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Parent Story:
Traci Houston
Cytomegalovirus.... Making a Difference without legislation

STOP CMV
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
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
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
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
Protect Your Unborn Baby from CMV
a common, preventable, and serious virus

Wash your hands often.
Especially after changing wet diapers!

Don’t share food, drinks, utensils, or pacifiers.

Give kisses on the cheek or forehead.
CMV can be spread through saliva, tears, mucus, and other bodily fluids.

These practices cannot eliminate your risk of getting CMV, but may lessen the chances.

CMV can cause serious health problems for unborn babies.
Cytomegalovirus (CMV) is a common virus which can infect people of all ages. Most people who are infected show no signs or symptoms.
A pregnant woman who is infected with CMV can pass the virus to her developing baby. When a baby is born with CMV infection, it is called congenital CMV.

Learn more at CMV.health.ok.gov
Protect Your Unborn Baby from CMV

CMV is a common, preventable, and serious virus

What is CMV?
Cytomegalovirus (CMV) is a common virus which can infect people of all ages. Most people who are infected show no signs or symptoms. A pregnant woman who is infected with CMV can pass the virus to her developing baby. When a baby is born with CMV infection, it is called congenital CMV (cCMV).

CMV can cause serious health problems for unborn babies.

CMV is Preventable!
You can reduce your risk of getting CMV and passing it to your unborn baby by avoiding certain behaviors and practicing good hand hygiene.

Best Practices While Pregnant
DOs
- Wash your hands often with soap and water for 15-20 seconds, especially after the following activities:
  - Changing diapers, especially wet diapers!
  - Wiping a young child’s nose or drool.

Facts about cCMV
In the most severe cases of infection, cCMV can cause pregnancy loss or death of a child. About 1 out of every 200 babies is born with cCMV infection. About 1 out of every 5 babies with cCMV infection will have long-term health problems.

Long-Term Health Problems
Give kisses on the cheek or forehead.
CMV can be spread through saliva, tears, mucus, and other bodily fluids.

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Don't share food, drinks, utensils, or pacifiers.
CMV can be spread through saliva, tears, mucus, and other bodily fluids.

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Social Media
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
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
Protect Your Unborn Baby from CMV

a common, preventable, and serious virus

CMV.health.ok.gov

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...
Videos
Videos

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- D:\Cara CMV Videos\CMV Awareness_The Gluck Family-374041725_xvid.avi
- D:\Cara CMV Videos\CMVvoices_Cara-s Story-fa0A5ZVqr_I_xvid.avi
- D:\Cara CMV Videos\Preventable_CMV-B-DunpZVu5I_xvid.avi
Moving Forward

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

- Centers for Disease Control and Prevention
- National CMV Foundation
  [https://www.nationalcmv.org/](https://www.nationalcmv.org/)
Contact Information

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CMV Public Health and Policy Conference

cmv.usu.edu