

CMV Conference 2014

Salt Lake City Utah
September 26-27





Planning Committee

2014 CMV Public Health and Policy
Conference

Jim Bale

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**Abstracts Due Monday,
September 29th**

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OVERVIEW

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14th ANNUAL EARLY HEARING DETECTION & INTERVENTION MEETING

March 8 - 10, 2015 • Louisville, KY



2015 Early Hearing Detection & Intervention Meeting

Contact Us

Phone: 1-800-538-2663

[Submit an Abstract for the 2015 EHDI Annual Meeting](#)



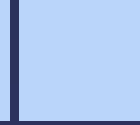


What Do People Know About CMV? What Can We do About It?

Rosemary Thackeray, PhD, MPH
Department of Health Science
Brigham Young University

Session Objectives

- Identify levels of CMV awareness among various groups
- Locate best sources of CMV information on CMV websites or books
- Name three ways to engage in social media conversations about CMV



What We Know

U.S. Women



- Pediatric outpatient clinic
- OB/gyn clinic
- Medical students and staff
- Students at student union building
- N = 643
- 22% had heard of CMV

U.S. Women

- Mail survey
- N = 2,656
- 14% had heard of CMV



Pregnant Women in France

- Obstetric clinics
- N = 362
- 60% have heard of CMV
- 72% knew how to prevent infection



Pregnant Women in Singapore



- Specialist outpatient clinic at Singapore General Hospital
- N = 200
- 20% heard of CMV
- Most common sources of information
 - the workplace- 50.0%
 - newspaper or magazine- 22.5%
 - None informed by their obstetrician

U.S. Men and Women

- Nationwide mail survey
- N= 4,184
- 13% of women aware
- 7% of men aware



Pregnant Women in The Netherlands



- 20 midwifery practices
- N = 1,097
- 12.5% heard, seen or read about
- Knowledge was low or incorrect

Japanese Pregnant Women

- Kobe University Hospital
- N= 343
- 18% aware
- 77% no knowledge of transmission
- 85% no knowledge of prevention



U.S. Medical Students

- Medical school
- N = 422
- 34% of year one students
- 100% of year 2 students



Summary

- Low awareness
 - 13 to 22%
- Exceptions
 - 2nd year medical students
 - France
- Specific knowledge lower than awareness



Child Care Providers Study

Thackeray & Magnusson, 2014

Rationale

- Child care facilities are primary locations for the spread of infectious and other communicable diseases
- Child to parent transmission (Pass et al 1986)
- CMV can stay on absorbent surfaces (Stowell et al 2012)
- Women associating with or having close contact with young children are at risk for contracting CMV
- There is no literature about CMV awareness among child care providers

Child Care Licensing Options

- **Hourly**
 - not on a regular schedule
- **Residential**
 - 1-8 children in the home
- **Licensed Family**
 - 1-16 children in the home
- **Child Care Centers**
 - 5 or more children, not at the provider's home
- **Out of school time programs**
 - non-residential setting for school age children 5-12 years

Sample

- Licensed family (n = 796)
- Residential certificate (n = 118) providers
- Simple random sampling
 - 451 selected
 - estimating a proportion, within 5% points
 - response rate of 60%
 - finite population correction

Methods

- Mail survey
- Dillman Total/Tailored Design
- Response rate = 68.4% (N = 306)



Questions

- Awareness of viruses, parasites, bacteria (1)
- Sources of information (3)
- Awareness of how to prevent spread of disease in child care settings (7)
- CMV knowledge and source of information (5)
- Demographics (12)

Sample Demographics

- Female
- White (86%)
- Age
 - 21.4% <35 years of age
- Education
 - 69.8% high school or some college

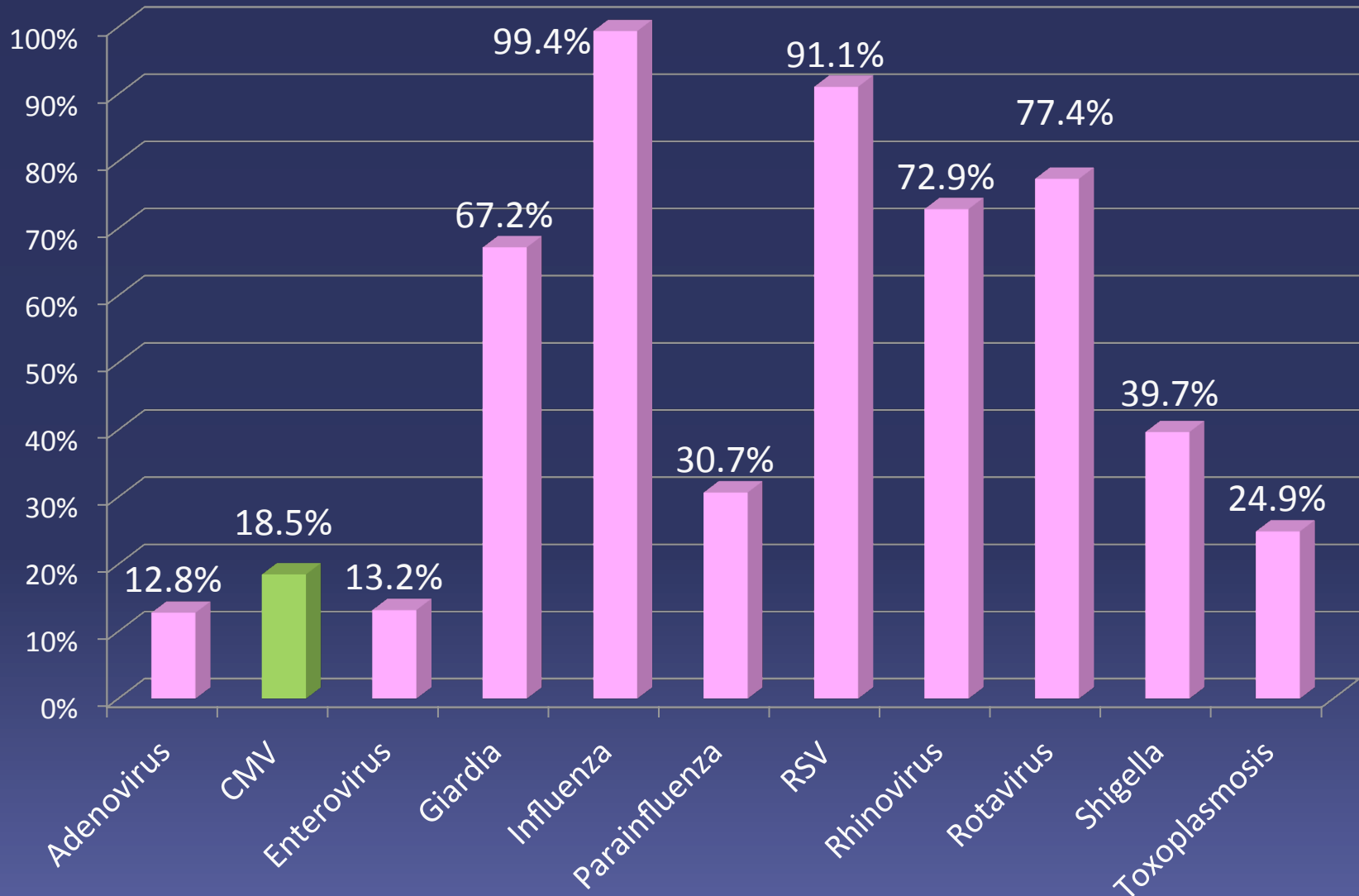
Sample Demographics

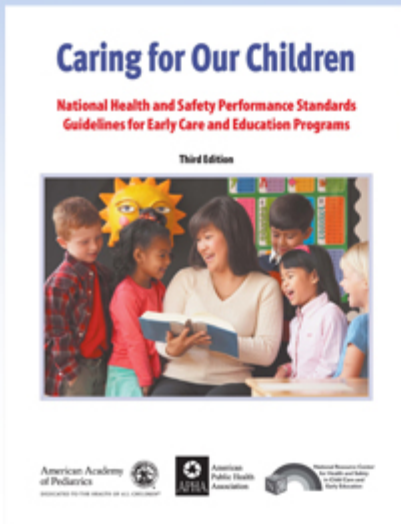
- Household income
 - <\$25,000 per year 13%
 - >=\$65,000 32%
- Pregnancy
 - 97% ever pregnant
 - 8.3% current
- 72% no children under the age of 5

Child Care Experience

- 63% a child care provider for >10 years
- 36.6% employed at least one other staff member
- All age ranges of children

Aware of Viruses, Bacteria, Parasites





Caring for Our Children

National Health and Safety Performance Standards
Guidelines for Early Care and Education Programs
3rd Edition

National Resource Center For Health and Safety
in Child Care and Early Education

Disinfect Diapering Surface

	Soap & Water	Water alone	Antibacterial Wipes	EPA Cleaner	Other Household Cleaner	Bleach & Water
% - Yes	21.1%	0.33%	71.7%	48.3%	16.4%	93.8%



6.5%

Disinfect Surfaces When There is a Spill of Blood or Blood-Containing Bodily Fluids

	Soap & Water	Water alone	Antibacterial Wipes	EPA Cleaner	Other Household Cleaner	Bleach & Water
% - Yes	21.9%	0.66%	45.0%	54.2%	19.2%	90.9%



13.3%

Sanitize Surfaces Such as Cutting Boards Prior to Food Preparation

	Soap & Water	Water alone	Antibacterial Wipes	EPA Cleaner	Other Household Cleaner	Bleach & Water
% - Yes	47.5%	0.66%	26.6%	40.6%	20.7%	87.4%



7.5%

Sanitize toys that children have placed in their mouth or have been soiled with bodily fluids

	Soap & Water	Water alone	Antibacterial Wipes	EPA Cleaner	Other Cleaner	Bleach & Water
% - Yes	37.3%	0.66%	49.3%	41.2%	19.1%	92.8%

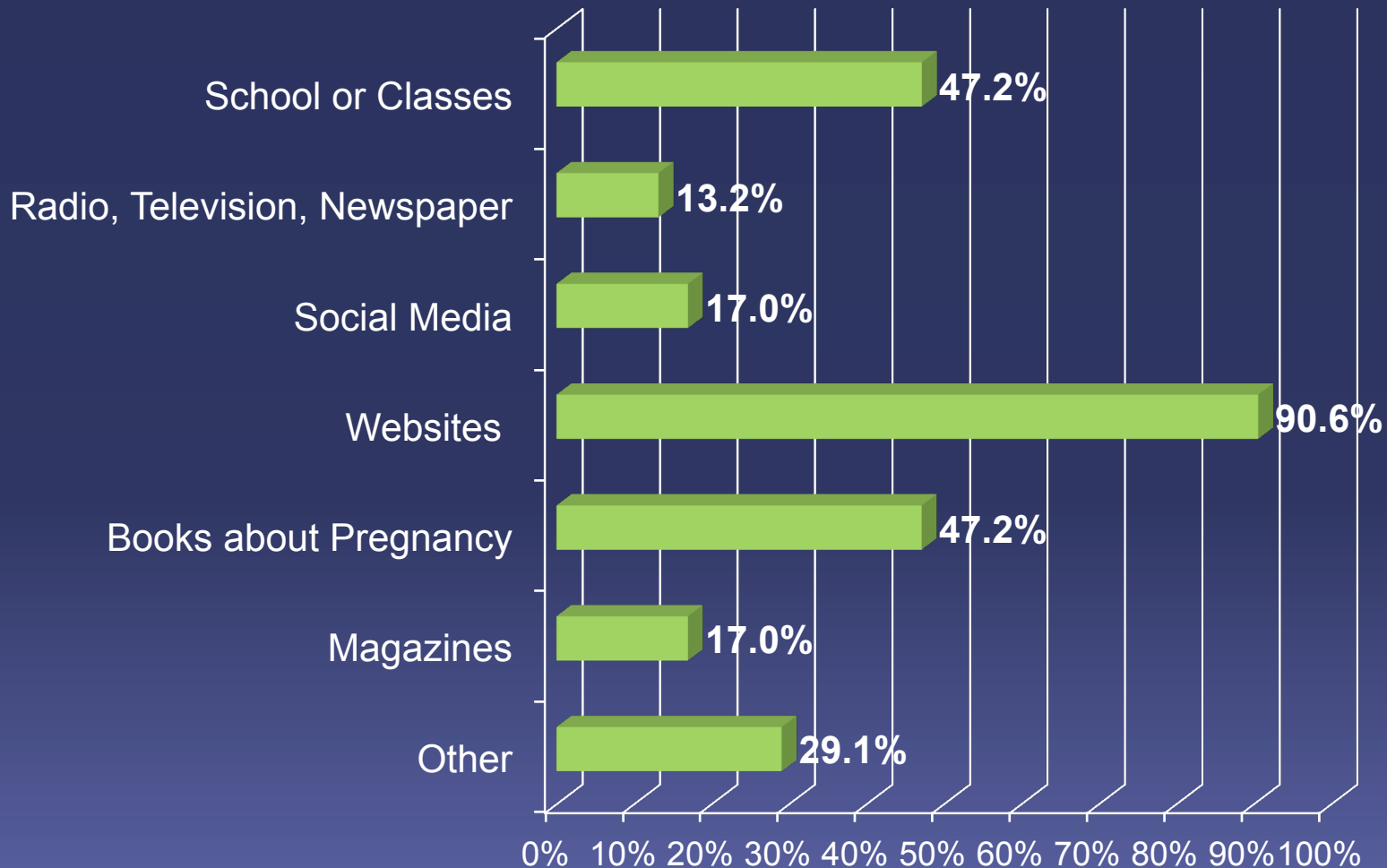


6.5%

Likelihood to clean hands using soap & water or hand sanitizer (gel)

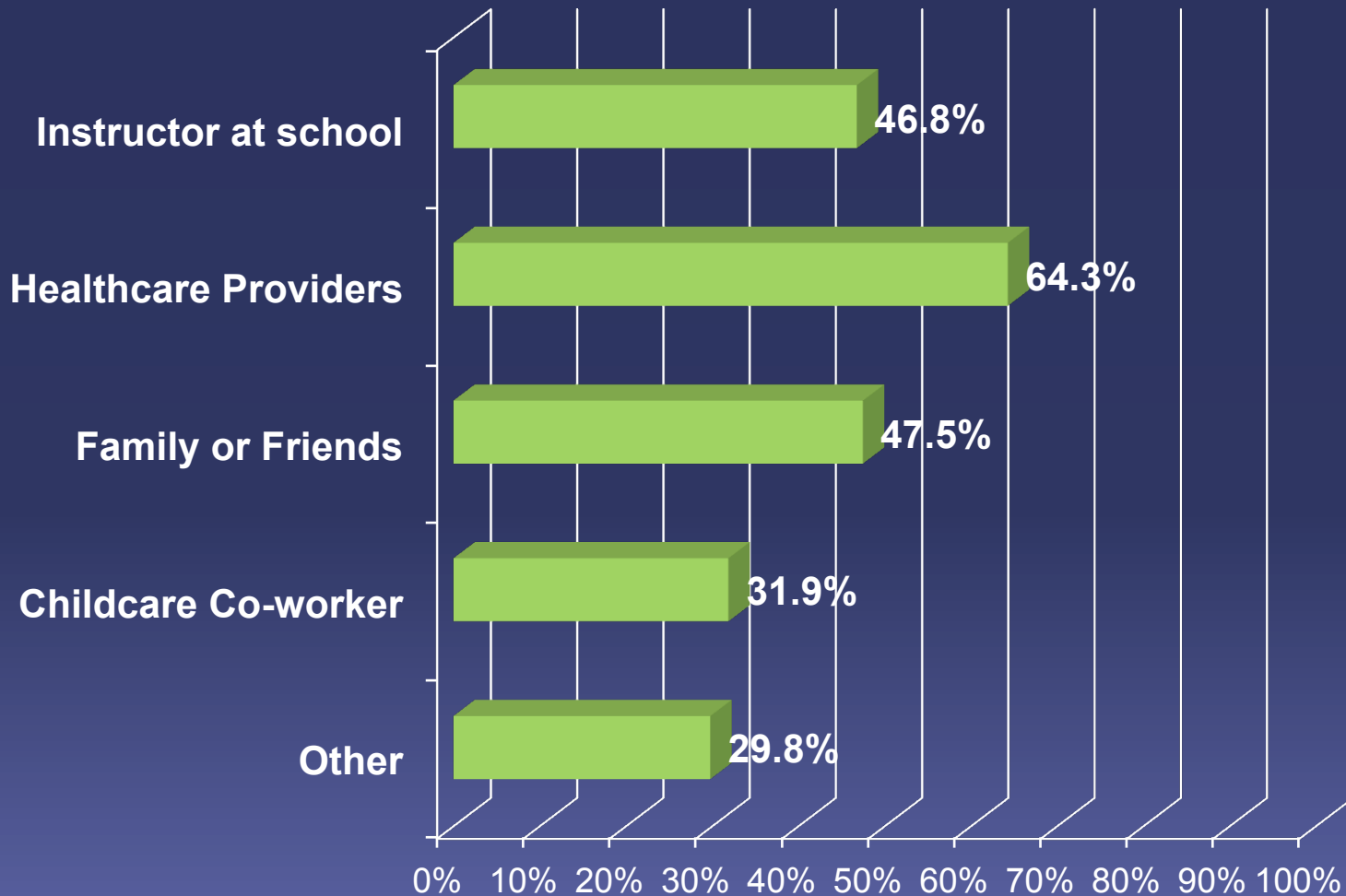
	Extremely <u>un</u> likely	<u>Un</u> likely	Neutral	Likely	Extremely likely
<u>Before</u> serving food	2.29	.33		2.29	95.10
<u>Before</u> changing diapers	10	23	14	16.33	36.67
<u>Before</u> blowing your nose	18.33	34	20.67	9.33	17.67
<u>Before</u> wiping a child's running nose or drool	15.33	36	18	12	18.67
<u>After</u> serving food	5.57	7.21	4.92	13.11	69.18
<u>After</u> blowing your nose	1.96	.65	.98	6.54	89.87
<u>After</u> changing diapers	2.62	.66			96.72
<u>After</u> wiping a child's running nose or drool	2.61	.65	.33	5.23	91.18
<u>After</u> going to the toilet	2.61			.65	96.73
<u>After</u> handling children's toys	5.28	12.87	24.42	20.46	36.96

Sources of CMV Information



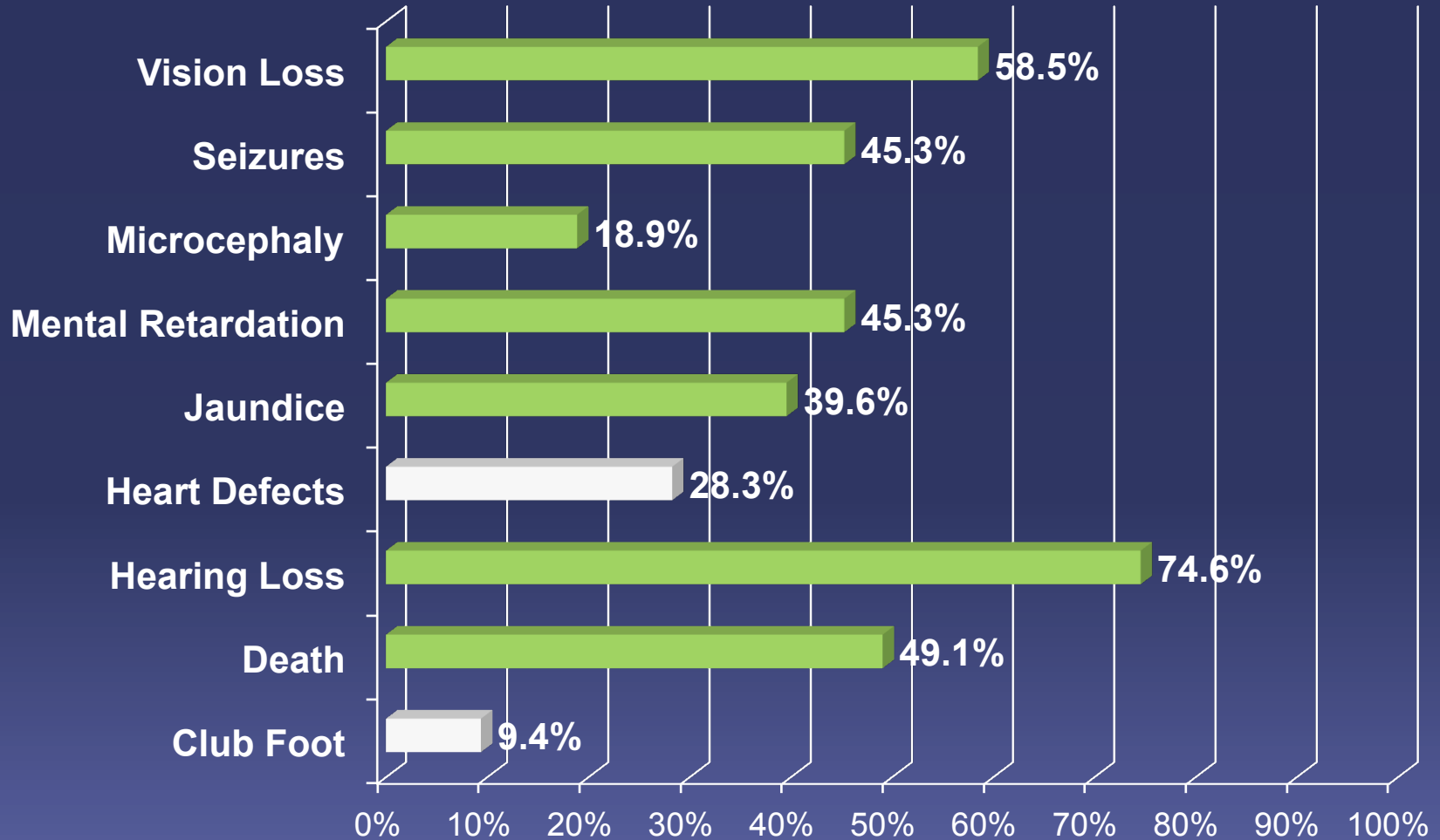
N=56

Sources of CMV Information



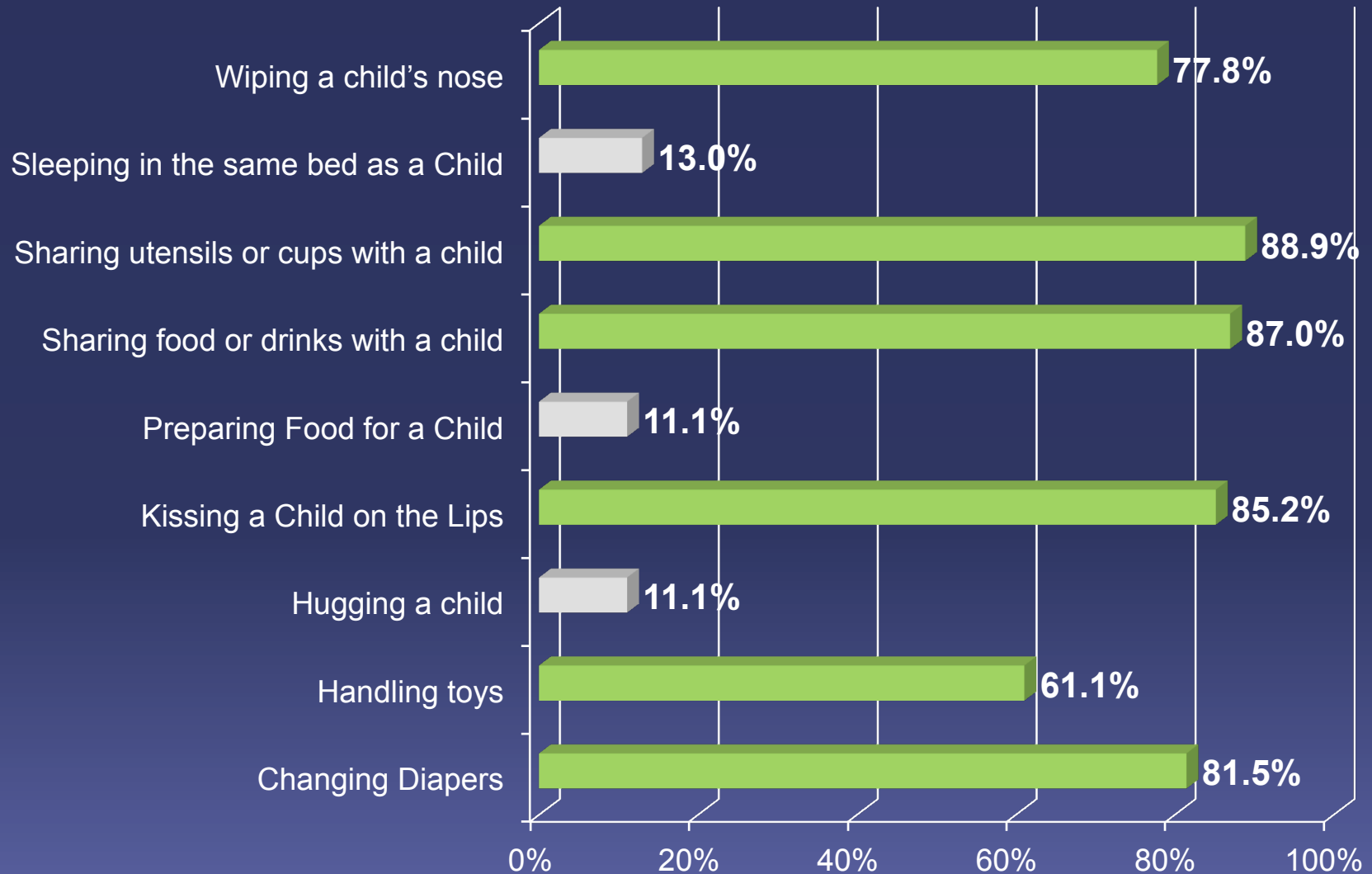
N=56

Awareness of What is Caused by CMV



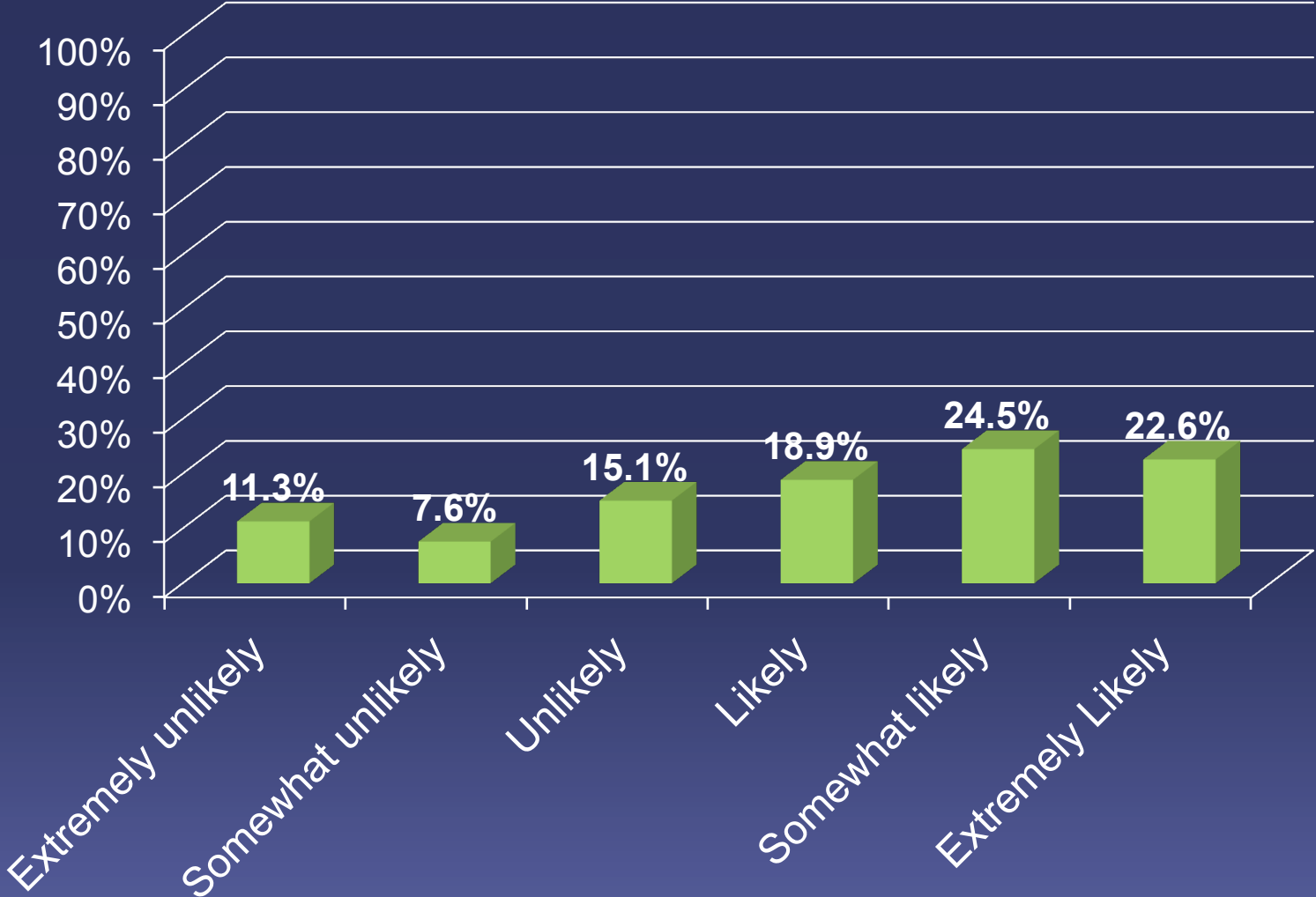
N=56

Awareness of How You Come in Contact with CMV



N=56

Likely You Will be Exposed at Child Care Facility



Conclusions

- Overall awareness similar to other populations
- Knowledge varies
- Perceived risk is low
- Communication
 - Website = key channel
 - Training classes
- Child care “centers” may employ higher risk group



Reference Books and Websites


Thackeray, Wright, & Chipman, *Maternal and Child Health Journal*, 18 (3) 2014

Rationale

- Women seek pregnancy information from
 - health care providers
 - the internet
 - discussion forums
 - family members
 - books
- Read and colleagues (2008) suggested that pregnancy books and the popular press contain very little, if any, CMV information

Methods

- Content analysis
 - 37 pregnancy reference books 2001-2012
 - 7 websites
- Two Coders
 - inter-coder agreement 85.4-95.4%
- Subject matter experts review

- 
- General coding categories
 - CMV description
 - Transmission
 - Prevention

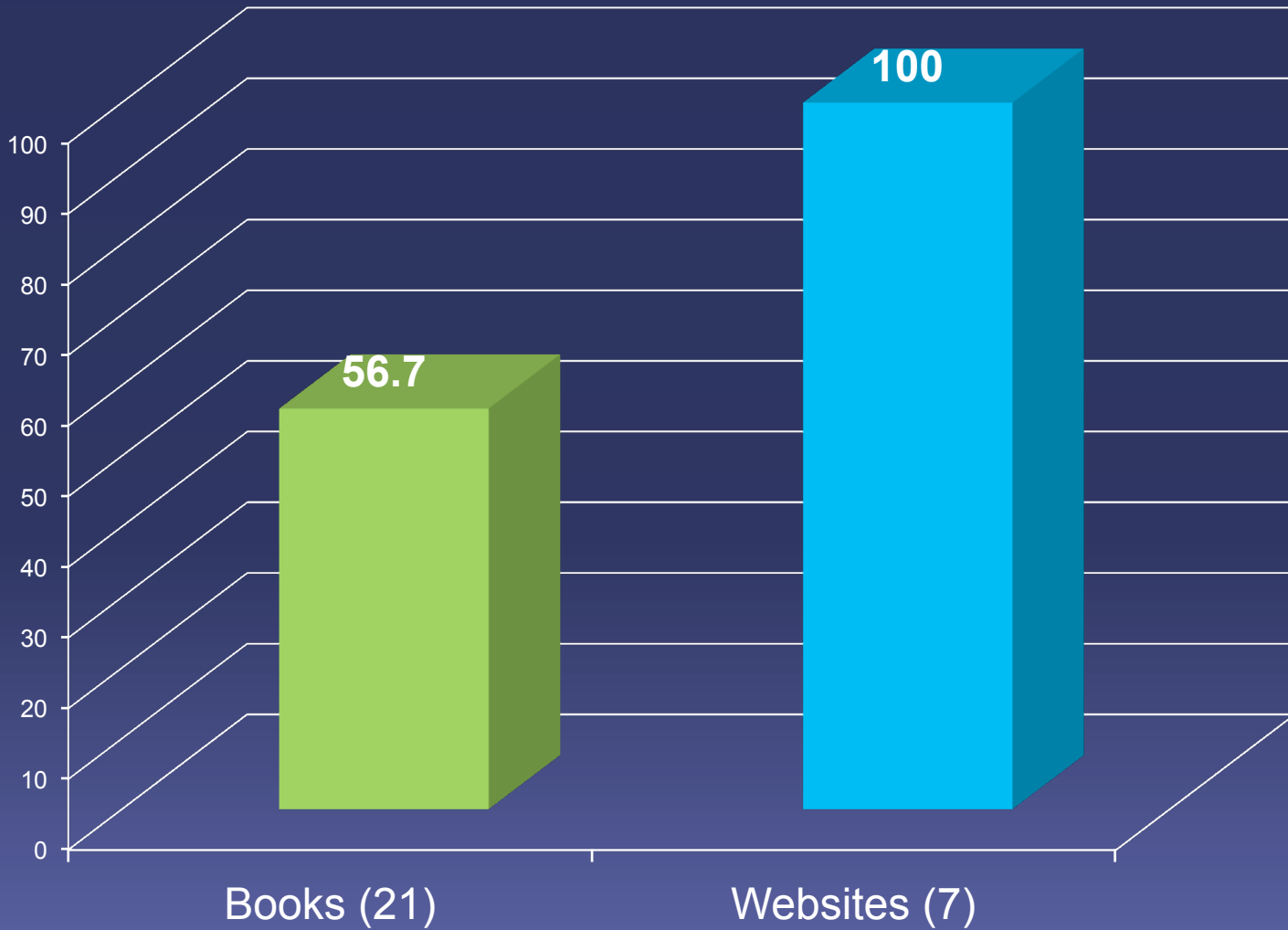
Methods

- Accuracy
 - % of women with antibodies before pregnancy
 - % who will get infection
 - % of maternal infections that lead to fetal infection
 - # born with CMV
 - # of deaths
 - # with permanent disabilities
 - likelihood of transmission with a reinfection

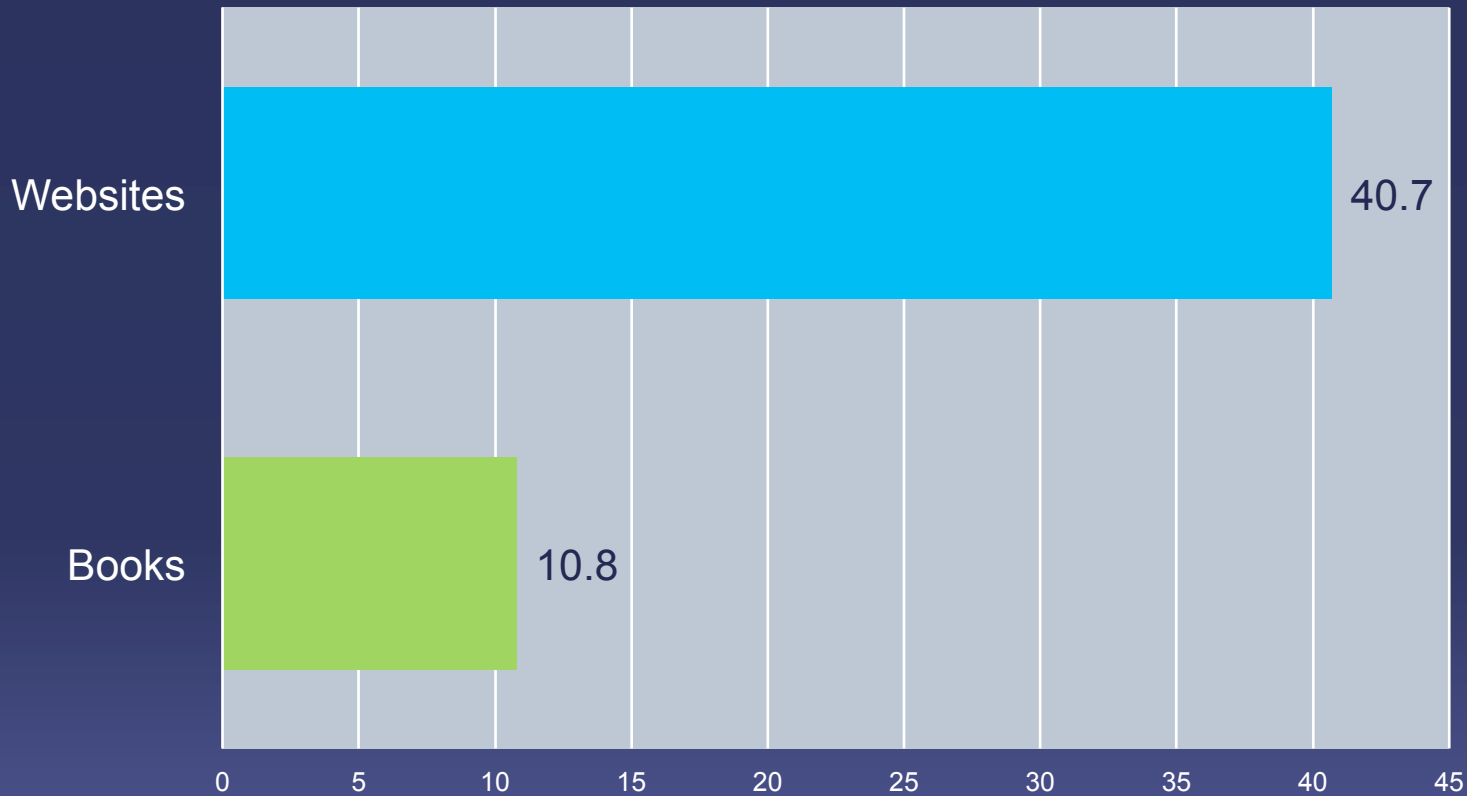
Methods

- Compared CMV with
 - toxoplasmosis
 - listeriosis
 - group B strep
 - HIV
 - Down syndrome
 - fetal alcohol syndrome
 - spina bifida

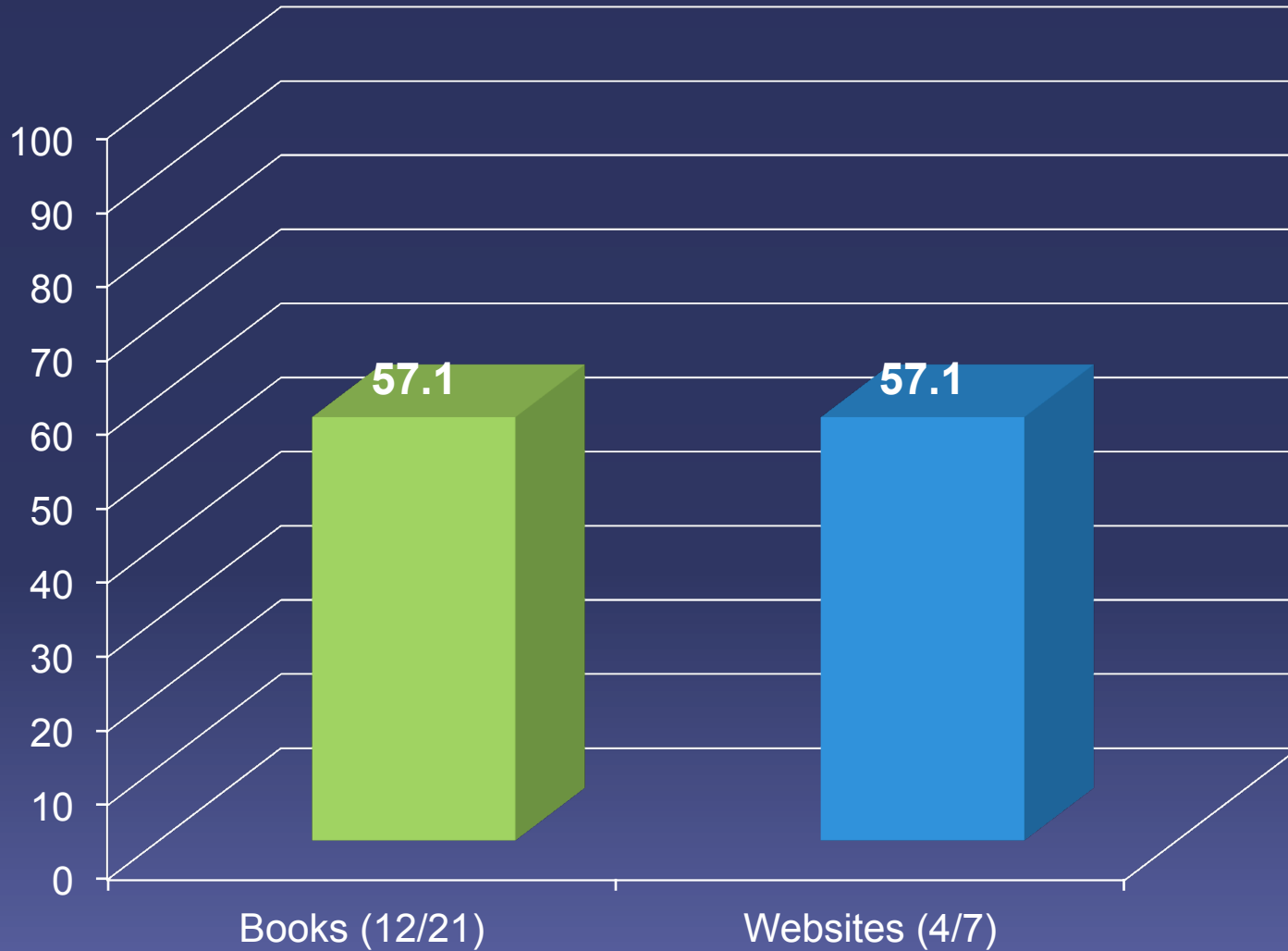
Include CMV



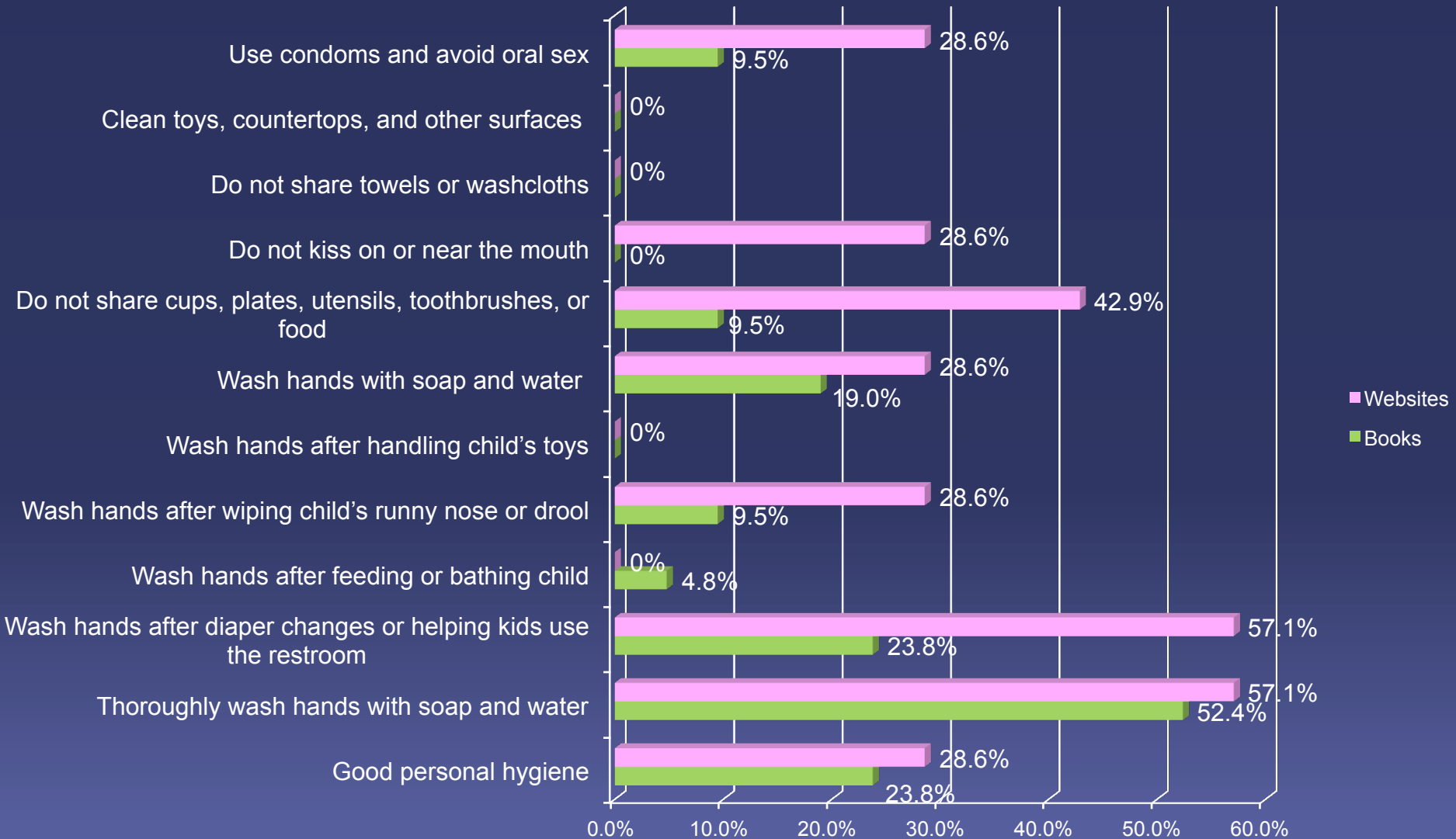
Number of Sentences about CMV



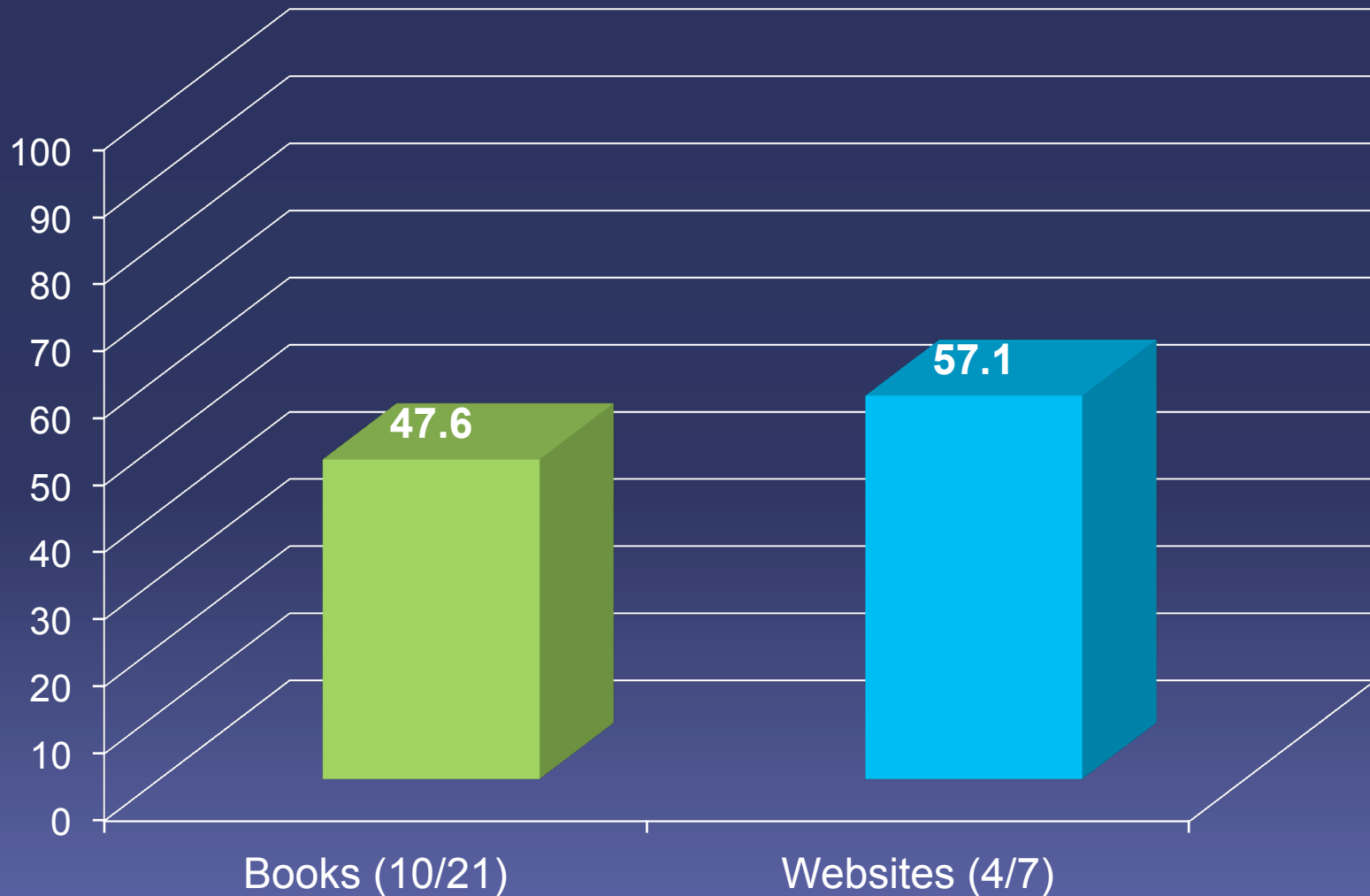
Include Prevention



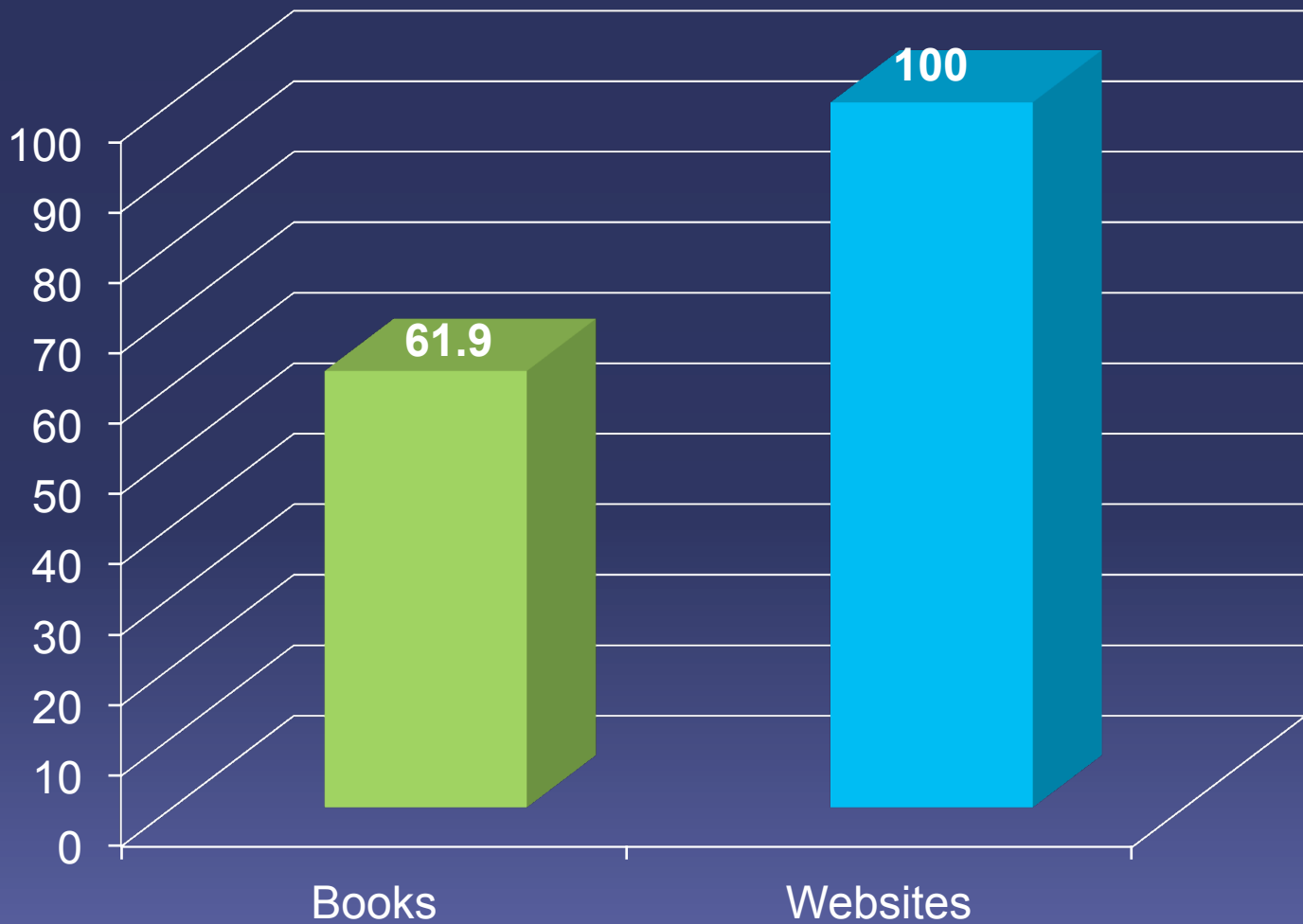
What Preventive Measures?



Risk Factors for Maternal Infection



Transmission



Inaccurate Info About

- % of maternal infections that lead to fetal infections
- # of children who have permanent disabilities
- the chance of developing CMV immunity

Conclusions

- Limited CMV information, though not statistically different from other infections or birth-defects.
- Inadequate coverage given to prevention of CMV transmission may contribute to CMV remaining a continued leading cause of birth defects in the United States.

**Still
have a
long
way to
go**





OPPORTUNITY →

← OPPORTUNITY

OPPORTUNITY →

← OPPORTUNITY

WHO ?



WHAT ?

 Maddie's Mission @Maddies_Mission · Sep 12

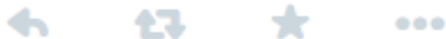
#Pregnant women should follow these steps to protect their unborn baby from the leading viral cause of disabilities.



Maddie's Mission

3 SIMPLE STEPS TO AVOID CMV DURING PREGNANCY

- 1 Do not share food or drinks with a toddler. No more "one for mommy and one for baby."
- 2 Avoid contact with saliva when kissing a child under 6 years old. Instead, of kissing on the lips, for instance, kiss on the forehead and add a hug.
- 3 Wash your hands often with soap and water for 15 - 20 seconds especially after changing diapers, wiping noses or drool, and



[View more photos and videos](#)

WHERE ?



WHEN?

- On-going
- Need strategic communications plan
 - What, when, where, who
- Does not need a lot of resources





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Facts & Prevention {Cytomegalovirus :: The Silent Virus that Women Need to Know About}

by Guest Blogger on [June 30, 2014](#) in [Babies](#), [Motherhood](#), [Pregnancy](#), [Preschoolers](#), [Toddlers](#)

Today's series is composed of four women brought together by the most unfortunate circumstances. They all have one thing in common... Cytomegalovirus {CMV} has significantly changed their lives. However, their individual experiences resulting from this awful virus are vastly different. On this last day of [National Congenital Cytomegalovirus Awareness Month](#)





Stop CMV - The CMV Action Network

March 31

Congratulations and thank you to Katie Igoe and her "Together We Can" team for hosting their annual event this weekend in New York! With almost 200 attendees, they raised over \$21,000 for Stop CMV!



Like · Comment · Share

126 9

National Health Observances

National Health Observances (NHOs) are special days, weeks, or months dedicated to raising awareness about important health topics.



1 - 30 June

National Congenital Cytomegalovirus Awareness Month

Stop CMV - The CMV Action Network

P. O. Box 62214

Sunnyvale, CA 94088-2214

(209) 712-9929

email@stopcmv.org

www.stopcmv.org

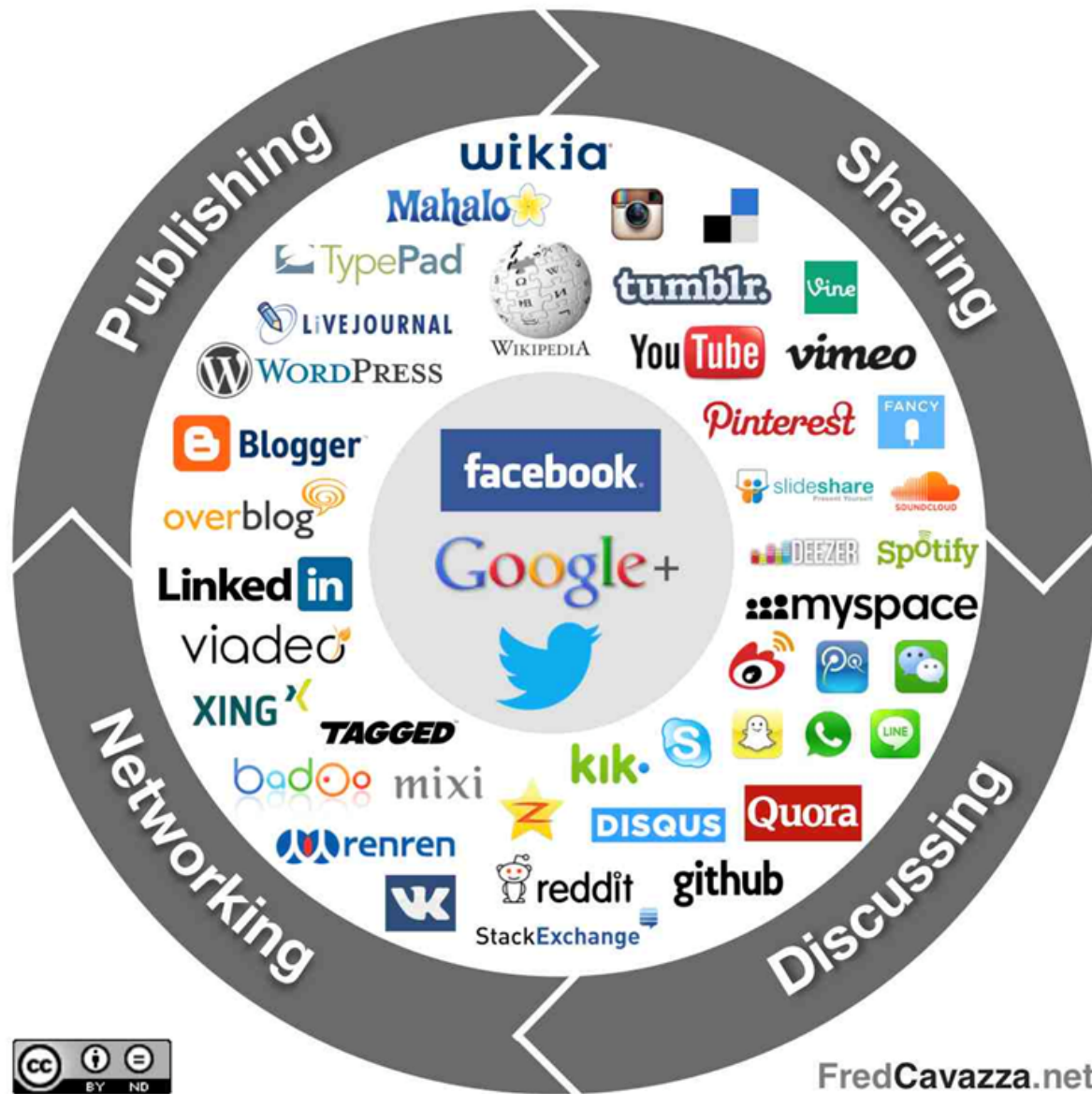
Materials available

Contact: Janelle Greenlee

Social Media Defined

- “Activities, practices, and behaviors among communities of people who gather online to share information, knowledge, and opinions using conversational media. Conversational media are web-based applications that make it possible to create and easily transmit content in the form of words, pictures, videos, and audios.”

Social Media Landscape 2013



THE ALS ICE BUCKET CHALLENGE

Thank you for
the outpouring
of support.



[WHAT IS ALS?](#) 

[WHAT WE DO](#) 

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Summer of Monuments

Ice Bucket Challenge

From Wikipedia, the free encyclopedia

The **Ice Bucket Challenge**, sometimes called the **ALS Ice Bucket Challenge**, is a fundraising campaign for **amyotrophic lateral sclerosis** (ALS) that involves dumping a bucket of ice water on someone's head to promote awareness of the disease and encourage donations to research. The challenge began in the US in August 2014.^{[1][2]} In the US, many people participate for the A



Jon Fortenbury
Contributor

FOLLOW

*I cover health, autism
and the human struggle
with disease.*

[full bio](#) →

Opinions expressed by Forbes
Contributors are their own.



PHARMA & HEALTHCARE 9/01/2014 @ 4:14PM | 8,272 views

Has The Ice Bucket Challenge Changed Healthcare Fundraising Forever?

[+ Comment Now](#) [+ Follow Comments](#)

There's no shortage of Ice Bucket Challenge knockoffs. From [giving rice to the needy](#) to [taking a pie to the face for suicide prevention](#), many are trying to start a challenge that will echo what the ALS Association received from the Ice Bucket Challenge in one month, which as of Aug. 29 was \$100.9 million from over three million donors. That level of fundraising success in such a short period of time is unprecedented, for ALS Association or anyone, and everyone with a passionate cause is trying to reach it.

SEPTEMBER 10TH

Suicide Prevention Day

#doubtface

Spread Awareness – Take the #doubtface challenge. Donate – afsp.donordrive.com (Doubtface Face)

Doubtface Face For Suicide Prevention Cause



artwork: www.warrenlow.com

How to participate?

#RiceBucketChallenge

1. Pick up a bowl of rice from your kitchen
2. Go to the nearest needy person and give it to them

#RiceBucketChallenge

Are you up?

picture and post it on facebook with hash tag #RiceBucketChallenge

Rice Bucket Challenge

Community

your friends and ask them to take up the challenge

Timeline

About

Photos

Likes

Whipping Childhood Cancer

Whipping Childhood Cancer
46/7

Whipping Childhood Cancer
Non-Profit Organization



Timeline About Photos Likes Notes

Ice bucket craze faces cream pie challenge

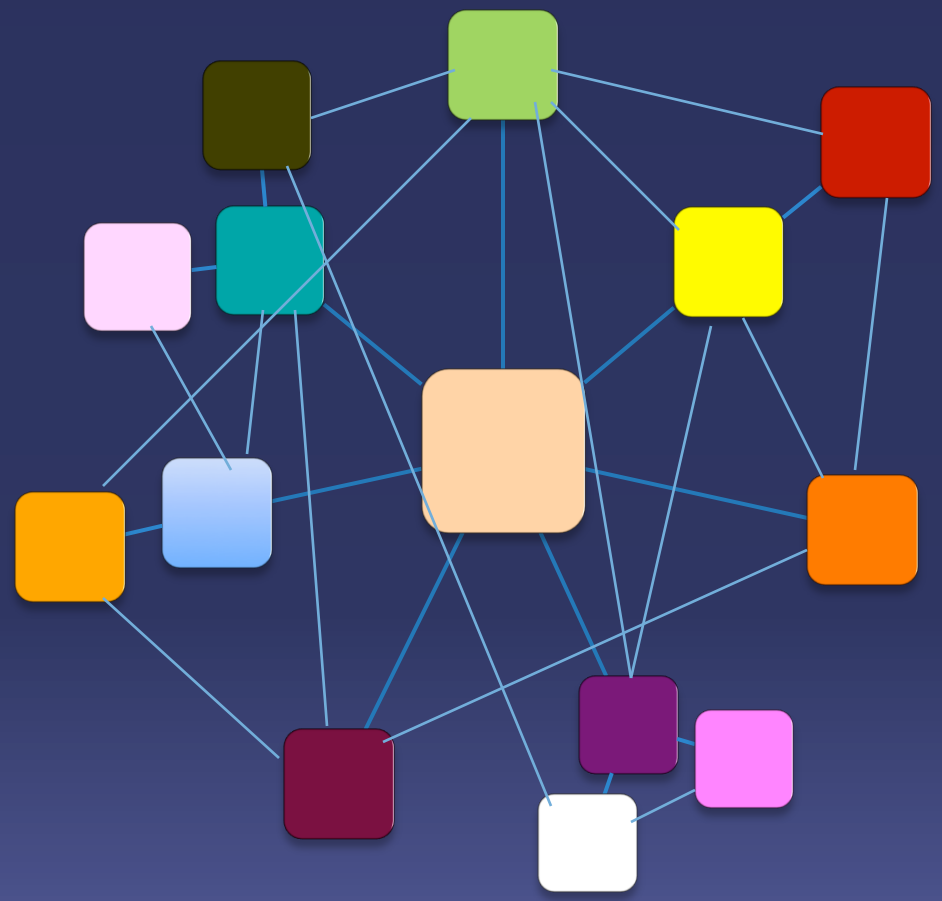
Published: 11 Sep 2014 13:30

MOVE over Ice Bucket Challenge — there's a new craze coming to Scotland.



BRAVE: Kane fought until the end

In aid of Childhood Cancer Awareness Month, social media users are preparing to 'Get Whipped' by having a cream pie thrown in their face.





Amy

August 24 at 7:24pm ·

I'm so happy I got tagged! I tagged the world! Donate to www.alsa.org or another charity of your choice. Such a fun way to bring awareness to a horrible disease. Thinking of my friends Lisa and Debbie who lost their moms to ALS. — with Julene and 40 others.





Bill Gates ALS Ice Bucket Challenge





“Less and less users are interested in publishing, all they are looking for are *snackable* content to share in order to start quick conversations and social interactions.”

Fred Cavazza



10,000 Stories in 10 days

Help us add 10,000 grandma stories between 9/20/2014 and 9/30/2014.

10336 Stories
and counting...



Family Tree

What Makes Your Grandma Special?

#MeetMyGrandma. If you could share one story you love about your grandma, what would it be?

Sign in now to share



#MeetMyGrandma



Jill

Sep 22

My grandma was my inspiration for becoming a journalist. She wrote for a Kansas newspaper; I grew up wanting to do that too. **#MeetMyGrandma**

Expand

Reply Retweet Favorite More




59 likes

kyla These are my grandmas! Grandma Lindblom is awesome cause she always has dum dums and we ways drank nesquik chocolate milk complete with a straw and she ways gives us &2 dollar bills for our birthdays and she always made me say please and thank you no matter what! I love her for all those reasons! Grandma Francis is the bomb dot com cause



- #MeetMyCMVchild



“Content is the fuel to conversation, it is a valuable investment you cannot avoid.”

Fred Cavazza

Go To Where The Conversations Are Happening



Expectant mother's guide
online

labor & delivery
post-partum
feeding
shopping



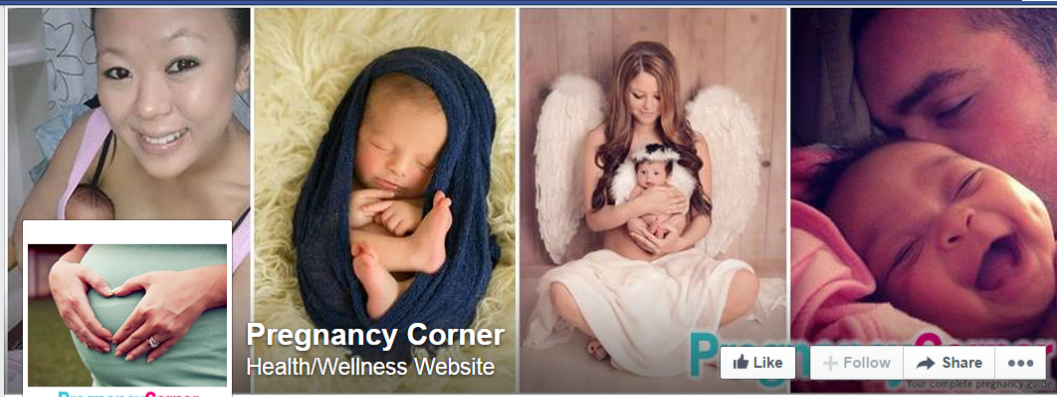
TWEETS 1,290 PHOTOS/VIDEOS 1 FOLLOWING 827 FOLLOWERS 16.7K FAVORITES 618 More ▾

Tweets Tweets & replies

Pregnancy Guide @ExpectantMother · Sep 15
Expectant Mother's Guide Advertiser of the Week - Theresa Glenn Photography - Located in Bethel Park in the South... fb.me/3rmJxMYJE

Pregnancy Guide @ExpectantMother · Sep 15
Expectant Mother's Guide Advertiser of the Week - Theresa Glenn Photography - Located in Bethel Park in the South... fb.me/1cPyPP9Gh

16 U.S. Cities and Counting!
expectantmothersguide.com
Joined January 2009



Pregnancy Corner
Health/Wellness Website

Like Follow Share

Timeline About Photos Likes More ▾

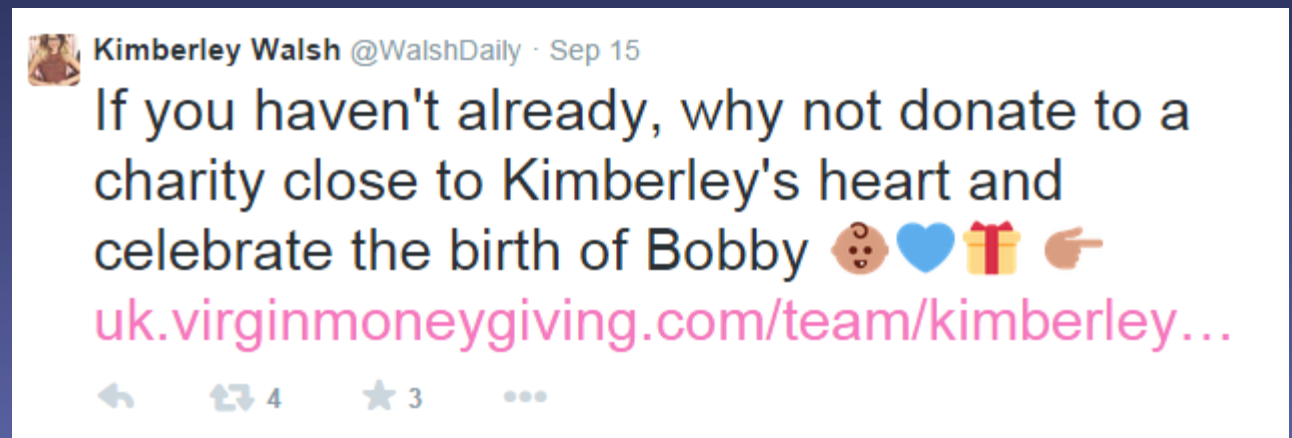
PEOPLE >

1,081,632 likes

Pregnancy Corner shared a link.
Yesterday

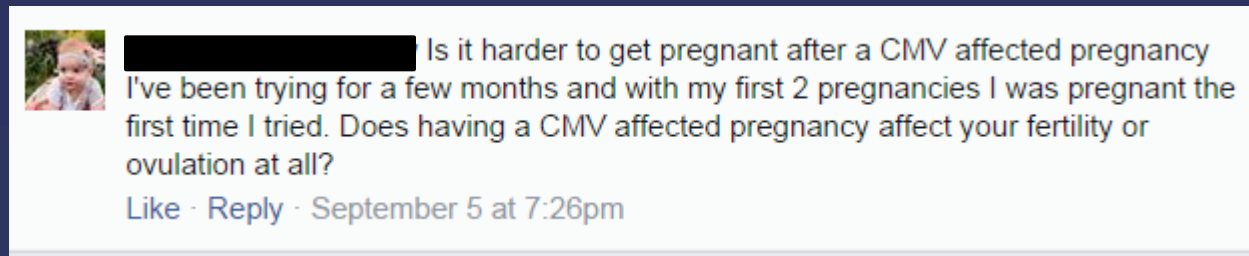
#TeamNatural vs #TeamMeds

Make Your Posts Specific and Meaningful

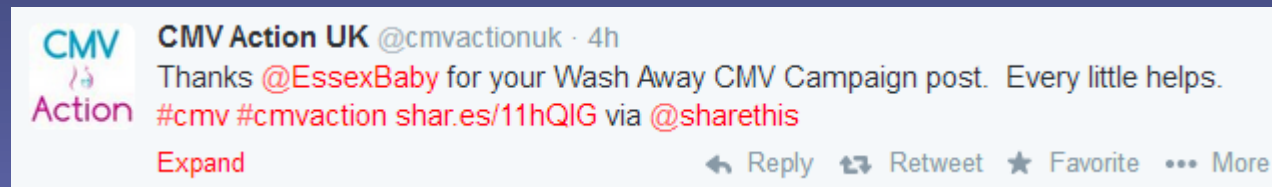
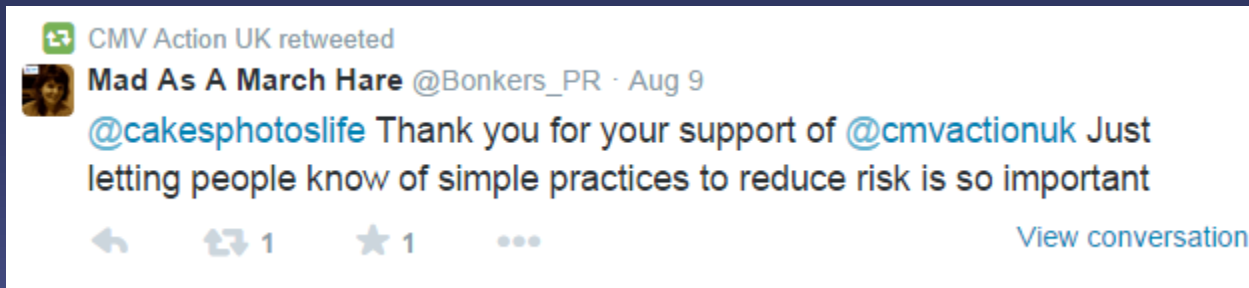


Engage in Conversation

Answer their questions or comment on their post



Give thanks



Make Content Unique for The Platform



Social Marketing @isma_org · Sep 18

Good news! Submission deadline extended to 17 October for [@wsmconference](#) [#wsmc15](#) papers! [#socialmarketing](#)... [fb.me/3zEpwNI8x](#)

Expand

Reply Retweet Favorite More



Rotterdam 2014

Sydney 2015

Home Mission & Principles Contact

Rydges World Square Hotel, Sydney, 19-21 April 2015

Book Now

Speakers

Venue

Programme

Call for Papers

Committee

Exhibition

Sydney 2015

19-21 April

Like

Comment



International Social Marketing Association (iSMA)

Good news! Submission deadline extended to 17 October for [@wsmconference](#) [#wsmc15](#) papers! [#socialmarketing](#) <http://ow.ly/BEHly>


Like · Comment · Share · Yesterday


Album: Timeline Photos



Shared with: Public

Open Photo Viewer

Posts with Compelling Information or Opinion

 **Sharyn Rundle-Thiele** @rundlesr · Sep 18
Back pain, poor posture, leg cramps, tense muscles? Here's something you can do about it! lnkd.in/bqGKkmf
Expand ↩ Reply ↻ Retweet ★ Favorite ⋮ More

 **craig lefebvre** @chiefmaven · Sep 18
During infectious disease outbreaks, behavioral changes account for 80-90% of economic losses.
[#socialmarketing](#)
nytimes.com/2014/09/18/wor...
[View summary](#) ↩ Reply ↻ Retweet ★ Favorite ⋮ More

 Maddie's Mission retweeted
 **CDCChronic** @CDCChronic · Sep 16
Sept. is [#InfantMortality](#) Awareness Month. Sign up for [@mytext4baby](#) - just text BABY to 511411. go.usa.gov/yRaB
Expand ↩ Reply ↻ Retweet ★ Favorite ⋮ More

Posts that are Personal

 **Maddie's Mission** @Maddies_Mission · Aug 26

Met with [@RepJohnZerwas](#) to discuss the importance of CMV legislation in Texas! Women deserve to be educated about CMV



  1  1 

[View more photos and videos](#)

Retweet Others

Maddie's Mission retweeted

 **March of Dimes NY** @MarchOfDimesNY · Sep 16

We're bringing awareness to [#InfantMortality](#). [#Retweet](#) to help us honor all of the [#babies](#) who left us too soon.



share a hug | march of dimes

forever
our baby

  4  1 

[View more photos and videos](#)

Use Hashtags

- #cmv
- #stopcmv
- #cmvconference

Conclusion

- Awareness is low
- There are lots of audiences to talk to
- Messages need to be
 - Specific, actionable
 - Personal
 - Sharable
- Social media is one way to have that conversation, but not the only way.



- rosemary_thackeray@byu.edu