

# Welcome to Today's Webinar Hosted by



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THE WESTIN HOTEL  
**OTTAWA**  
ONTARIO CANADA

**2021**

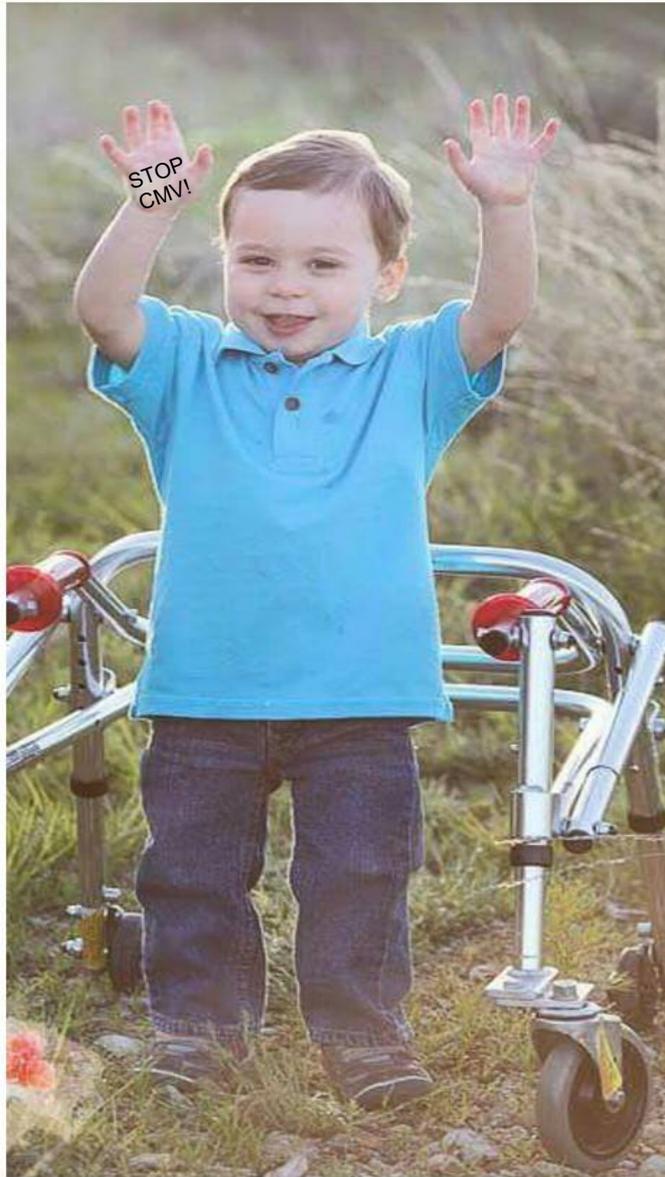


**AUGUST 22<sup>ND</sup>  AUGUST 24<sup>TH</sup>**

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Parent Story:

Traci Houston



**Cytomegalovirus....  
Making a  
Difference without  
legislation**

# Objectives

- Discuss ways to get started
- Provide potential contacts/partnerships to help achieve goal
- Provide information on initiatives in Oklahoma

# I want to make a difference; where do I start?

- Public Health
- Medical Providers
- Local Groups
- Other groups

## Find a Champion!

# Public Health

## ⦿ **Local County/Regional Health Departments**

- Early Intervention Providers
- Nurse Family Partnership
- Registered Nurses
- Local Director

## ⦿ **State Department of Health**

- Screening & Special Services
- Early Detection Hearing and Intervention
- Birth Defects Registry

# Medical Providers

- Newborn Intensive Care Unit
- Pediatrician
- Specialty Providers
- Allied Health Providers
- Teaching Universities

# Local Groups

- ◎ Civic Organizations
  - Rotary, Lions Club, Kiwanis, Ambucs
- ◎ Hospital Lunch & Learn
- ◎ Elected Officials

# Additional Groups/Programs

- ◎ Oklahoma Family Network
  - Family Support Networks
- ◎ Child Advocacy Groups
- ◎ SoonerSuccess
- ◎ National CMV Foundation



# Oklahoma Faces of CMV

# Ways to get involved

- Community Baby Showers
- CMV Awareness Month
  - Local proclamations from City, County, and State Officials
  - Education Campaign
    - MedWatch on Channel 7
    - Health Department Staff
    - Child Care Provider Training
      - Attention to Prevention
    - Community Presentations
    - Advisory Groups
  - Collaborative efforts with Hospitals
  - 1,2,3 Wash Away CMV Awareness Walk/Run



# Proclamations

- Cytomegalovirus Awareness Month adopted locally and statewide
- County Commissioners
- City of Lawton



# Proclamations

- State
  - Governor Fallin
  - Governor Stitt



# 1,2,3 Wash Away CMV

- ⦿ 1, 2, or 3 mile Walk Run at Cameron University on “Aggie Mile”
- ⦿ Ambassadors
  - 3 Local
  - 1 Tulsa
- ⦿ 100 Average participants
- ⦿ Partnership with Comanche County Health Department, Comanche County Memorial Hospital, Cameron University
- ⦿ Not designed as fund raiser but remaining funds after cost go to help fund Community Baby Shower in October



# Oklahoma State Department of Health

Protect Your Unborn Baby from **CMV**

a common,  
preventable, and  
**serious virus**



# Protect Your Unborn Baby from CMV

a common,  
preventable, and  
serious virus

[CMV.health.ok.gov](http://CMV.health.ok.gov)



# CMV is Preventable!

- June is CMV awareness month
- CMV Awareness and Prevention Campaign
  - Brochure
  - Hand sanitizers
  - Poster
  - Website
  - Social Media Messaging
  - Video PSA featuring Families



Brochures  
& Hand  
Sanitizers







Website

[CMV.health.ok.gov](http://CMV.health.ok.gov)

The screenshot shows the Oklahoma State Department of Health website. At the top, there is a navigation bar with the Oklahoma logo and links for 'Contact', 'A-Z Health Index', and 'Events & Meetings'. Below this is a breadcrumb trail: 'OSDH Home > Family Health > Screening & Special Services > Oklahoma Birth Defects Registry > CMV'. On the left side, there is a dark blue sidebar with the text 'Additional Resources' and a 'Get Adobe Reader' icon. The main content area has a light green background. At the top of this area is a large illustration of a cartoon fox sitting on a tree stump in a grassy field with clouds and a bird. To the right of the fox, the text reads: 'Protect Your Unborn Baby from CMV' (with CMV in orange), followed by 'a common, preventable, and serious virus' (with serious in blue). Below the illustration, there are several sections: 'What is CMV?' with a paragraph explaining the virus; 'CMV can cause serious health problems for unborn babies.'; 'CMV is Preventable!' with a paragraph on reducing risk; 'Best Practices While Pregnant' with a sub-section 'DOs' and a bulleted list of activities to avoid; and 'Facts about cCMV' with a paragraph on severe cases. To the right of the 'What is CMV?' section is a video player titled 'CMV Awareness Video' showing two women. At the bottom right, there is a section for 'Long-Term Health Problems'.



## Give kisses on the cheek or forehead.

*CMV can be spread through saliva, tears, mucus, and other bodily fluids.*



Protect Your Unborn Baby from CMV  
Learn more at [CMV.health.ok.gov](http://CMV.health.ok.gov)

## Don't share food, drinks, utensils, or pacifiers.

*CMV can be spread through saliva, tears, mucus, and other bodily fluids.*



Learn more at  
[CMV.health.ok.gov](http://CMV.health.ok.gov)

## Social Media





Facebook

 **Oklahoma State Department of Health** ⋮  
Yesterday at 1:10 PM · 🌐

DID YOU KNOW? A pregnant woman can reduce her risk of getting cytomegalovirus (CMV) and passing it to her unborn baby by washing her hands often, especially after changing wet diapers. Help us spread the word! #PreventCMVinOK

**Wash your hands often.**  
*Especially after changing wet diapers!*



 Protect Your Unborn Baby from CMV  
Learn more at [CMV.health.ok.gov](http://CMV.health.ok.gov)

 6 21 Shares

 Like  Comment  Share

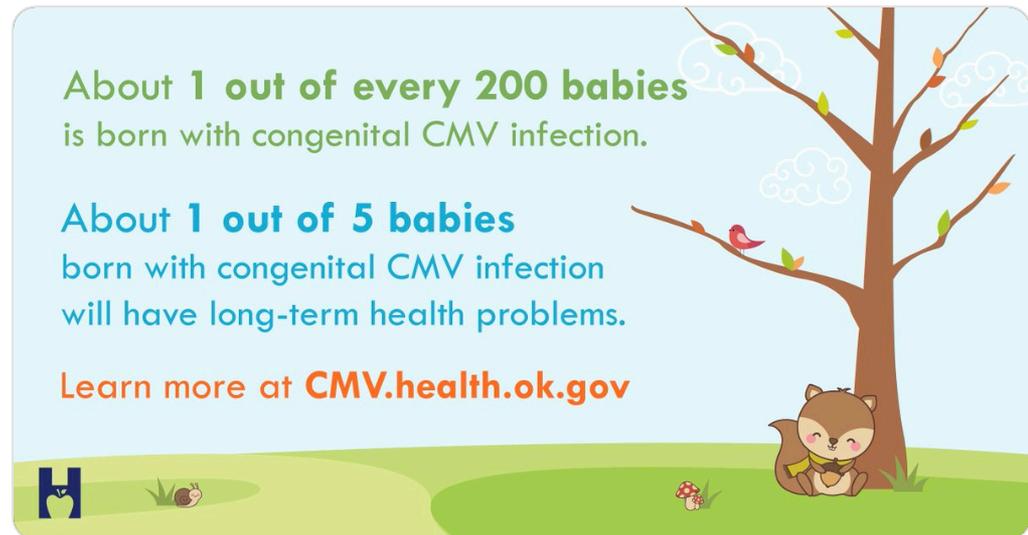


Twitter



**OK Dept of Health**  @HealthyOklahoma · Jun 11

A baby born with cytomegalovirus (CMV) infection may have long-term health problems including hearing loss, developmental/motor delay, vision loss, small head (microcephaly), seizures, and cerebral palsy. Learn more about how to prevent CMV at the website below. [#PreventCMVinOK](#)



**About 1 out of every 200 babies**  
is born with congenital CMV infection.

**About 1 out of 5 babies**  
born with congenital CMV infection  
will have long-term health problems.

Learn more at [CMV.health.ok.gov](http://CMV.health.ok.gov)

The infographic features a light blue background with a brown tree on the right side. A small red bird is perched on a branch of the tree. At the base of the tree, a brown squirrel is sitting on the grass. There are also some small mushrooms and a small green plant on the grass. The text is in various colors: green for the first statistic, blue for the second, and orange for the website link.

# Instagram



The image shows an Instagram post from the account 'healthyoklahoma'. The post features a colorful illustration of a fox sitting on a tree stump in a grassy field with a blue bird nearby. The text of the post reads: 'Protect Your Unborn Baby from CMV' in green and orange, followed by 'a common, preventable, and serious virus' in green and blue, and the website 'CMV.health.ok.gov' in orange. The caption text says: 'healthyoklahoma June is CMV Awareness Month. Cytomegalovirus (CMV) is a common virus infecting people of all ages, but most people show no signs or symptoms. Learn more about how a pregnant woman can pass the virus to her developing baby, which can cause serious health problems. #PreventCMVInOK'. The post has 2 likes and was posted on June 4. The interface includes a comment input field and a 'Post' button.

healthyoklahoma • Following

healthyoklahoma June is CMV Awareness Month. Cytomegalovirus (CMV) is a common virus infecting people of all ages, but most people show no signs or symptoms. Learn more about how a pregnant woman can pass the virus to her developing baby, which can cause serious health problems. #PreventCMVInOK

2w

2 likes

JUNE 4

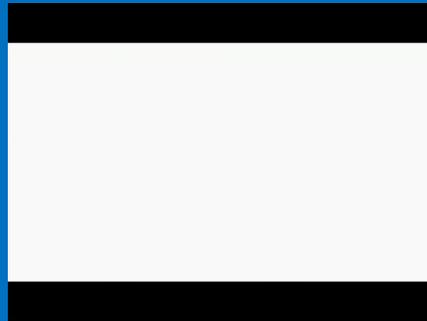
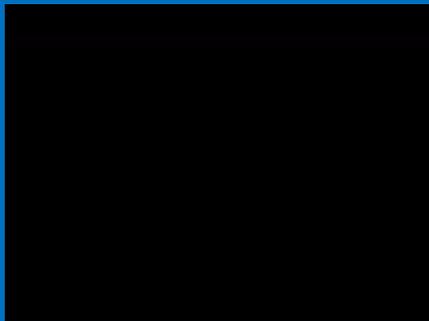
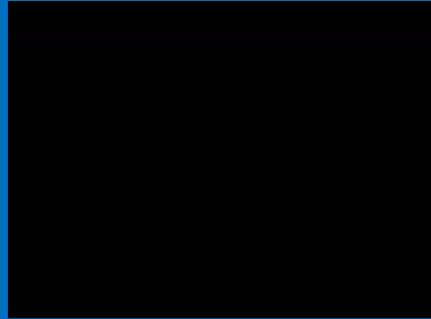
Add a comment... Post



# Videos



# Videos



- [D:\Cara CMV Videos\CMV Awareness Video-S4\\_TBQ-MIKM\\_xvid.avi](#)
- [D:\Cara CMV Videos\CMV Awareness\\_The Gluck Family-374041725\\_xvid.avi](#)
- [D:\Cara CMV Videos\CMVvoices\\_Cara-s Story-fa0A5ZVqr\\_1\\_xvid.avi](#)
- [D:\Cara CMV Videos\Preventable\\_CMV-B-DunpZVu5l\\_xvid.avi](#)

# Moving Forward

- Additional awareness outreach
- Legislation Eventually
- Recommended Universal Screening Panel (RUSP)
- Statewide adoption

# Resources

- Centers for Disease Control and Prevention  
<http://www.cdc.gov/cmV/index.html>
- National CMV Foundation  
<https://www.nationalcmv.org/>

# Contact Information

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