

What is Count the Kicks?

Count the Kicks is an evidence-based stillbirth prevention program that teaches expectant parents the method for and importance of monitoring their baby's movements daily during the third trimester of pregnancy, with the goal of lowering the country's stillbirth rate and saving babies across the nation.

Count the Kicks helps expectant parents get to know their baby's normal movement patterns, and empowers them to contact their healthcare provider right away if there is a change in what's normal for their baby.



Is Count the Kicks proven to work?

Evidence shows that expectant parents who utilize Count the Kicks have better birth outcomes.

BJOG: An International Journal of Obstetrics and Gynecology published research that shows a more than 30% reduction in Iowa's stillbirth rate in the first 10 years of the Count the Kicks stillbirth prevention program at a time when America's stillbirth rate remained unchanged.

The results have led researchers to call for urgent action to address the stillbirth crisis in the U.S. and to study Count the Kicks on a national level.



Why is it important to track a baby's movements in the third trimester?

Yes. The CDC lists a change in a baby's movements as one of its 15 urgent maternal warning signs.

Research shows a change in baby's movement can sometimes be the earliest or only indication that a baby may be in distress and needs to be checked by a healthcare provider.

By counting their baby's kicks (and jabs and rolls!), expectant parents can get to know what is normal for their baby, which makes them more alert to potential red flags.



When should expectant parents begin to track fetal movement using Count the Kicks?

American Congress of Obstetricians and Gynecologists (ACOG) **recommends expectant parents begin monitoring movement daily in the third trimester**, which begins at the 28th week.

Expectant parents who are high risk or pregnant with multiples should start monitoring at 26 weeks.



How do you Count the Kicks?

Starting in the third trimester (28 weeks, or 26 weeks if you are high risk or pregnant with multiples), begin monitoring:



Monitor your baby's movements with the FREE Count the Kicks app (available in 20+ languages), web-based counter, or download a Count the Kicks paper chart. **See the links at the bottom of this page.**



Count your baby's movements (kicks, pokes, jabs, rolls and swishes) every day. -It's best to do this at the same time each day.



Time how long it takes your baby to get to 10 movements. Count all kicks, jabs, and rolls. But hiccups don't count as movement.



After your baby reaches 10 movements, **rate the strength of your baby's movements**, with 1 being fluttery and 5 being fierce.



After a few days, **you will begin to see usual amount of time it takes your baby to get to 10 movements.**



Call your doctor or midwife right away if you notice a change in strength of your baby's movements or how long it takes your baby to get to 10 movements.



You can also go to the hospital if you feel like something is wrong. **You know your body and baby the best so trust your gut feelings about your pregnancy.**

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