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


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


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


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


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**

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)

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)

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: [Image]

Public Health campaign: [Image]

CMV Public Awareness Video (URLEND Leadership Project):

https://www.youtube.com/watch?v=EsqOb8wDY9c

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)