAVEBABIES-AZ**



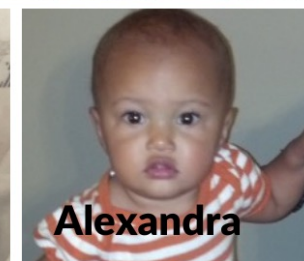
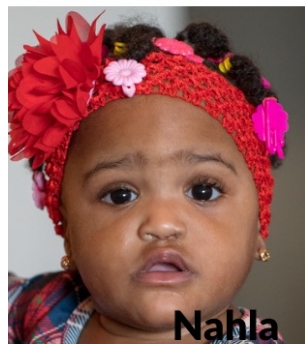
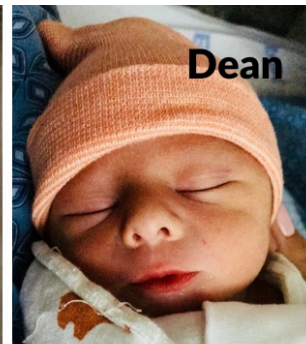
Meet Arizona Baby Save!



“We found out what happened was called a fetal-maternal hemorrhage. I had no symptoms besides decreased movement and my doctor told us if we had waited any longer, we would have lost him.”

Kourtnee C, Calvin's mom

We Want to Help Save Babies With You!



www.CountTheKicks.org

