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## Count the Kicks Public Awareness Campaign

# Fact Sheet

<p><b>About Count The Kicks</b></p>	<p><i>Count The Kicks</i> is a statewide awareness campaign dedicated to educating expectant parents about the importance of counting their baby’s movements daily during the third trimester of pregnancy. Until now the majority of medical providers in Iowa have rarely explained how to use “kick counting” to expectant patients. Kick Counting is recommended by the American College Of Obstetrics and Gynecology and endorsed by Iowa’s leading perinatologists.</p> <p>It is also the goal of the campaign to reduce Iowa’s stillbirth rate. Stillbirth occurs in one out of every 150 pregnancies nationwide. There are about 200 stillbirths in Iowa each year. Many stillbirths occur at or near full term.</p>
<p><b>Who are the partners in the Count The Kicks campaign?</b></p>	<p><b>Healthy Birth Day</b> – a nonprofit organization dedicated to preventing stillbirths and infant deaths through research, education and advocacy.  <a href="http://www.healthybirthday.org">www.healthybirthday.org</a></p> <p>IDPH – <a href="http://www.idph.state.ia.us">www.idph.state.ia.us</a>      Iowa Health – <a href="http://www.iowahealth.org">www.iowahealth.org</a>      Mercy Hospital – <a href="http://www.mercydesmoines.org">www.mercydesmoines.org</a>      Perinatal Center of Iowa – <a href="http://www.perinataliowa.com">www.perinataliowa.com</a>      The Heinz Family Philanthropies – <a href="http://www.heinzfamily.org">www.heinzfamily.org</a></p>
<p><b>What is a stillbirth?</b></p>	<p>Stillbirth is the death of an infant in-utero at 20 or more completed gestational weeks. More than 25,000 babies are stillborn in the United States each year. Almost 50 percent of these deaths occur at or near full term and often seem to be otherwise healthy babies.</p>
<p><b>Who is the target audience of the Count The Kicks campaign?</b></p>	<p>Expectant parents and anyone planning a pregnancy</p>

<p><b>Why is counting kicks important during the third trimester of pregnancy?</b></p>	<p>Counting and tracking a baby's movements is a safe and very simple way to monitor the well-being of your baby during the third trimester of low- and high-risk pregnancies and may prevent a stillbirth. Significant changes in your baby's movement patterns may help identify potential problems with your pregnancy before the baby's heart rate is affected.</p>
<p><b>How do expectant parents count kicks?</b></p>	<p>The American College of Obstetrics and Gynecology recommends you begin counting the kicks at your 28th week, or at 26 weeks if you are high risk or pregnant with multiples.</p> <ul style="list-style-type: none"> <li>• Count the kicks every day, preferably at the same time.</li> <li>• Pick your time based on when your baby is usually active, such as after a snack or meal.</li> <li>• Make sure your baby is awake first; walking, pushing on your tummy or having a cold drink are good wake-up calls.</li> <li>• To get started, sit with your feet up or lie on your side. Count each of your baby's movements as one kick, and count until you reach 10 kicks.</li> <li>• Most of the time it will take less than a half-hour, but it could take as long as two hours.</li> <li>• Log your recorded times into a kick chart.</li> </ul>

<p><b>What is meant by a “kick?”</b></p>	<p>A “kick” refers to any type of movement from the baby, including rolls, jabs and twists.</p>
<p><b>What if baby doesn’t “kick” at least 10 times in two hours?</b></p>	<p>If 10 movements are not felt during the usual two-hour counting period, try to wake baby up by drinking fluids, pushing on your tummy or taking a quick walk. Then, repeat the kick count. Call your doctor immediately if you still don’t feel any movements.</p> <p>You should also call your doctor if you notice a significant change in your baby’s movement patterns. For, example, if you normally count 10 movements within 30 minutes and then for a few days in a row you notice that it is taking the full two hours to record 10 movements.</p>
<p><b>Isn’t it common for babies to not move quite as much toward the end of a pregnancy because they run out of room?</b></p>	<p>All babies have frequent sleep/wake cycles and will sleep often. But very rarely does a baby kick fewer than 10 times during a two-hour period, as most babies don’t sleep longer than an hour at a time near the end of pregnancy.</p>
<p><b>How can medical providers and/or the public order Count The Kick brochures, posters and Kick Track Charts?</b></p>	<p>All of the printed campaign collateral is free to Iowa medical providers and the public. Order patient brochures, posters and patient Kick Track Charts by calling the Iowa Healthy Families hotline at 1-800-369-2229. A PDF version of the patient Kick Track Chart is also available for download at <a href="http://www.countthekicks.org">www.countthekicks.org</a>.</p>