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Themes: Advocacy, Bereavement and Grief, Counselling

Aimed at: All People

Kicks Count is a UK registered charity that aims to empower mums to be with knowledge and confidence throughout their pregnancy.

A baby's movements indicate its wellbeing and by understanding their baby, mums can be empowered to trust their instincts, enjoy their pregnancy and ensure the healthy delivery of their baby.

Kicks Count aims to reduce the UK's high stillbirth and neonatal death rate by raising awareness of baby movements.

While there isn't one cause of stillbirth, a decrease in baby's movements can be a key warning sign that a baby is in distress and 50% of mothers who had a stillbirth noticed slowing down of baby's movements beforehand.

By raising awareness of baby's movements and encouraging mums to report any change in movement immediately it is estimated that a third of stillbirths could be prevented.

What are the UK's stillbirth and neonatal death rates?

In the UK, 8 babies are stillborn every single day. Despite 2018 seeing the lowest stillbirth rate since records began, 1 in every 250 births ends in stillbirth. Croatia,

Poland and Czech Republic all have better stillbirth rates than UK.

Around a third of stillbirths happen after 37 weeks, when the baby is deemed full term.

There is a common misconception that stillbirths only happen in high-risk pregnancies or when there is a known problem. However, stillbirth can affect any mum at any time.

Why are baby's movements so important?

50% of mothers who had a stillbirth noticed slowing down of baby movements beforehand.

While there isn't one cause of stillbirth, a decrease in fetal movement can be a key warning sign that a baby is in distress and early delivery could save nearly a third of stillborn babies.

When the baby is being deprived of oxygen he or she will slow their movements to conserve oxygen. Cord compression, a failing placenta, or a high intake of smoke may all lead to reduced movements and could be potentially fatal.

The Confidential Enquiry into Stillbirths and Deaths in Infancy found that lack of prompt management to reduced fetal movement was a contributing factor to stillbirth.

A 'Kicks Count' campaign in Norway saw the rates of stillbirth halved and in the UK a similar awareness campaign in the 1980's around cot death saw rates of sudden infant deaths fall by a massive 70%.

By raising awareness of baby's movements and encouraging mums to report any change in movement immediately it is estimated that a third of stillbirths could be prevented.

How do we do it?

Midwife Resources – We provide free resources to midwives including leaflets, maternity note inserts, stickers, posters and banners

Website – Our website is a valuable resource for up to date fetal movement and pregnancy information. All information on the site is intended to complement advice or information from your healthcare professional, not replace it.

Social Media – Our popular social media channels allow us to reach 2 million people per week

App – Our free mobile app helps women to keep track of their baby's movements

and identify a change in pattern

Media – Articles in national press and online allow us to raise more awareness of Kicks Count and our work

Businesses- We work with a number of businesses that help us reach their customers with our message.

Area: Bassetlaw, Bolsover

Contact Details

Kicks Count

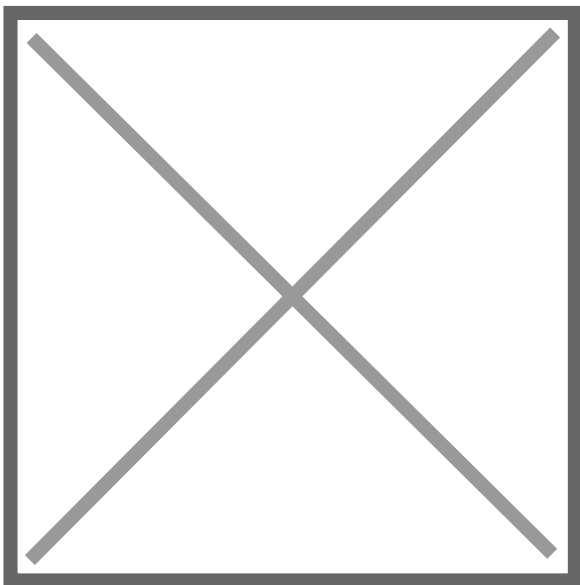
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