

UCA 26-10-10 (HB 81 Utah Legislative Session 2013) Cytomegalovirus Public Health Initiative & Testing UPDATE:

PRESENTATIONS:

3/7/2013: “State EHDI Projects and Updates” at Utah Speech-Language-Hearing Association Annual Conference

6/26/2013: “CMV Newborn Hearing Screening Update: Mandatory NBHS Protocol Changes” to all NBHS programs in Utah via webinar

7/18/2013: “Cytomegalovirus Public Health Initiative and Testing” at Intermountain Healthcare Development NICU Team meeting

8/9/2013: “Cytomegalovirus Public Health Initiative” at the annual Utah Institute on Special Education Law Conference

8/28/2013: “HB 81 Implementation Update: Questions, Concerns, Successes” to all NBHS programs in Utah via webinar

9/27/2013: “Let’s Talk About CMV” Annual Utah EHDI Conference: one day devoted to CMV, including “The Basics of CMV”, “Challenges and Successes of Implementing CMV Management Protocol”, “Behind the Scenes of HB81”, “The Role of Cytomegalovirus Evaluation in Pediatric Hearing Loss”, “CMV and Your PCP”

10/2/2013: “Let’s Talk About CMV: What School Nurses Need to Know” to Utah School Nursing Association via teleconference

11/04/2013: “Audiological Assessment, Hearing Loss, and More” at the Neonatal – Perinatal Conference (U of UT School of Medicine / PCH)

2/06/2014: “Cytomegalovirus Conference Update / Save the Date” with brochure distribution at PCH Audiology Grand Rounds

2/08/2014: “Cytomegalovirus” at Utah County Help Me Grow conference

3/6/14: “Cytomegalovirus: WHAT it is and WHY you need to know about it” to the Utah Speech-Language-Hearing Association annual conference

6/4/2014: “Implications of Utah CMV Law” to pediatric care providers at the Common Problems in Pediatrics Conference, Salt Lake City

7/22/2014: “Cytomegalovirus: the Utah Law and CMV: WHAT it is and WHY you need to know about it” to DNP Students at the University of Utah College of Nursing

August 2014: Online training webinar created and mandated to all Utah Baby Watch/Early Intervention providers (including pre- and post- webinar knowledge survey)

9/06/2014: "Cytomegalovirus and the Utah Law" to Utah Association of Midwives Southern Utah Conference, St. George, UT

9/11/2014: "Importance of Cytomegalovirus Awareness for Child Care Providers" to Utah Childcare Licensing Boards – Center and Family/Home-Based

9/20/2014: "Cytomegalovirus and the Utah Law" to Utah Association of Midwives Wasatch Front Conference, Salt Lake City, UT

9/26 to 9/27/2014: "CMV Public Health and Policy Conference" - sponsoring and hosting, multiple presentations and posters, Little America Hotel, Salt Lake City: "Mandated Congenital Cytomegalovirus Testing: The Utah EHDI Experience" (presentation), "Cytomegalovirus Public Awareness / Utah video" (presentation)", "Combating Cytomegalovirus: A Cost Benefit Analysis of a Utah Department of Health Initiative" (poster), "Utah's CMV Public Health Initiative - Legislative and Public Health Panel" (plenary) plus many others from other Utah CMV Team members

9/28/2014: "Cytomegalovirus: What You NEED TO KNOW" at the Office of Home Visiting Conference

10/1/2014: "Implications of the Utah CMV Law" at the Ashley Medical Center Pediatric Symposium (proposal submitted)

NATIONAL: 4/14-16/2014: "Mandated Congenital Cytomegalovirus Testing: The Utah EHDI Experience", "Advocacy through Legislation: The Utah Cytomegalovirus Public Health Initiative", "Addition of Congenital Cytomegalovirus Testing Data Management to an EHDI Data System", "Strategies for Early Congenital Cytomegalovirus Detection: Before and After the Utah HB81 Law" at the National EHDI Conference (Jacksonville, FL)

Abstract submitted: Sept 21-24, 2014: "Patient Malady to Public Health Policy: The Passage of the Utah Cytomegalovirus Law" at the AAO-HNS (American Academy of Otolaryngology – Head & Neck Surgery Annual Meeting and Oto Expo), Orlando, FL

Abstract accepted: "Congenital Cytomegalovirus: The Utah Policy and Public Health Experience" to the American Public Health Association Annual Meeting & Expo, New Orleans, LA (November 15-19, 2014)

Abstract submitted: "The Utah Cytomegalovirus (CMV) Education and Testing Initiative: A Pioneering Adventure in Public Health" to the Association of Maternal & Child Health

Programs: United to Build Healthier Communities Conference, Washington, DC
(January 24-27, 2015)

WEBSITE AND OTHER RESOURCES:

Created website: health.utah.gov/CMV

Created all of the following educational materials (available on CMV website):

[CMV Core Facts](#) ([Datos Fundamentales de CMV](#))

[CMV Utah Flyer](#) ([Citomegalovirus](#))

PRINTABLE BROCHURES:

[Congenital CMV and Hearing Loss](#) ([CMV Congenito y la Perdida de Audicion](#))

[CMV What Women NEED TO KNOW](#) ([Lo Que Una Mujer Necesita Saber Acerca de CMV](#))

[CMV What Childcare Providers NEED TO KNOW](#) ([Lo qué los proveedores de cuidado infantil NECESITAN SABER sobre CMV](#))

For Health Care and Newborn Hearing Screening Providers:

- [CMV for Pediatric Care Providers \(PCP\)](#)
- [CMV for Obstetrical Health Care Providers](#)
- [CMV PCR Testing](#)
- [CMV Testing Information for PCPs](#)
- [CMV Newborn Hearing Screening \(NBHS\) and PCP Flowchart](#)
- [CMV and NBHS Testing Status FAX Form](#)
- [CMV Testing Declination Form](#)
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Created small business card-sized informational cards to attach to hand sanitizer bottles with our Utah Help Stop CMV logo (*picture on next page*):



Brochure and/or CMV Core Facts and Provider Documents Distribution: (In addition to every presentation)

To all Utah newborn hearing screening programs and hospitals, including midwives beginning June 2013 – for distribution to their facilities, providers, families

June/July 2013/ongoing: Pregnancy Risk Line (MotherToBaby Utah)

Pediatric Care Providers

09.21.13: Univ of UT Block Party for Women

10.23.13: Office of Home Visiting Conference

10.23.13: Utah School Nurses

10.24.13: Baby Expo in Provo

11.05.13: “An Interactive Notebook for Families with a Young Child who is Deaf or Hard-of-Hearing”

All CSHCN Clinics

Local health departments

Maternal-Fetal Medicine Offices

03.14.14: U of UT School of Nursing Care Management Conference

03.15.14 Mountain West Medical Center Women's Expo (Tooele)

07.11 and 07.12.2014 KUTV2 Your Health Expo

08.16.2014 Be Well Utah Family Health Fair

Email Blasts:

June 2013 Prepare and Initial launch, and then PRN:

Utah Health Insurers

Utah ACOG (American College of Obstetricians and Gynecologists) and Maternal-Fetal Medicine

Utah American Academy of Pediatrics

Utah Academy of Family Practice

Otolaryngologists

Audiologists

Newborn Hearing Screening Programs and Coordinators

Newborn Hearing Screeners

Interfaith Round Table

LDS Church (Rep Menlove)

Child Care Licensing

Baby Watch

Bureau of Child Development

USDB

Intermountain Health Care

Neonatologists

CMV Testing (7/1/2013 – 9/17/2014):

CMV Tracking module (4.5.8) has been developed by NCHAM for Hi*TRACK (newborn hearing screening database) and is in full use and currently being refined.

****THIS DATA SECTION IS STILL BEING UPDATED FOR PRESENTATION TO THE LEGISLATURE 9/24/14****

Media:

07.02.13: UDOH Media Release: Utah Babies to Benefit from Education, Screening for Congenital Cytomegalovirus

07.05.13: CMV Segment
Source: KUTV Ch 2 Baby Your Baby

07.07.13: Utah takes action against virus that harms unborn children
Source: Fox 13 News (live interview)

07.10.13: Sharing a spoon? Virus could infect unborn child (article)
Source: Daily Herald

07.12.13: Utah screening for virus that can cause disabilities in infants
Source: Standard-Examiner (article)

Summer 2013 edition of *Growing Times*: What You Need to Know: HB81
Cytomegalovirus Public Health Initiative
Source: Utah AAP

August 2013: CMV: New Utah Law Requires Targeted Testing
Source: The Hearing Journal

11.20.13: UDOH Media Release (MotherToBaby): Holiday Safety Tips Especially for Mom (Tip 4. CMV (Cytomegalovirus) May Be Lurking...)

11.22.13: National Birth Defects Prevention Month and CMV
Source: Fox News 13 (live interview)

Winter 2014 edition of *Growing Times*: UPDATE: Cytomegalovirus Health Initiative & Testing
Source: Utah AAP (American Academy of Pediatrics)

April 2014 of Utah Academy of Family Practice newsletter: UPDATE:
Cytomegalovirus Health Initiative & Testing (article submitted)
Source: Utah Academy of Family Practice (published July 2014)

Summer/Fall 2014 Transit Campaign:

Trax Interiors: (First two also created into posters for our CMV Awareness campaigns)



Some of the ads were switched out to promote our conference during the month of September, particularly along hospital and university routes (*pictured above*).

Bus Exteriors:







Created logo: **801-584-8215**



Public Health campaign:

CMV Public Awareness Video (URLEND Leadership Project):

<https://www.youtube.com/watch?v=EsgOb8wDY9c>

CMV Projects (in process):

CMV Research Collaborative

CMV Initiative Evaluation Project

CMV Initiative Process Improvement Project: Laboratory Testing (through MLDP Cohort)

Cytomegalovirus Public Health & Policy Conference (cmv.usu.edu): Salt Lake City, UT, September 26-27, 2014 (sponsored and planned)

