



State Ambassador Role Description

What is a *Count the Kicks* State Ambassador? An ambassador is a high level, trained volunteer that is regularly engaged with our organization and with other members of the Ambassador team, including regularly attending monthly meetings and quarterly regional team meetings. These individuals desire a team environment but can also be a self-starter and independent worker. The primary goal of this volunteer is to actively work to expand awareness of and support implementation of the *Count the Kicks* stillbirth prevention campaign amongst medical professionals and expectant parents within their community/state/country. Ambassadors also support legislative advocacy efforts focused on stillbirth prevention. This is a public position that will include pictures and biographies on our website and ambassadors' stories and activities are highlighted regularly on our *Count the Kicks* social media channels. We love to lift up the work our ambassadors do to share the cause!

Who is a *Count the Kicks* State Ambassador? Primarily ambassadors find us after the loss of a precious baby to stillbirth or infant death. A handful of team members joined because they used *Count the Kicks* education to save their baby's life. The final and largest growing group of team members are doulas, nurses/nurse practitioners or work in the maternal-child health space in some capacity.

What does a *Count the Kicks* Ambassador do?

Ambassadors are allowed to determine how they want to promote *Count the Kicks* awareness in their state with the time and skills they have. It is important that *how* an ambassador advocates for our organization is meaningful to them and that each individual feels that they are making a difference.

Examples of work Ambassadors may do:

- Attend baby fairs or find other opportunities to educate & empower expecting parents.
- Connect with medical providers and encourage them to utilize our CTK educational materials & promote the free CTK App to expectant parents.
- Research health systems, government systems or community based organizations in their state to help build a strategy that will influence change.
- Help the HBD staff make connections with decision makers to raise awareness and help bring *Count the Kicks* to their state.

- Apply the power of fundraising by supporting HBD events like the annual fundraiser Every Woman Counts, host social media fundraisers or do virtual/in-person fundraising events (a few ambassadors host a Walk/Run of Remembrance in honor of their babies gone too soon).
- Represent *Count the Kicks* at state/local events such as medical conferences or other relevant community events.
- Participate in virtual or in-person presentation/webinar training with HBD staff & occasionally on their own.
- Become an influencer/educator by utilizing social media channels to help reach a larger audience.
- Advocate to state or federal legislators to encourage their support of stillbirth prevention.
- Respond to HBD staff when further opportunities arise. (*Saying yes to new opportunities is never a requirement.*)

What does it mean to be a part of the Ambassador “Team”? The Ambassador program does have an important team component, as for many ambassadors there is a strong desire to be a part of a community that they learn from, find support & encouragement in and can relate to due to shared life experiences and/or a shared passion for the mission.

Community is built in the following ways:

- HBD staff hosts monthly zoom meetings. Although there is no attendance policy for the meetings, they are vital to staying connected to the organization. Those who are unable to attend do receive a detailed follow up email & any recordings to trainings or speakers. The purpose is for HBD staff to connect with the team by providing organizational updates, host training topics, and celebrate the progress of the shared goals together.
- Ambassadors also connect with other ambassadors in surrounding states by participating in regional team meetings (West, Midwest, South & East) in an effort to share ideas, ask questions, complete shared projects and/or build relationships that support and encourage. It is a more interactive and personalized experience than the larger monthly meetings.
- The option to participate in an in-person Ambassador retreat in Des Moines is offered annually or bi-annually.
- Ambassadors often choose to connect outside of the group structure and build individual relationships with one another or work more closely with other ambassadors from their own state (if there are multiple ambassadors from a state).

What is the time commitment to serving as a Count the Kicks Ambassador?

Although there is no minimum time requirement, this is a volunteer role that requires consistent involvement, a commitment to stay informed & connected with the HBD staff/Ambassador team, and dedication to complete needed training. The amount of time may ebb and flow with the opportunities that arise or based on each ambassador's personal choice of activities. We recognize that there may be seasons of life that offer greater time constraints and we willingly work with ambassadors when they may need to step back from the work temporarily.

How do you join the *Count the Kicks* state ambassador program? IF you decide to join our Ambassador team, we would move forward with the process of partnership and get you officially “onboarded” as a volunteer state ambassador with Healthy Birth Day, Inc. which is the 501(3) (c) non-profit that runs the public health campaign, *Count the Kicks*. Onboarding includes reviewing & signing needed agreements to ensure that you are aware of what your role with Healthy Birth Day will be, completing a *Count the Kicks* CE Training and submitting a photo & biography. We will then connect you to many helpful tools & resources such as giving you access to the ambassador folder in the google drive, inviting you to our team google calendar, and setting up an ambassador g-mail account for you.

In addition the ambassador is agreeing to supporting the mission of Healthy Birth Day and doing so by displaying our Core Values.

Organizational Mission Statement:

Healthy Birth Day, Inc.'s mission is to improve birth outcomes through programming, advocacy and support. Health equity is at the center of our work, with a goal to reduce racial disparities that persist. We help save babies using the evidence-based Count the Kicks stillbirth prevention campaign which educates expectant parents on the importance of tracking their babies’ movements in the 3rd trimester of pregnancy and to speak up if they notice a change.

Organizational Core Values:

Be Courageous: Healthy Birth Day, Inc., was founded on the belief that stillbirths and poor birth outcomes can be preventable. By providing stillbirth prevention education and resources, we improve care and empower expectant parents to advocate for themselves and their baby. We will bravely push for systemic change, speak truth to power, and not shy away from difficult conversations, meetings and decisions.

Share the Cause: Healthy Birth Day, Inc., believes knowledge is power. When we make the world a safer place for reproductive and maternal health care, everyone wins. The job is urgent and bigger than any one person or organization. Sharing the work, lifting up voices, and being inclusive matters. We will

actively recruit and connect with allies to teach and learn prevention strategies and break down systemic maternal and reproductive health care barriers and biases.

Celebrate the Progress: The five grieving moms who founded Healthy Birth Day, Inc., wanted to make this world a safer place to have a baby, and as we continue to grow as the country's leading stillbirth prevention organization, we maintain a deep commitment to their original principles: placing high value on research and data, asking for help and building authentic relationships, and leading with trustworthy actions. We will take time to celebrate successes, both big and small, knowing each one may inspire or motivate another person to connect to our cause, turning their grief into fuel, shame into hope, or energy into action.

How long will I be considered an ambassador? This is a volunteer opportunity as it fits the time/season of an individual's life, it is not a lifetime commitment. We will request each December/January that a new ambassador agreement be signed for an annual commitment; however, if the need to leave the role sooner arises, the ambassador has the ability to step away at any time. Healthy Birth Day, Inc. does reserve the right to end the agreement if individuals are not abiding by the agreements and core values of our organization.