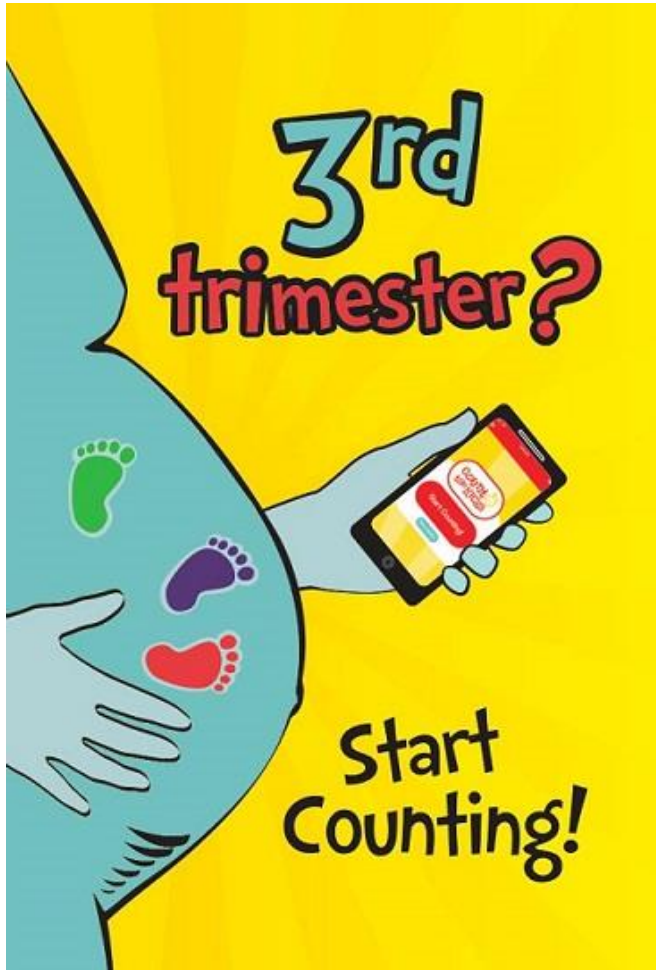




Thank You!

Due to a partnership with the Florida Department of Public Health we are happy to bring you FREE *Count the Kicks* materials and training!



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





Counting Kicks
is what moms should do.
It's important and easy too!

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



Track your baby's movements with the FREE *Count the Kicks* app or download a *Count the Kicks* paper chart at countthekicks.org.



Count your baby's movements every day - preferably at the same time.



Time how long it takes your baby to get to 10 movements.



After a few days, you will begin to see a pattern for your baby (the average amount of time it takes to get to 10).



Continue tracking every day. Call your provider right away if you notice a change in how long it takes your baby to get to 10 movements.



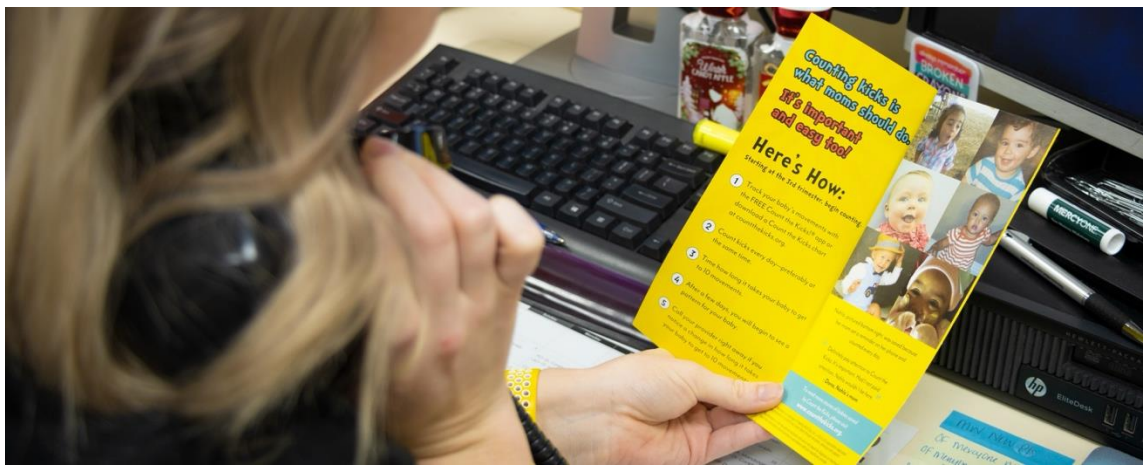
Download the FREE *Count the Kicks* app in the iTunes or Google Play app stores





- Our FREE app is evidence-based and available in 12 languages: Amharic, Arabic, Chinese, English, French, Haitian-Creole, Hindi, Marshallese, Russian, Spanish, Swahili and Vietnamese.
- Available for Apple and Android products
- Users can restart their session or delete a kick
- Set a daily reminder to *Count the Kicks*
- Review kick-counting history
- Download history to share with their provider, family or friends via text or email
- *Count the Kicks* with twins
- Track future pregnancies on the same profile
- Manage multiple devices registered to your account
- Available on Apple smart watches next year!





Next Steps

- ▶ Download the app
- ▶ Practice, Practice, Practice!
- ▶ Make sure to share this information with all staff
- ▶ Order material
 - ▶ Tip: Designate someone in your office to oversee ordering material
 - ▶ www.CountTheKicks.org
- ▶ *Count the Kicks* contact at Florida Department of Health: Casey Omeke, Casey.Omeke@flhealth.gov

Educational Material

- ▶ Promo Posters in English, Spanish, Haitian-Creole
- ▶ How To Posters in English, Spanish and Haitian-Creole
- ▶ App Card Reminders
- ▶ Brochures
- ▶ www.counthekicks.org



Additional Material

- ▶ Visit 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.

- Easy-to-read graphs that show your baby's normal movement history.
- Choose from 12 languages.
- Track movements for single babies and twins.
- Download your lessons to share with your provider or family.
- Daily reminders so you never forget to count your baby's kicks.

More than 100,000 moms can't be wrong! Don't delay! Download the FREE Count the Kicks® app today!

Helpful Tip: Always sleep on your left side. Research shows this is the best position for mom and baby.™

To read more stories of babies saved by Count the Kicks®, please visit www.countthekicks.org.

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

countthekicks.org

HEALTHY birthDAY SA SA HEALTH

Download the FREE
Count the Kicks!® app today!



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

Campaign at:
HEALTHY birthDAY
IMPROVING BIRTH OUTCOMES
FLORIDA HEALTH

countthekicks.org

Counting kicks is what moms should do. It's important and easy too!

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

- 1 Track your baby's movements with the FREE Count the Kicks® app or download a Count the Kicks® chart at countthekicks.org.
- 2 Count kicks every day—preferably at the same time.
- 3 After a few days, you will begin to see a pattern for your baby—how long it takes your baby to get to 10 movements.
- 4 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.

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

countthekicks.org

©2020 Healthy Birth Day, Inc.™
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.

HEALTHY birthDAY
SA
FLORIDA HEALTH
The International Childbirth Education Association endorses
Healthy Birth Day, Inc.™, and the Count the Kicks® stillbirth prevention campaign.





Online CE training

Save Babies With Us!

A Healthcare Professional's Guide on Talking to Expectant Parents about Count the Kicks and Fetal Monitoring!

Visit bit.ly/CTK-CE-Training to register.

Thanks to a partnership with the Florida Department of Health, we are able to offer this online CE training for free. Use code **savebabies-FL** during checkout.

CE Training: 1.5 CEs

The purpose of this educational activity is to train healthcare professionals how to talk to their patients about fetal monitoring and using best practices to track fetal monitoring. By using an evidence-based and non-invasive tool, providers have the ability to help prevent stillbirths.

In partnership with Florida Department of Health, the CE Training is free: use code **Savebabies-FL** at check out.

<https://cme.dmu.edu/SaveBabies#group-tabs-node-course-default1>

March 31st: Free Webinar

- ▶ Join us for a free webinar: Noon
- ▶ Register:
- ▶ https://us02web.zoom.us/webinar/register/WN_eMyTafXoTAKz22-QAKsyhA

We will share the link via email.



Thank you
Let's save babies together!