

March 26, 2024



Creator of 

Dear Minnesota Senate Health and Human Services Committee Members,

I am writing today to express my heartfelt support for Senate File 1303 that would bring a proven fetal movement tracking program to Minnesota for the first time with the goal of saving 120 Minnesota lives every year. I am passionate about this work because my son's life was saved by a stillbirth prevention program in nearby Iowa in 2010, and since then I have seen hundreds of lives saved in 36 states and five countries with the highly effective program. I have also heard from just as many families who have endured the tragedy of stillbirth who say — “Why isn't *Count the Kicks* in my state?” — and feel strongly that their baby would be here if only they had been informed about our non-invasive life saving, and free, *Count the Kicks* app.

The evidence-based *Count the Kicks* public health campaign provides a turnkey operation with one goal: To provide all the proven tools and resources needed to help prevent stillbirths and improve maternal morbidity in each state. Our success stems from partnering with maternal health providers such as OBGYNs, Midwives, Doulas, birthing hospitals and Childbirth Educators, to ensure that all expectant parents in the third trimester are aware of the importance of counting their baby's movements, learning what a normal movement pattern is for their baby, and telling their provider right away if they detect any changes. By removing cost as a barrier, you will help ensure that every expectant parent receives vital information about tracking fetal movement and using the free *Count the Kicks* mobile app (available in 21 languages) to keep track of every kick counting session. Expectant parents can then easily share this valuable information with their provider and will be alerted when something is off.

Our program is proven to save lives. For example, when we launched in Indiana in February of 2022, within six months we learned of two babies saved in Indiana because of this work. So far this year we have already heard from nine families who say our program helped get their baby here safely, and in many of those stories, helped save the life of the mom as well. Additionally, this program places no additional burden on your health department. Our team at Healthy Birth Day, Inc. does 95% of the work and outreach while the health department will receive frequent data updates about the outreach and success of the program.

Minnesota families can't wait. Together we have the power to save hundreds of lives over the coming years and we deeply appreciate your consideration of this bill. I am happy to answer any questions you have, and you can reach me anytime at price.emily@healthybirthday.org.

Gratefully,

Emily Price

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Emily Price, CEO

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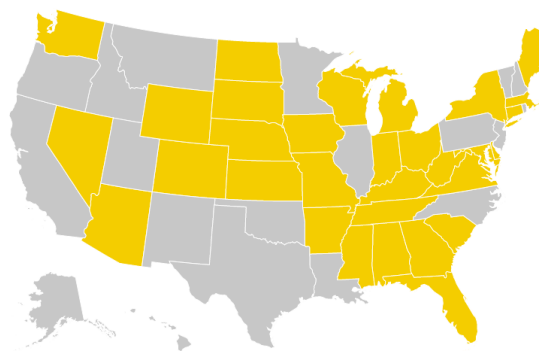
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We are saving 1 in 3 babies from preventable stillbirth while improving the health of their mothers.

Count the Kicks named Best Practice by the Association for MCH Programs (AMCHP) in 2021

- In the first decade of *Count the Kicks*, Iowa experienced a 32% reduction in its stillbirth rate. We witnessed a 39% stillbirth rate reduction among Black women in our state in just 5 years.
- Based on scientific evidence, *Count the Kicks* educates expectant parents about the importance of tracking fetal movement in the third trimester of pregnancy. A change in movement is an early red flag.
- We are a proven solution with recently published results in the British Journal of Obstetrics and Gynaecology. Our program is designed to inform expectant parents in a positive and empowering way, and is proven to reduce anxiety during pregnancy.
- **We've saved babies' lives in 36 states and five countries, collecting more than 130 save stories from parents and doctors so far.**



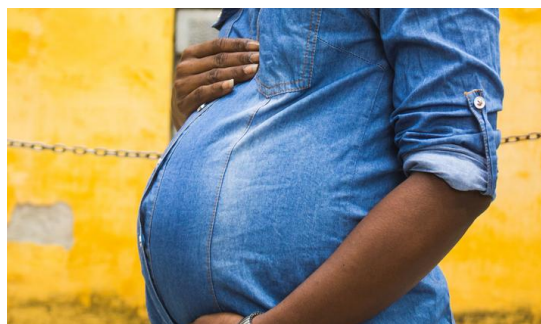
More than 4 million pieces of educational materials distributed across the U.S.

More than 330,000 downloads of our free *Count the Kicks* app, available in 21 languages

This year, at least 31 states will use our evidenced-based stillbirth prevention program at the systems level. Several large counties such as Los Angeles, San Bernardino and Fresno have also adopted it.

15% of maternal deaths within 42 days of delivery occurred in women who experienced a stillbirth.

Among birthing people who did not have comorbidities who experienced a stillbirth, there was a 7-fold increased risk of severe maternal morbidity (SMM) compared to those who had a live birth.



More than 21,000 babies are born still every year in the U.S., according to the CDC.

Sixty babies are born still every day.

Unacceptable racial disparities persist in stillbirth with Black, Pacific Islander and Native Hawaiian families two times more likely to endure stillbirth compared to their white counterparts.

In the fall of 2023, HRSA announced a new National Outcome Measure focusing only on stillbirth.

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AWHONN PRACTICE BRIEF



Decreased Fetal Movement: AWHONN Practice Brief #20

An official practice brief from the Association of Women's Health, Obstetric and Neonatal Nurses.

AWHONN 1800 M Street, NW, Suite 740 South, Washington, DC 20036 (800) 673-8499

AWHONN periodically updates practice briefs. For the latest version, go to <http://www.awhonn.org>.

Recommendations

Assess fetal movements with every point of contact during the third trimester.
Assess fetal well-being within 2 hr after a pregnant person reports decreased fetal movements.
Know the risk factors for decreased fetal movement and provide increased surveillance for those with any risk factor(s).

Background

The Centers for Disease Control and Prevention defined stillbirth as the death of a fetus 20 weeks gestation; however, movements can be felt before or during

Fetal Movements

Fetal movements are commonly felt first from 18 to 20 weeks (CDC, 2022b).

Collaboration with the Association of Women's Obstetrics and Neonatal Nurses (AWHONN) to publish a Practice Brief on Reduced Fetal Movement.

The first time a nationally recognized medical organization issued a comprehensive bulletin emphasizing the crucial importance of fetal movement monitoring.

"I realize I could have been having a burial instead of a birth," said Emily Eekhoff, who used our free app to save her daughter's life.



Improve maternal health and birth outcomes in your state today - contact us to learn how!

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