

HEALTHYbirthDAY
IMPROVING BIRTH OUTCOMES



ANNUAL Report

2022

515-650-8685
info@HealthyBirthDay.org
HealthyBirthDay.org

Celebrate Progress

I recently told a reporter from ProPublica that I have never been more optimistic about the future of stillbirth prevention. In 2022, we visited with dozens of members of Congress and their staff, welcomed incredible new *Count the Kicks* Ambassadors, and thanked hundreds of new donors. Every day, our team is meeting with new partners who are eager to make real systemic change with us — from state health departments and insurance companies to doula organizations and birthing hospitals.

Watch for us to empower more families together in 2023: Our staff is expanding to 16, we're moving into new office space for more collaboration and partner meetings, and we're unveiling new research that further proves our effectiveness. What started with five Iowa moms is now a global movement. YOU are at the center. Thank you for saving babies with us — here's to another impactful year.

-Emily Price, CEO

Healthy Birth Day, Inc.

Welcome to Our Team

New Staff Members

We added five staff members to our team in 2022, and are currently hiring four additional positions for 2023.



Carol Millar
Chief Operating
Officer



Jodi Long
Healthy Equity
Director



Christine Tucker
Health Equity
Coordinator



Suzanne Downs
Bookkeeper



Elaine Mapue
Administrative
Assistant

New Board Members



Rose L. Horton



Emma Kelly

Rose L. Horton, MSM, RNC-OB, NEA-BC, FAAN, and Emma Kelly (mom of Mary Kate Kelly) have joined the *Healthy Birth Day, Inc.* Board of Directors. For 2023, the new slate of leaders governing our Board of Directors includes: Deidre DeJear as Board President, Brian Pattinson as Vice President, Keith Snow as the Board Secretary, and Julie Fuller as Treasurer.

Learn More: CountTheKicks.org/about-us/team/

Baby Save: Meet Ryen

"One night when I was 37 weeks and 2 days pregnant, at around 7 p.m., I was trying to do another recording of Ryen's kicks when I noticed a dramatic decrease in movement. She was typically so active in the evenings and I really started to worry after 2 hours had passed and I still had not felt a single kick.

I quickly got into my car and visited my local maternity unit where they assured me that my baby's heartbeat was within normal limits, but found that my blood pressure was abnormally high and I was already 4 centimeters dilated. My water had broken and I didn't even know it!

They admitted me into the hospital that night and the next day my husband and I had our beautiful daughter at 6:12 p.m.! And to our surprise, there was no cord around her neck and she was an extremely healthy baby.

Without the *Count the Kicks* app I would have never noticed the decrease in movement and went in to have my beautiful and healthy baby the next day! I am grateful that my doctor not only had the *Count the Kicks* posters and brochures at his office, but also that he encouraged me to utilize the free app, as prior to that I was only an occasional app user.

Being in tune with Ryen's daily movement patterns and having a doctor who educated and encouraged me was vital to the delivery of our healthy daughter." -Morgan S., Ryen's mom



We published 15 new Baby Save stories in 2022, and have shared 2 so far in 2023.

Since *Count the Kicks* began, we have heard from more than 110 families in 33 states and 5 countries who reached out to share how our program helped their baby arrive safely.

Key Moments

HEALTHY BIRTH DAY, INC. ANNUAL REPORT 2022

Program Director Megan Aucutt, Massachusetts Ambassador Nneka Hall, and Sarah Copple, an AWHONN member and Medical Advisory Board member, presented at the National AWHONN Conference in Denver in June. Their presentation included a video with Founder Tiffan Yamen.

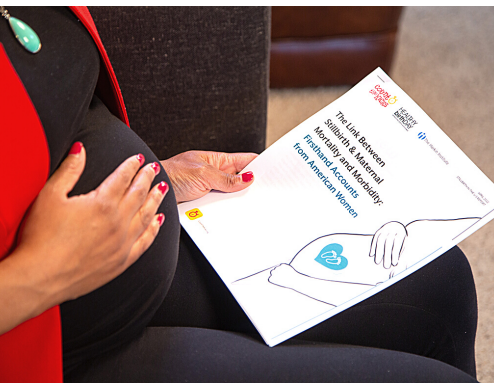


Alabama Governor Kay Ivey declared December *Count the Kicks* month in her state! Program Director Megan Aucutt, a baby save family, and new Alabama Ambassador Tiffany Taft attended the signing.

In September we attended the ISA conference in Utah. Dr. Alexander Heazell presented findings of research on *Count the Kicks* and CEO Emily Price presented on our advocacy work.

Program Director Megan Aucutt, Arizona Ambassador Shawn Soumilas, Idaho Ambassador Lindsay Rager, CEO Emily Price and Idaho Ambassador Angelica Kovach attended on our behalf to learn about the latest research on stillbirth prevention and share our prevention work with others.





In April we published a *Stillbirth in the U.S. Report* on the connection between stillbirth and maternal mortality + morbidity.

Founder Janet Petersen, CEO Emily Price, and Minnesota Ambassador Amanda Duffy were featured in an article by ProPublica reporter Duaa Eldeib that discussed how stillbirth and stillbirth prevention have often been largely ignored in the U.S.



We stepped up our advocacy efforts in 2022, and were proud to be the primary stakeholder of the Maternal and Child Health Stillbirth Prevention Act, which was introduced in Congress in March. We made three visits to Washington, D.C. to meet with key Capitol Hill staff and members of Congress. We also helped author the "National Stillbirth Prevention Day" resolution, which took place on Sept. 19, 2022. More than 3,500 people took action on our advocacy platform and showed their support for stillbirth prevention legislation.



Indianapolis Colts Placekicker Chase McLaughlin (No.7), Punter Matthew Haack (No. 6), and Center Ryan Kelly (No. 78) and his wife Emma Kelly chose our organization for the My Cause My Cleats campaign during week 13 of the 2022 NFL season. On Dec. 4, 2022, we were thrilled to get national attention during a story in the fourth quarter of the Indianapolis Colts vs. Dallas Cowboys game during Sunday Night Football on NBC Sports.



Our Programmatic Work



We hosted virtual baby showers in South Carolina, Nevada and Florida, and an in-person baby shower in Des Moines, Iowa. Together these showers reached more than 1,300 expectant parents! We already know of one baby saved in South Carolina!



We hosted three national webinars in 2022! One was held in April during Black Maternal Health Week, one was during Black Maternal Mental Health Month in July, and we hosted a webinar in Spanish in September during Hispanic Heritage Month.



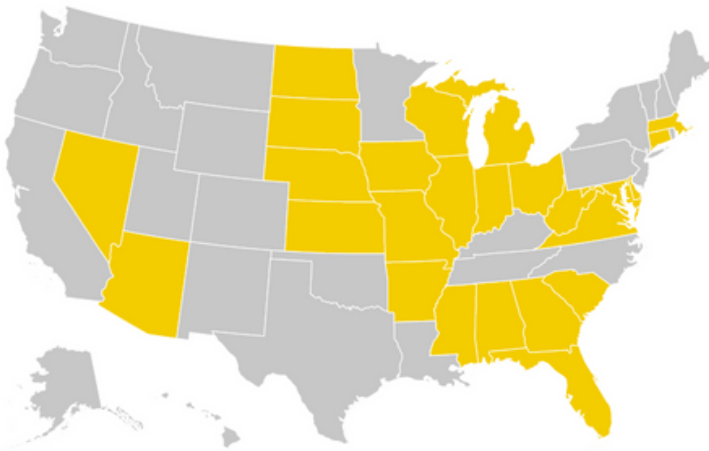
Volunteers helped assemble nearly 1,500 toolkits for providers in 7 expansion states. This includes 750 Delta Dental toolkits that were mailed throughout Iowa. We also expanded our oral health and pregnancy program to Alabama!



We have returned to in-person conferences and baby fairs! Ambassadors, staff and volunteers hosted *Count the Kicks* booths and tables in Alabama, Mississippi, Ohio, South Carolina, Delaware, Illinois, Florida, Indiana, Wisconsin, Louisiana, Missouri, Arizona, New Jersey, Nebraska and many in Iowa.



2022 By The Numbers



25 STATES

With the help of our generous funding partners, *Count the Kicks* materials are now free in 25 states (and counting)! We launched in 5 new states in 2022, and are expanding to Arkansas, Connecticut, Wisconsin, and Virginia in early 2023!

61 Ambassadors

In 37 states, plus Washington, D.C.

3,500+ Volunteer Hours



Count the Kicks app

16

LANGUAGES

We added two new languages to our free app this year. It's now available in: Amharic, Arabic, Burmese, Mandarin Chinese, Dari, English, French, Haitian-Creole, Hebrew, Hindi, Marshallese, Portuguese, Russian, Spanish, Swahili, and Vietnamese.

212,000

LIFETIME APP DOWNLOADS

In all 50 states and 140+ other countries.

4.8



iTunes App Store rating
(out of 5 stars)



2,500 Orders

In 2022, nearly **1 million** pieces of materials were distributed to **locations** across the U.S.

Fundraising to Save Babies

The 2022 Every Woman Counts Luncheon, presented by MercyOne, was our first-ever hybrid event, with more than 1,000 people in the ballroom and hundreds more online from around the country. Together we raised a record \$223,000 to save babies.



Since the launch of Every Kick Counts, presented by UnityPoint, on Super Bowl Sunday 2022, more than 100 athletes signed on to raise awareness and funds to support *Count the Kicks*. These athletes represent high school, college and professional teams from over 30 different states. Together they have raised over \$115,000 in lifesaving funds to support stillbirth prevention.

2022 Fundraising Impact

GivingTuesday- Our "Together We Count" campaign raised a record-setting \$20,000+ to support our work.

End of Year- Our end-of-year campaign raised more than \$23,000 to help fund our new office space in 2023.

Giveback Partners- We are grateful for our local retail partners: Give. in West Des Moines and Kendra Scott at Jordan Creek Town Center.

More than 3,000 individuals or organizations made a financial gift to *Healthy Birth Day, Inc.* in 2022!



Walks hosted by *Count the Kicks* Ambassadors Heather Johnston Welliver in Ohio, Danielle Barkley and Emily McConnell in South Carolina, and Community Advocate Brittany Mitchell in Delaware raised \$75,000 to support our mission! We want to say a BIG THANK YOU to Lydie's Loop, Walk of Remembrance: Miles for Margaret, Lydia and All Babies Gone too Soon, and Lainey's Lap of Love for their generous support of our mission!

Iowa Partners at the Heart of National Expansion

Since 2016, our organization has been working to expand our proven *Count the Kicks* stillbirth prevention program beyond Iowa. As 2023 begins, we are thrilled to be able to provide FREE *Count the Kicks* educational materials to providers and expectant parents in 25 states. (HALF the country!)

We are proud to call Iowa home, and to partner with many Iowa-based businesses and organizations. These partnerships have helped to fuel the national expansion of our evidence-based public health campaign. We would like to thank these partners for their support in expanding our mission to make kick counting a common practice for all expectant parents in the third trimester of pregnancy.

Strategic America: Since first helping to develop and design our printed educational materials in 2007-2008, West Des Moines based Strategic America has continued to support our work by providing in-kind design and marketing services for *Count the Kicks*, and the Every Kick Counts campaign, which they helped us launch in 2022.

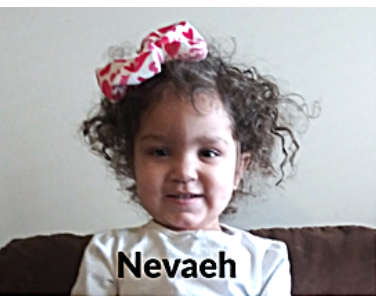
Strategic Imaging: This Waterloo-based company helps us print and distribute our printed educational materials across the U.S. In 2022 they helped fulfill a record number of orders (more than 2,200 orders and 850,000+ pieces).

Happy Medium: This full-service digital creative agency based in Des Moines, Iowa, helped us design and launch a brand new, user-friendly *Count the Kicks* website in early 2021, and a new website for *Healthy Birth Day, Inc.* in early 2022.

B2E Data: From the start, our organization has placed a high value on research and data. We are grateful to B2E Data, a data analytics and marketing agency in Des Moines, for providing in-kind data analytics to guide our work. Owner Keith Snow has been a member of the *Healthy Birth Day, Inc.* Board of Directors since 2017.

Raygun: Mike Draper, Founder of Raygun and member of the *Count the Kicks* Influencer Advisory Board, has played a pivotal role in our organization's awareness and fundraising efforts. In addition to printing much-loved T-shirts for our fundraising events, Draper connected us with Iowa Hawkeyes Punter Tory Taylor in 2021. After being connected with us, Taylor decided to donate his NIL funds to support our campaign, and to become a part of the Every Kick Counts campaign as well. To date, sales of Tory Taylor's shirts at Raygun and Taylor's Every Kick Counts fundraiser have raised more than \$50,000 to support our mission.

QCI: West Des Moines based tech consulting firm QCI works with us to develop, maintain, and update our free kick counting app. The FREE *Count the Kicks* app has a 4.8 star rating in the iTunes app store and more than 4,400 reviews from app users.



Nevaeh



Luna



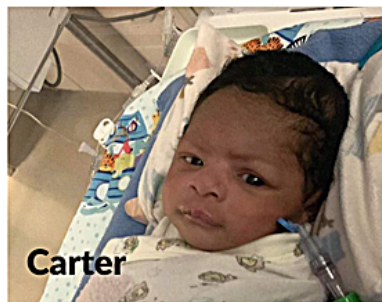
Liam



Eva



Ziggy



Carter



Teagen



Nahla



Arya



Ellis & Everly

HEALTHY
birthDAY
IMPROVING BIRTH OUTCOMES

HealthyBirthDay.org
info@HealthyBirthDay.org

Count
the KICKS

CountTheKicks.org
info@CountTheKicks.org

Healthy Birth Day, Inc.

P.O. Box 71093
Clive, IA 50325

515-650-8685

