



Making Noise for a Silent Virus:
Public Outreach for Congenital CMV

Introductions



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Background of CMV in Minnesota

Vivian act – addressing CMV as a public health concern:

1. Screening

- *Early 2022*: addition to newborn screening panel.
- *Feb. 2023*: Minnesota becomes first state to universally screen for cCMV.

2. Education

- *July 2023*: message testing completed.



Photo credit: Michelle Wiley/MPR News

Development of O&P team

- Finished hiring for positions working on CMV by October 2023.
 - Nurse specialist.
 - Follow up for newborn screening conditions.
 - Communications specialist.
 - Outreach and prevention planner.
- Created workplan and budgeted.
- Met bi-weekly to carry out workplan.



Message testing findings

Audience	Theme	Talking points
Hmong	Actionable steps	<ul style="list-style-type: none">• Expectant parents can reduce the risk of their unborn baby getting CMV.• Take simple but effective measures.
Somali	Data to understand the risks	<ul style="list-style-type: none">• CMV is common: 1 out of every 200 babies is born with CMV in the U.S.• CMV can be serious: 1 out of every 5 babies will develop long-term health concerns.
Latine	Family and community support	<ul style="list-style-type: none">• Family members play a vital role in supporting expectant parents in their efforts to reduce the risk of CMV.
Mainstream *	Education is power	<ul style="list-style-type: none">• Anyone at any age can get CMV.• The risk of transmitting CMV to an unborn baby can be reduced.

** Community representatives who did not identify as Hmong, Somali, or Latine. May have included representatives from other communities of color.*

Public outreach material development



Know the risks. Learn about CMV.

Let's talk about CMV



Minnesota Department of Health
Sponsored

Cytomegalovirus (CMV) is a common virus that can be passed from a pregnant person to the fetus and cause lifelong health concerns or disabilities.



Congenital Cytomegalovirus (CMV)
for families and caregivers

What is congenital CMV?
CMV is a common virus that is spread through contact with bodily fluids like urine and saliva. If a pregnant person gets CMV, the virus can pass through the placenta to the growing fetus. A baby born with CMV, the infection is called congenital CMV.
Congenital CMV affects each baby differently. Most babies will never show any signs or symptoms. Around one in five babies with congenital CMV will be born with hearing loss or other health concerns.

Are you pregnant or thinking of becoming pregnant?



Cyto Megalo Virus

Stop the spread of cytomegalovirus (CMV)
A common cause of birth defects

Cytomegalovirus (CMV) is a common virus spread through bodily fluids. If you are pregnant, CMV could pass to your growing fetus. Stop the spread of CMV: learn about the virus and take steps to reduce your risk.

*"The hardest part was realizing how preventable exposure can be—simple precautions could have reduced my risk."
—Parent of child born with CMV*

1 in 3 children are already infected by CMV by age 5.

Reduce your risk of cytomegalovirus (CMV)
A common cause of birth defects

Cytomegalovirus (CMV) is a common virus spread through bodily fluids. It usually doesn't cause symptoms in healthy people, and most don't realize they have been infected. But if you are pregnant, CMV could pass to your growing fetus and cause lifelong health challenges. Reduce your risk of CMV: learn about the virus and take steps to protect your pregnancy.



The path of a virus

From community to child
CMV spreads through bodily fluids like saliva and urine. It usually doesn't cause symptoms, and most people don't realize they have been infected.

From child to pregnant person
Anyone can spread CMV. Take steps to reduce your risk, especially if you are regularly in contact with young children, who are most likely to spread the virus.
If a child was born with CMV, they pose no more risk than other children and should be treated like any other child.

If you are thinking of becoming pregnant, don't wait. Start taking precautions now.

Avoid children's saliva and urine

- Wash your hands with soap and water often, especially after changing a diaper or wiping a child's face
- Do not pass anything from a child's mouth to your mouth such as a pacifier or toothbrush
- Do not share food, drinks, utensils, or straws
- Kiss children on the forehead instead of the lips

From pregnant person to baby
When CMV is passed in pregnancy, this is called congenital CMV.

Baby born with CMV
All babies born in Minnesota are screened for CMV as part of the Newborn Screening Program.
Most babies born with CMV do not have health issues, but 20% will develop long-term health challenges like hearing loss or developmental delays.

In the United States, 1 out of every 200 babies is born with CMV.

Learn more about CMV

- Talk to your health provider
- Call MDH at 651-201-3650 or email health.cystun@state.mn.us
- View CMV resources online at health.mn.gov/cmv



When a baby is born with a CMV infection it is called congenital CMV

In the U.S. 1 in 200 babies is born with congenital CMV

Congenital CMV is the number 1 infectious cause of birth defects and childhood hearing loss

Prevention tips to help lower your risk:
Wash hands with soap and water often, especially after wiping a child's nose or mouth.
Avoid kissing a child's forehead instead of the lips.
Avoid sharing items like pacifiers, toothbrushes, utensils, and straws.

Learn more about CMV:
Visit health.mn.gov/cmv or call MDH at 651-201-3650.




Long caption

Did you see teal and purple lights around Minnesota buildings and bridges across the state were lit up to celebrate National CMV Awareness Month? CMV—the most common infectious cause of birth defects in the U.S.

Swipe through to see some of the beautiful landmarks that helped start the conversation about CMV for National CMV Awareness Month. Then learn more at health.mn.gov/cmv.

health.state.mn.us
Widespread
CMV Awareness

Public outreach events

- Goal to reach a wide range of the public through in person events
- Explored several options:
 - Minor league baseball games
 - Public libraries
 - Cultural festivals
 - New parent events
 - Title V tabling



CMV Awareness Month

2024

- Newsletters (internal and external).
- 3 structure lightings.
- Social media (paid only).

Outside of June:

- *Planned digital ads got pushed to July.*
- *Co-tabled at St. Paul Saints game in September for Folic Acid Awareness.*

2025

- Newsletters (internal and external).
- 6 structure lightings, incl. greater MN.
- Social media (organic and paid).
- MDH intranet.
- Digital ads.
- St. Paul Saints game.
- *Governor's proclamation (received in July).*

CMV Awareness Month (cont.)

Jun 1 - Jun 30

Sessions

59,859

▲ 30,597% vs May 1 - May 31 (195)

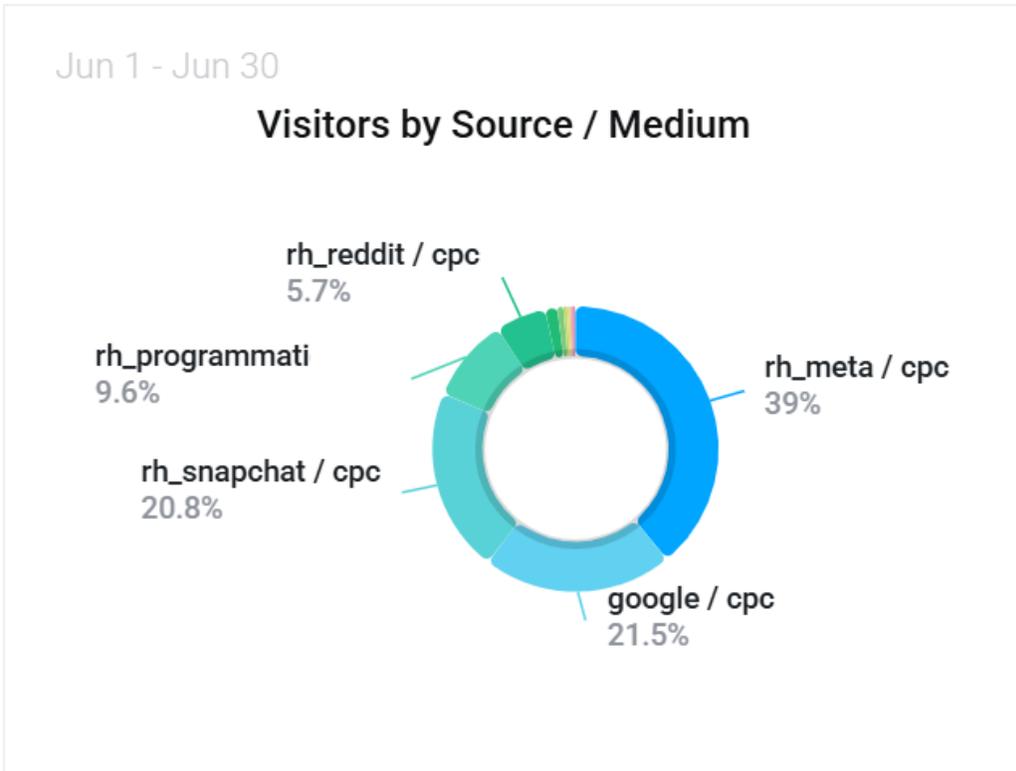
Jun 1 - Jun 30

Visitors

51,306

▲ 34,334% vs May 1 - May 31 (149)

Dimension	Total Visitors
rh_meta / cpc	19,996
rh_snapchat / cpc	10,686
rh_programmatic / cpc	4,901
rh_reddit / cpc	2,919
rh_google / cpc	703
rh_google / (not set)	1



Daycare mailing

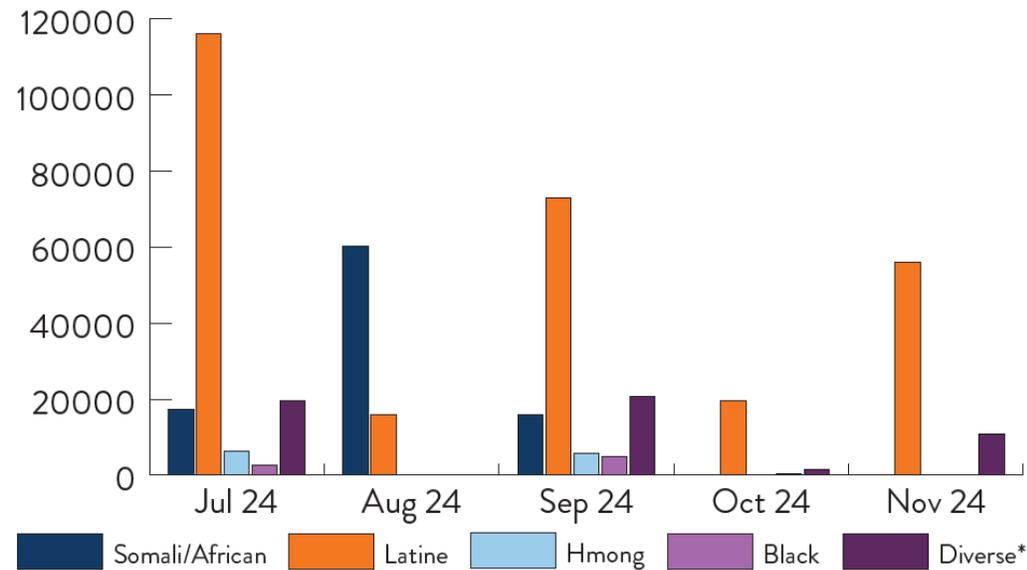
- Daycare workers and families with young children are disproportionately impacted by cCMV.
- Explored ways to get materials to daycare centers.
 - Department of Human Services licensed daycare centers roster.
 - Created selection criteria.
- Mailed educational materials and swag to ~900 centers.



Paid advertising in 2024 and 2025

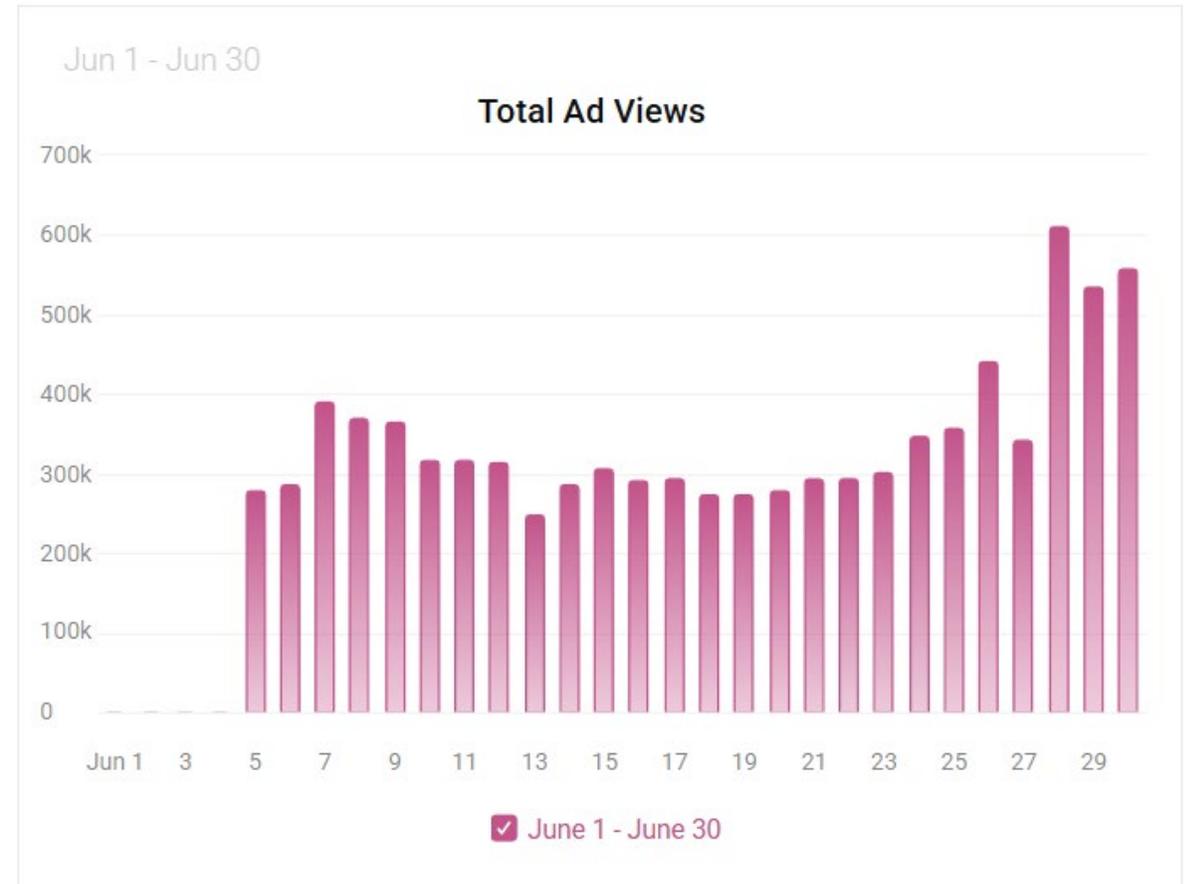
July – Nov. 2024

Audience reach per month



**Media without disaggregated data, serving diverse audiences.*

June 2025

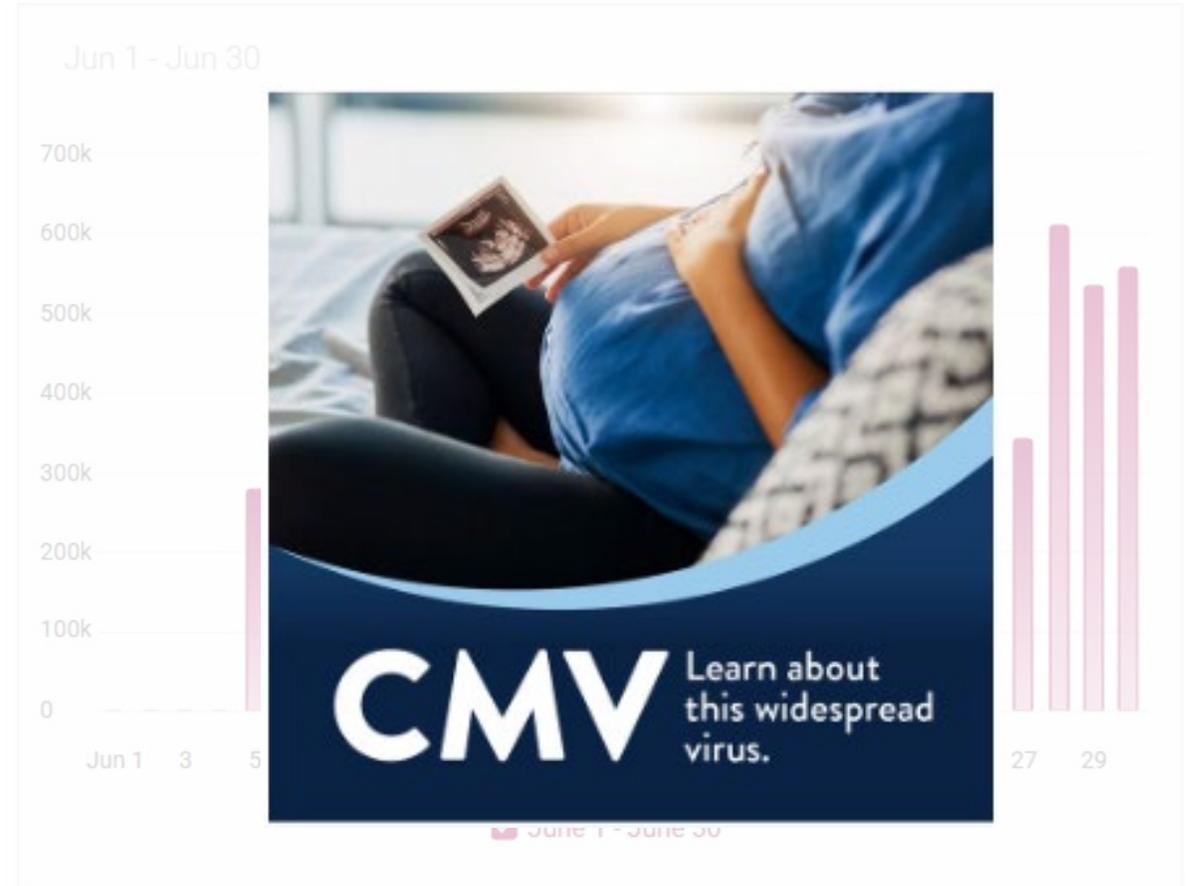


Paid advertising in 2024 and 2025 (cont.)

July – Nov. 2024

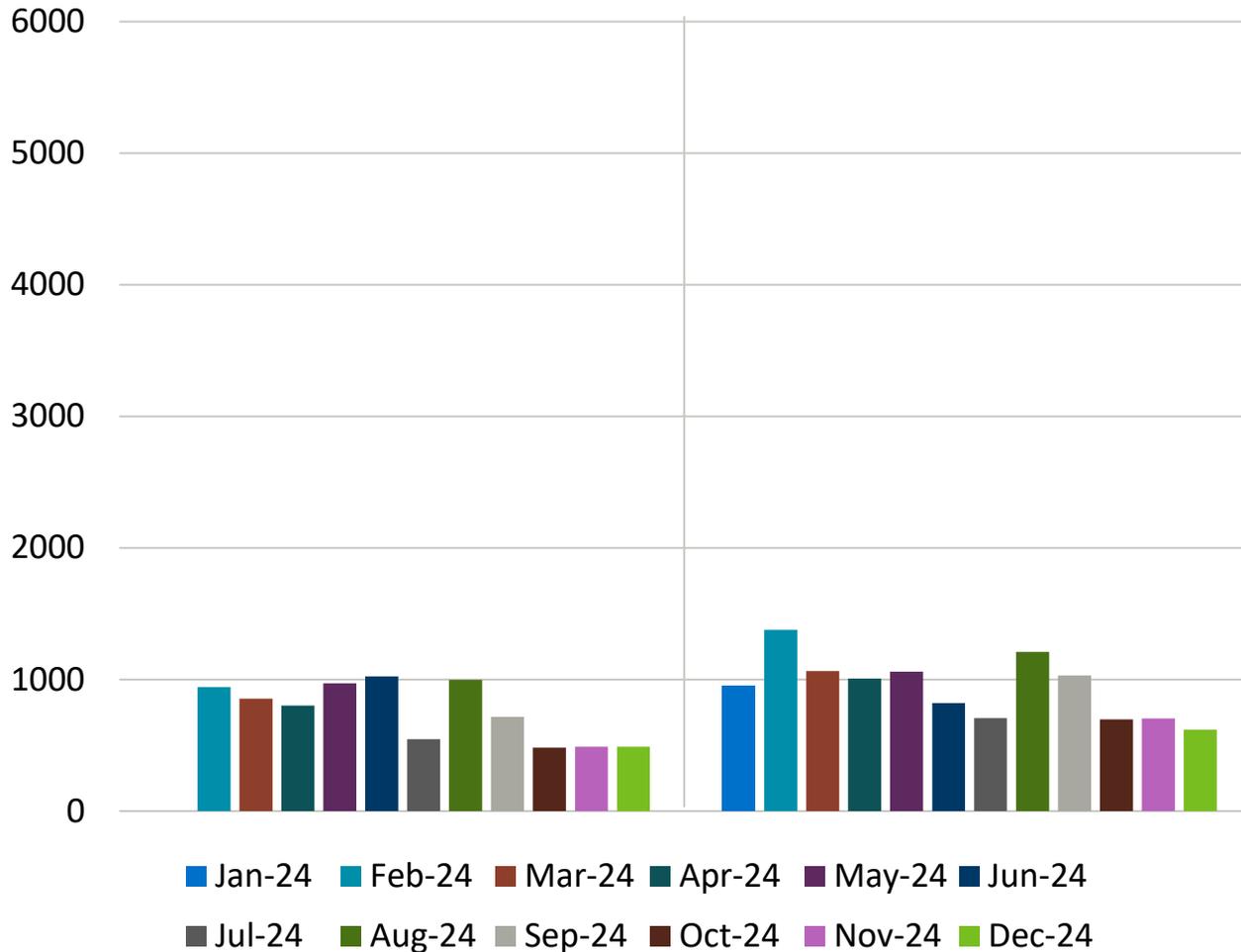


June 2025

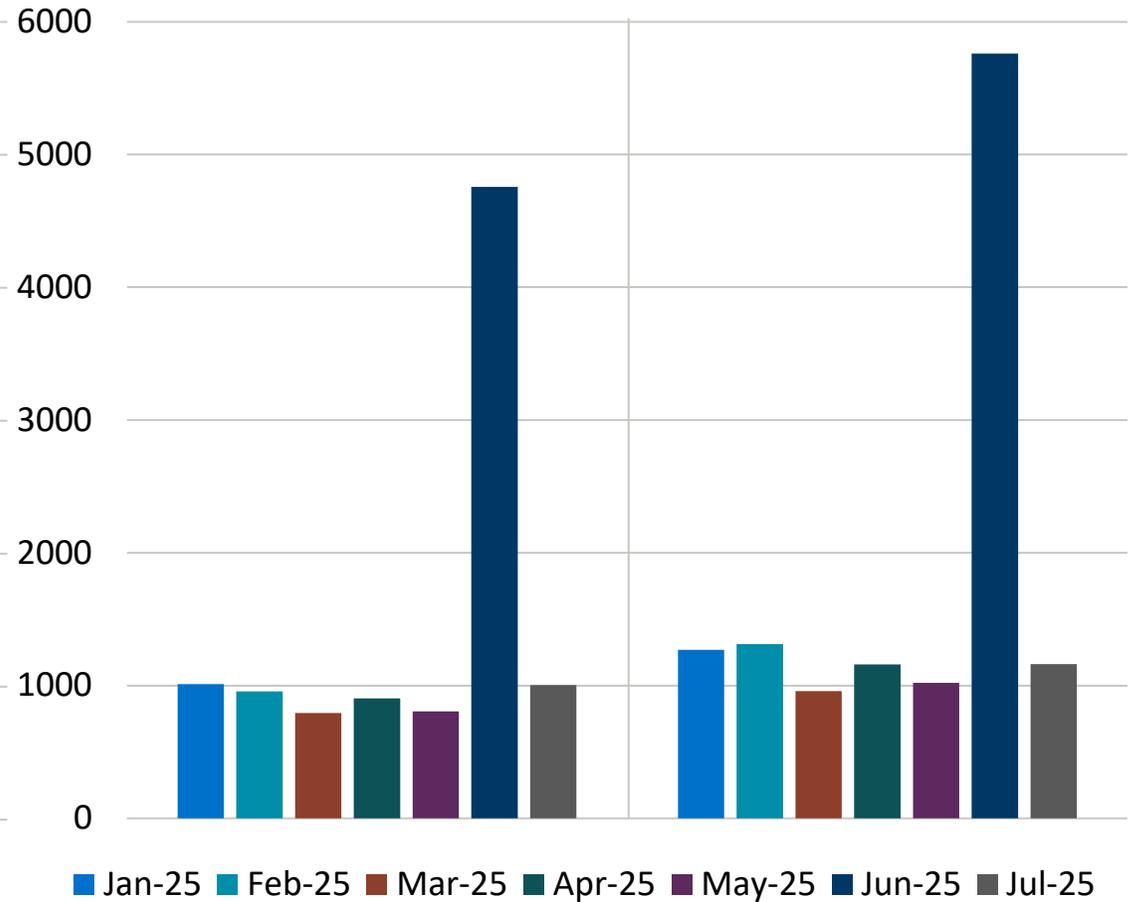


Webpage traffic in 2024 and 2025

2024



2025



Future directions

- Continuous paid media advertising.
- Family stories.
- Review of demographic data.
- Conduct focus groups around CMV materials.
- Conduct a knowledge survey.
- Educational training modules.



Thank you!

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health.mn.gov/CMV

Questions?