



Cytomegalovirus Public Awareness



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Cytomegalovirus (CMV)

- Member of the herpes viral family, usually symptomless in adults
- Leading cause of non-genetic hearing loss in infants¹
- 40-58% of children infected with congenital CMV experience permanent hearing loss²
- Only 1 in 5 women are aware of the dangers of congenital CMV³
- Can also lead to birth-defects and deaths in utero^{4, 5}
- Can be prevented through basic hygiene

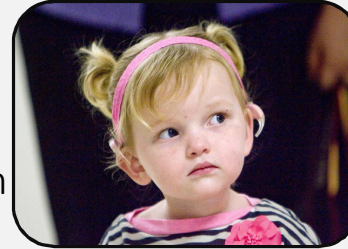
What Utah is Doing to Increase Awareness

- Utah is hosting a CMV Public Health and Policy Conference
- Utah Department of Health videos, lectures, print, etc.
- “Ask Me About CMV” campaign



Our Project

- Created a short public awareness film about CMV
- Interview professionals and families affected by congenital CMV
- Present information on the impact of CMV and preventive care
- Review interviews for common themes and important statements to enhance future CMV education
- Film will be available through the Utah Dept. of Health and URLEND



Utah Legislation

- CMV Public Education and Testing Law went into effect July 2013⁴
- Mandates newborns be tested for congenital CMV before 21 days of age after two failed hearing screenings

Utah EHDI Milestones are now:

1/2 ~ 3 ~ 6

- Utah CMV Public Health Initiative includes education on congenital CMV prevention

Want More Information?

Contact: Dr. Stephanie McVicar, Au.D. Utah Department of Health

<http://www.health.utah.gov/cshcn/CHSS/CMV.html>



Please view handout for references