

Count the Kicks Champions Program FAQ

1. What is the *Count the Kicks* Champions Program?

The *Count the Kicks* Champions Program supports hospitals, clinics, and community organizations in implementing the *Count the Kicks* program to help prevent stillbirth and improve maternal health outcomes. The program trains local leaders to share clear, evidence-based education about fetal movement monitoring during pregnancy.

2. Who are *Count the Kicks* Champions?

Champions can be nurses, doctors, midwives, doulas, home visitors, clinic managers, or other leaders within clinical and non-clinical settings. Champions help ensure expectant parents receive consistent education about the importance of monitoring their baby's movements in the third trimester and empower them to speak up if something feels off.

3. Is there any cost associated with becoming a *Count the Kicks* Champion?

The cost of a Champions program depends on your organization's goals. Each package includes training, program materials, and ongoing support for designated Champions. Organizations can select a tier that fits their needs. Higher tiers offer more resources, additional Champions, and extra support to help implement *Count the Kicks* consistently. Full package details are available on the Champions [website](#).

4. What do *Count the Kicks* Champions do?

- Share simple, evidence-based education about fetal movement through presentations for fellow healthcare professionals and events within the community
- Encourage daily awareness of the baby's movement patterns with expectant parents
- Support consistent messaging across care teams and community settings
- Make sure families know what to do if they notice a change

5. Why is paying attention to fetal movement important?

Fetal movement is an important indicator of a baby's well-being, especially in the third trimester. [Research](#) shows that a change in a baby's movement can be the first or only sign that there may be an issue in the pregnancy. Daily fetal movement monitoring helps parents stay attuned to their baby's health and can enable early detection of potential issues, ultimately improving birth outcomes.

6. How does the Champions Program help prevent stillbirth?

The program helps ensure families receive the same clear guidance wherever they receive care. By promoting consistent education and response to movement concerns, Champions help support timely evaluation when changes are reported.

7. Who can take part in the Champions Program?

Hospitals, clinics, public health agencies, and community organizations that work with expectant parents can participate. Each organization identifies Champions who help integrate *Count the Kicks* education into their setting.

8. Why should my organization get involved with the *Count the Kicks* Champions Program?

The Champions Program helps organizations provide consistent, trusted pregnancy education, support families in speaking up about concerns, and strengthen coordination between healthcare and community partners — all with the goal of supporting healthier pregnancies.

9. What resources do Champions receive?

Champions receive implementation guides, recorded training sessions, branded slide decks, the Count the Kicks logo for raising awareness about the program, a Champions badge, and a Champions certificate. Depending on the package level, additional resources may include integration of our program on your website, patient portal, or app, tabling materials, and a starter pack of *Count the Kicks* educational materials for parent outreach.

10. Is my organization able to co-brand the *Count the Kicks* Champions resources?

Organizations that invest in the Champions Program may co-brand slide decks used for medical and community outreach. Certain packages also include limited co-branding opportunities for additional collateral; details are outlined in each package description. Printed *Count the Kicks* educational materials are protected by copyright and are not eligible for co-branding.

11. Are there reporting requirements for program participation?

While there are no formal reporting requirements, the *Count the Kicks* team will reach out periodically during the contract period to gather feedback on the Champions Program and seek program evaluation. We would also welcome information on the number of expectant parents served, any notable success stories, and photos from outreach events.

12. Can Champions access data to evaluate their educational outreach?

Organizations that have invested in the Clinical package or added app analytics to their package will receive app registration data (de-identified; no personal app user data will be shared) that can be tracked at the county and/or zip code level. This information is compiled and sent quarterly, allowing Champions to evaluate the impact of their outreach efforts.

13. What is the cost for renewing after the initial contract?

If a Champion elects to extend or upgrade their partnership package for additional years, the investment would be the price listed under the desired package at that time. Due to tariffs and other economic impacts, our prices may shift year to year.

There is a \$2,000 renewal fee to extend a licensing agreement for an additional year. This renewal provides designated Champions with continued access to the *Count the Kicks*-branded slide decks, logos, and other educational resources. If additional promotional items are needed, they can be purchased separately in a new package or à la carte.

14. Can I add additional AWHONN course codes, pens, or other collateral mid-contract year?

Yes. You can contact our team at any time to purchase additional items without updating your contract. We will invoice your organization for the amount of the deliverables you requested. You can add deliverables to your current Champions package at any time. For example, if your organization wishes to include additional AWHONN *Changes in Fetal Movement* course codes, this can be accommodated with a simple invoice; no contract changes are required.

15. How does my organization designate Champions once a package is purchased?

Once a package is purchased, your organization designates staff members or community colleagues as Champions who serve as the primary education leads within the organization or across your system. The *Count the Kicks* Champions Program is designed as a *train-the-trainer* model.

16. What if a designated Champion leaves our organization during the contract?

If a designated Champion leaves your organization, you can replace them at any time during the contract period. The new Champion will have full access to training and program resources, ensuring that your organization continues to implement *Count the Kicks* consistently. If all allocated AWHONN codes have already been used, additional codes can be purchased to train the replacement Champion. The person who left your organization is no longer eligible to hold the Champions designation.

17. How can I learn more or sign up for the program?

For more information about the *Count the Kicks* Champions program and how to get involved, visit [our website](#) or contact the organization directly to get started.

18. What's the difference between a *Count the Kicks* Champion and a *Count the Kicks* Ambassador?

***Count the Kicks* Ambassadors** are volunteers of our nonprofit organization who focus on general awareness and outreach. They help share *Count the Kicks* messaging in communities, support education for expectant parents, and build trust and engagement around fetal movement monitoring.

***Count the Kicks* Champions** focus on implementation and sustainability. They work within clinical, public health, or their own organizational setting to integrate *Count the Kicks* into workflows, training, and quality improvement efforts to ensure consistent, long-term use.

In short, **Ambassadors raise awareness**, while **Champions implement *Count the Kicks* into system-wide practice**.

Interested in joining our growing community of *Count the Kicks* Champions? Reach out to learn more!

Megan Aucutt
Program Director
aucutt.megan@healthybirthday.org

Sarah Hybels
Program and Product Administrator
hybels.sarah@healthybirthday.org