

MEMBERS ON THE (BLOG)SPOT



Emily Price, CEO of Healthy Birth Day, Inc.

PRODUCTS/SERVICES OFFERED

Free stillbirth prevention app and educational material through their evidence-based *Count the Kicks* program.

CONTACT INFO

Healthy Birth Day, Inc.

515-650-8685

info@healthybirthday.org

Count the Kicks

515-650-8685

info@countthekicks.org



Members on the (Blog)Spot is a monthly feature of member businesses of the Clive Chamber of Commerce. If you are interested in having your business featured, contact kschmidt@clivechamber.org.

• *Healthy Birth Day, Inc.* is the leading stillbirth prevention organization in the U.S with a mission to improve birth outcomes through programming, advocacy, and research. Stillbirth is a public health crisis that impacts more than 21,000 families every year, but by working with healthcare professionals, community organizations, and birth workers who serve expectant parents, *Healthy Birth Day, Inc.* hopes to change that. Their evidence-based stillbirth prevention program, *Count the Kicks* educates expectant parents on the importance of tracking their babies' movements within the third trimester of pregnancy, and to speak up if they notice any changes.

• *Healthy Birth Day, Inc.* was founded by five Central Iowa women; Sen. Janet Petersen, Tiffan Yamen, Kate Safris, Kerry Biondi-Morlan, and Jan Caruthers who all lost their daughters to stillbirth or infant death in the early 2000s. The women started researching stillbirth and learned how common it still is. They decided to channel their grief into efforts to prevent other families from losing a baby. After lots of hard work, the *Count the Kicks* program was created. Their hope was that the positive, empowering, mom-focused stillbirth prevention program could save at least one baby. As of this year, they have greatly exceeded that hope having heard from more than 120 families in 36 states who have reached out and shared that the program they created helped their baby arrive safely!

• After selecting Clive as the home for their national headquarters in April of this year, *Healthy Birth Day, Inc.* joined the Clive Chamber. Emily Price, CEO of *Healthy Birth Day, Inc.* says, "We are super thankful for the support we have received over the years from our Iowa family. And because of them, we have been able to have a tremendous impact on this community."

• When asked what they love about working at *Healthy Birth Day, Inc.*, the team says it's hearing all of the baby save stories! It brightens their day to learn another life has been helped because of what they do. Healthy Birth Day wants everyone to know that your support can help in countless ways! Whether you're reaching out to Congress about stillbirth prevention legislation, volunteering your time, donating to their mission, or attending the Changemakers luncheon on Monday, April 22, 2024, all these ways make an impact on working to improve birth outcomes for moms and babies! To learn more and find ways that you can help, visit their websites healthybirthday.org or countthekicks.org.