

SENATE, No. 2452

STATE OF NEW JERSEY
219th LEGISLATURE

INTRODUCED MAY 7, 2020

Sponsored by:

Senator THOMAS H. KEAN, JR.

District 21 (Morris, Somerset and Union)

SYNOPSIS

Establishes “Count the Kicks” public awareness campaign.

CURRENT VERSION OF TEXT

As introduced.



1 AN ACT establishing a “Count the Kicks” public awareness
2 campaign and supplementing Title 26 of the Revised Statutes.

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4 **BE IT ENACTED** *by the Senate and General Assembly of the State*
5 *of New Jersey:*

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7 1. a. The Commissioner of Health shall establish a “Count the
8 Kicks” public awareness campaign to educate pregnant women on
9 how to track the movements of their unborn child in the last
10 trimester of pregnancy. The campaign shall, at a minimum, provide
11 information on:

12 (1) the importance of fetal movement as an indicator of fetal
13 health;

14 (2) how to monitor and record fetal kick counts in accordance
15 with recommendations by The American Congress of Obstetricians
16 and Gynecologists; and

17 (3) the correlation between systematically tracking fetal
18 movement and a decrease in stillbirth.

19 b. The commissioner shall, at a minimum:

20 (1) make available electronically on the Department of Health
21 website, in English and Spanish, the information provided by the
22 “Count the Kicks public awareness campaign as described in
23 subsection a. of this section; and

24 (2) disseminate the information provided by the public
25 awareness campaign for distribution to pregnant women, through a
26 variety of entities, including, but not limited to, local health
27 agencies and clinics, physicians and advanced practice nurses,
28 health care facilities, birthing facilities, licensed child care centers,
29 pharmacies, libraries, local agencies or offices distributing food
30 pursuant to the special supplemental food program for women,
31 infants and children (WIC), established pursuant to Pub.L. 95-267
32 (42 U.S.C. s. 1786); and other community-based outreach programs
33 and organizations.

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35 2. The Commissioner shall report to the Governor and,
36 pursuant to section 2 of P.L.1991, c.164 (C.52:14-19.1), to the
37 Legislature no later than 24 months after the effective date of this
38 act, on the activities and accomplishments of the public awareness
39 campaign.

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41 3. The Commissioner of Health, pursuant to the
42 "Administrative Procedure Act," P.L.1968, c.410 (C.52:14B-1 et
43 seq.), shall adopt rules and regulations to effectuate the purposes of
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45 4. This act shall take effect immediately.

STATEMENT

This bill requires the Commissioner of Health to establish a “Count the Kicks” public awareness campaign to educate pregnant women on how to track the movements of their unborn children in the last trimester of pregnancy. The campaign would, at a minimum, provide information on: the importance of fetal movement as an indicator of fetal health; how to monitor and record fetal kick counts in accordance with recommendations by The American Congress of Obstetricians and Gynecologists; and the correlation between systematically tracking fetal movement and a decrease in stillbirth.

The Commissioner is required to: make, at a minimum: information provided by the “Count the Kicks public awareness available electronically on the Department of Health’s website; disseminate the information provided by the public awareness campaign through a variety of entities, including, but not limited to, local health agencies and clinics, physicians and advanced practice nurses, health care facilities, birthing facilities, licensed child care centers, pharmacies, libraries, local agencies and offices distributing food pursuant to the federal WIC program, and other community-based outreach programs and organizations; and report to the Governor and the Legislature concerning the activities and accomplishments of the public awareness campaign within two years of the effective date of the bill.