

## Why do we need Count the Kicks?

Sadly the UK's current stillbirth and neonatal death rate of 6500 per year mean that 17 sets of parents every day will suffer the devastating loss of their baby. The number of babies that die in the womb or in the first week of life is more than the number who die from cot death, meningitis and road deaths COMBINED!

Stillbirth is a massive umbrella and while there isn't one solution to reducing the rates, a decrease in fetal movement is a key warning sign that a baby is struggling in the womb 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 the oxygen. Cord compression, a failing placenta, a high intake of smoke as well as other causes may all lead to reduced movements and could be potentially fatal.



## Will it work?

In the late 1980's the 'back to sleep' campaign saw cot death rates fall by a massive 70%. By raising public awareness of fetal movements Count the Kicks can have a similar impact on stillbirth rates.

There are many studies that have shown educating women in the way we suggest can lower stillbirth rates. One study done by the department of Obstetrics and Gynecology, San Diego saw stillbirth rates drop from 8.7 per 1000 births to 2.1 per 1000 births when fetal movement screening was implemented.

There is no single cause of stillbirth, just like there is no single cause for death in adults. But by encouraging mums to trust their instincts and report all episodes of reduced or increased movement we hope to lower the number of mums who will spend the rest of their lives wondering "what if..."

find Count the kicks at...

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## CHARITY INFORMATION



We are a national registered charity aiming to empower mums to be with knowledge and confidence during pregnancy. By encouraging mums to monitor their baby's movements and report any changes we hope to lower the number of stillbirths and neonatal deaths that happen every year in the UK.

We produce free leaflets and stickers with information on fetal movements. These are distributed through midwives, hospitals and at baby shows. Our website also provides lots of information and resources for pregnant mums.

REGISTERED CHARITY NUMBER 1145073



*"I started this charity so no mum has to feel the pain I feel every day"*

## Where it all began...

By Sophia Mason

I had the easiest pregnancy I could have asked for, no sickness or cravings, at my midwife checkups and scans I always had perfect blood tests and blood pressure – I was fit as a fiddle and the happiest I've ever been.

My planned C-section was booked for Monday 30th November, my final midwife check was the Tuesday before and all was fine. I do remember her asking about baby's movements and I remember saying it was much less recently, but assumed it was because there was no room. My midwife agreed with me, she did say if I get worried I should call her or the antenatal ward. But without knowing of the risks why would I worry? All I thought was in a week's time my baby will be here!

The next day I felt very few movements, I started to worry. On the Thursday we were busy all day, shopping and finalising everything in preparation for the coming Friday when our Baby will be here.

Throughout the day and that evening I kept saying that I didn't feel right, the baby felt heavy and hadn't moved. All night I laid awake poking and rubbing Chloe, who would always move when I did this but that night just didn't move at all. At 4:30am I knew – I felt the elbow and I moved it around – there was no opposition to me doing this, baby was NOT asleep, I knew Chloe had gone.

I woke my partner and he called the ward and said we hadn't felt baby move properly for over 24 hours – the nurse SHOUTED at him "WHY HAVE YOU LEFT IT SO LONG?!!!" but we didn't know any different!

Every story you may read from now on are the same – the drive to the hospital that seemed to take forever, the haze of nurses testing and feeling your tummy, the doppler, the monitors, the scans and the "Sorry".



I called my mum. She was so excited this was going to be her first grandchild. But as soon as she heard MY voice and not my partners she knew there was a problem – "Mum, we're at the hospital..." she said "what's happened Soph"...."My Baby has died Mum, I'm so sorry"

My C-section started at 9:30am, my beautiful little Chloe Joan was born at 9:40am.... She was perfect in every way.

My midwives explained that with my future pregnancies, I will be welcome at anytime if I

have any worries at all...But why wasn't this made clear with my 1st?

All I keep asking myself is why didn't I listen to my instinct? Why didn't I realise she was trying to tell me she was struggling? Why do people still say "babies don't move much towards the due date, because there's no room" when this is totally untrue? Why were there no posters on the midwife or hospital walls, or stories in the many pregnancy magazines and websites I'd spent the last 9 months reading? Why didn't I call the ward sooner? Why didn't they tell me that observing a change in movement could save her? Why did I think it could never happen to me? Why do I feel such a failure?

If I made the mistake of not listening to my Midwife, of thinking the books and magazines, the websites and forums all knew better, other mums probably do too. If I had just trusted my instincts and gone to the hospital, my baby would be with me. I started this Charity because I HAD to, to try to empower other expectant Mums, so none of them have to feel the pain I feel everyday.



Chloe Joan Wyatt

27th November 2009