

STATE OF KANSAS

DEPARTMENT OF HEALTH AND ENVIRONMENT
CURTIS STATE OFFICE BUILDING
1000 SW JACKSON ST., SUITE 540
TOPEKA, KS 66612-1368



PHONE: (785) 296-1500
FAX: (785) 559-4269
WWW.KDHEKS.GOV

GOVERNOR JEFF COLYER, M.D.
JEFF ANDERSEN, SECRETARY

For Immediate Release

October 4, 2018

For more information, contact:

Theresa Freed
Deputy Secretary of Public Affairs
Kansas Department of Health and Environment
Theresa.Freed@ks.gov
785-296-5795

State of Kansas Raises Awareness of Stillbirths Recently-launched Count the Kicks program seeing early success

TOPEKA – More than 200 babies are stillborn each year in Kansas. The Kansas Department of Health and Environment (KDHE) is committed to helping families prevent this tragedy, which according to the Centers for Disease Control and Prevention (CDC), puts families at greater risk of Post-Traumatic Stress Disorder, depression, loss of productivity and makes them four times more likely to get divorced. Governor Jeff Colyer has designated October as Stillbirth Awareness Month. The annual awareness campaign comes just after the launch of a new initiative in Kansas to prevent stillbirths, called *Count the Kicks*.

“We are partnering with health care providers, midwives and doulas, county health departments, birthing hospitals, community groups and others to ensure that all women know the importance of counting their baby’s movements daily in the third trimester,” said KDHE Secretary Jeff Andersen. “Throughout October KDHE and partners will be honoring Stillbirth Awareness Month by talking about our efforts to prevent loss due to stillbirth with the *Count the Kicks* campaign.”

Count the Kicks is a proven stillbirth prevention public health campaign that empowers expectant parents to track their baby’s movements in the third trimester and has the potential to save 60 babies every year. The campaign encourages families to contact a physician if they notice a reduction in fetal movement, so medical attention can be sought before it’s too late.

The Kansas *Count the Kicks* campaign was launched in August and has proven to be impactful. More than 100 orders for materials have been submitted; more than 1,000 Kansans have visited the *Count the Kicks* website; more than 100 Kansans have "liked" *Count the Kicks* on Facebook; and more than 350 Kansas moms have downloaded the free *Count the Kicks* app to track movements.

Protect and Improve the Health and Environment of all Kansans

Through KDHE, providers can order FREE *Count the Kicks* educational materials at www.countthekicks.org and start using these materials in their practices right away. Moms everywhere can download the FREE *Count the Kicks* app, which is available in the Google Play and iTunes online stores. The app, available in English and Spanish, allows expectant moms to monitor their babies' movement, record the history, set a daily reminder, count for single babies and twins.

The Kansas *Count the Kicks* campaign is supported by KDHE with funding through the Health Resources and Services Administration (HRSA), of the U.S. Department of Health and Human Services (HHS), under grant number #B04MC31488 and title Maternal and Child Health Services.

###