

CYTOMEGALOVIRUS PUBLIC AWARENESS

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CONGENITAL CYTOMEGALOVIRUS INFECTION

MOST NEWBORNS
WITH CONGENITAL CMV ARE
ASYMPTOMATIC, BUT AS MANY
AS 15 PERCENT WILL DEVELOP
PROGRESSIVE HEARING LOSS.

WHAT?

APPROXIMATELY
10 PERCENT OF
CONGENITALLY
INFECTED NEWBORNS
WILL HAVE SYMPTOMS
AT BIRTH:

CHORIORETINITIS

SMALL SIZE FOR
GESTATIONAL AGE

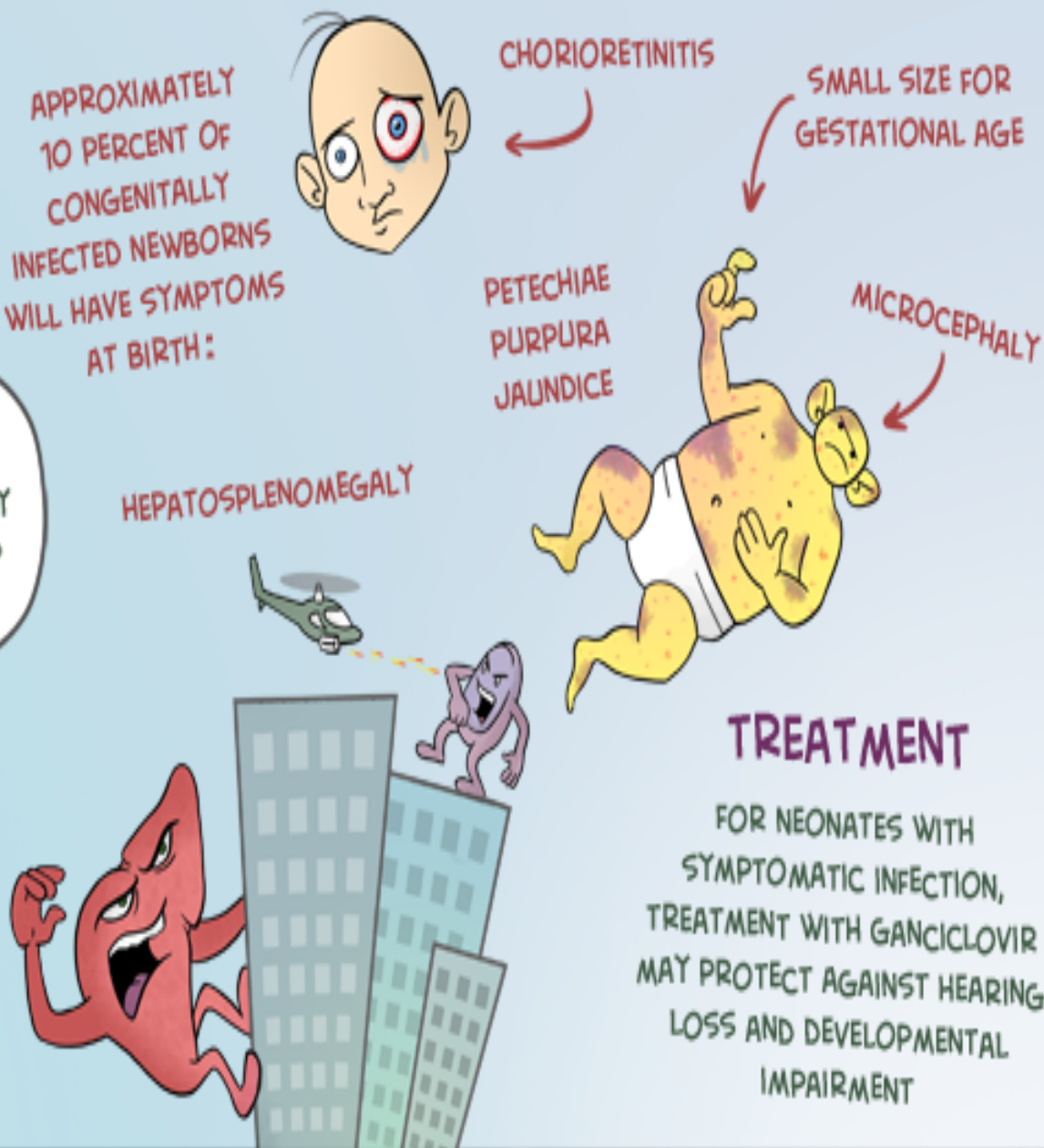
PETECHIAE
PURPURA
JAUNDICE

MICROCEPHALY


HEPATOSPLENOMEGALY

TREATMENT


FOR NEONATES WITH
SYMPTOMATIC INFECTION,
TREATMENT WITH GANCICLOVIR
MAY PROTECT AGAINST HEARING
LOSS AND DEVELOPMENTAL
IMPAIRMENT

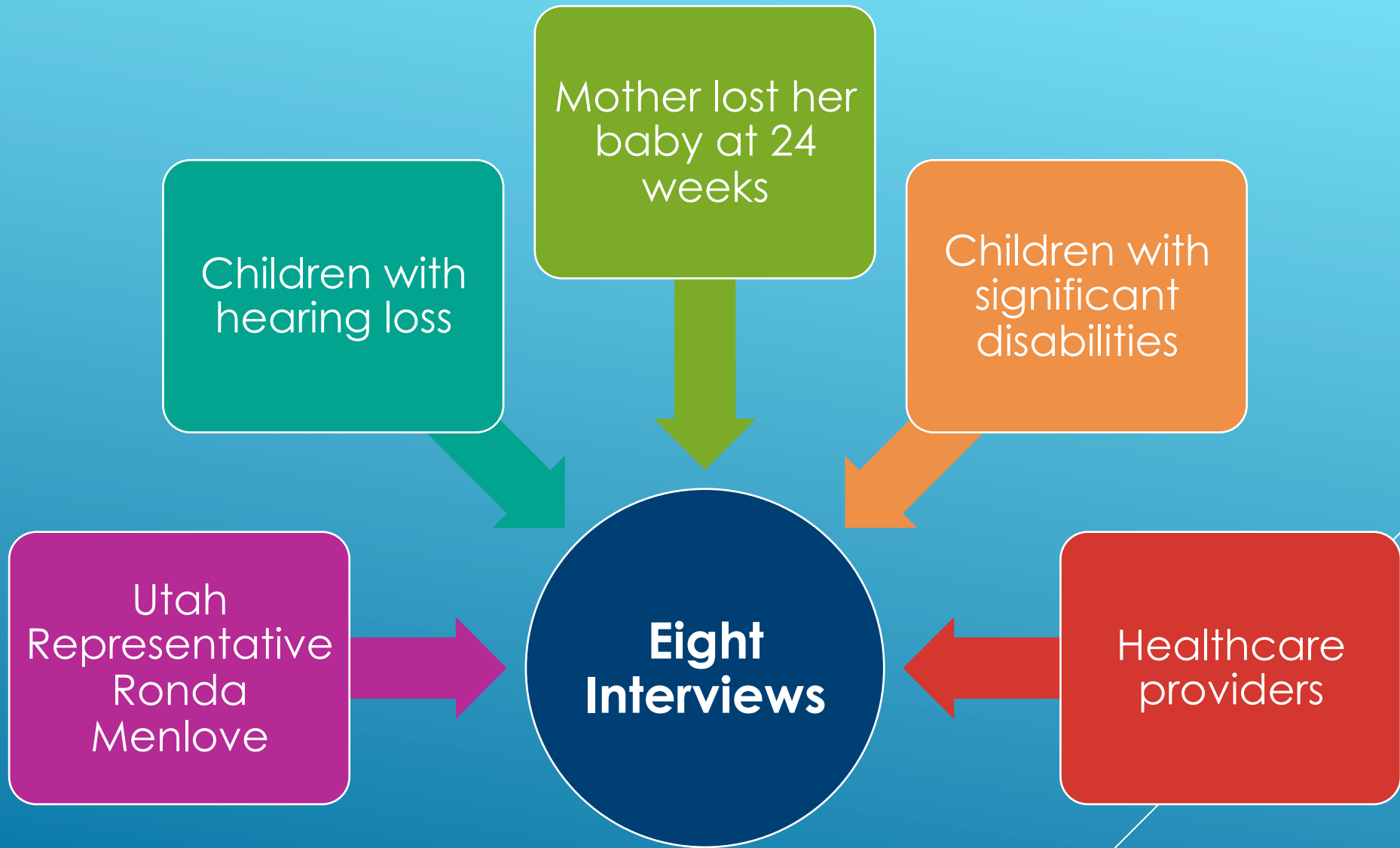


WHAT WE KNOW ABOUT cCMV

- ▶ Usually asymptomatic in adults and at birth
 - ▶ It is the leading cause of non genetic hearing loss in infants, with 40-58% of children infected with cCMV experiencing hearing loss
 - ▶ cCMV can lead to other birth defects and deaths in utero
 - ▶ Contracted in utero or through the birth canal
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PREVENTION

- ▶ Prevention is easy, but not many people know how easy it is to prevent.
 - ▶ Can be prevented through basic hygiene
 - ▶ Only 1 in 5 women are aware of the dangers of congenital CMV
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FIVE THEMES



RESULTS: THE FIVE THEMES

Stigma: 8 mentions (8.08%)

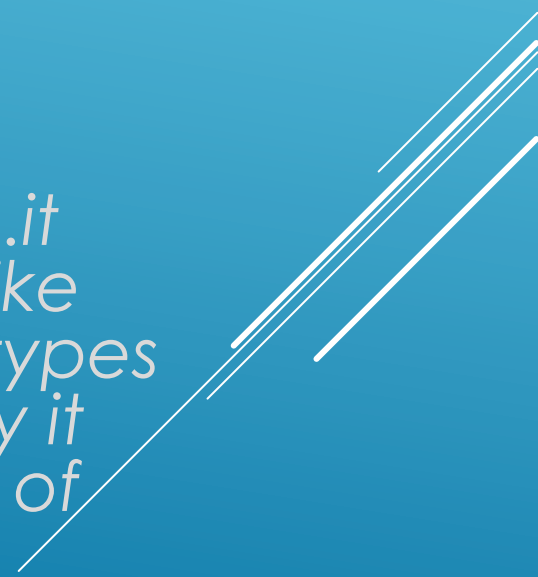
“At the daycare they were worried she was going to give everybody else CMV which from a medical side that is just silly.”

Lack of Information: 15 mentions (15.15%)

“I asked, ‘Has your doctor talked to you about CMV?’ and they said ‘No what is that?’”

Supports: 13 mentions (13.13%)

“Finding the CMV listserv was amazing...it was an amazing boost because it was like I’m not alone and there were so many types of families that had all been affected by it and it took away some of my judgment of myself.”



RESULTS: THE FIVE THEMES

Awareness and Education: 41 mentions (41.41%)


“This [CMV] is a general public issue. This is not just an academic issue...policy issue... health issue...religious issue. This is something that the general public cannot ignore.”



Control and Prevention: 22 mentions (22.22%)

“We were very careful when my sister was pregnant because we were still shedding [the CMV virus]. I could control ‘no ur not going to change her [diaper]’ and keep that in our own family.”

WHAT DOES THIS MEAN?

- ▶ Cytomegalovirus (CMV)
 - ▶ Is an important public health issue
 - ▶ Has significant psychological impact to individuals with CMV as well as to family
 - ▶ There is a need for increased awareness and education
 - ▶ Family express desire for increased advocacy and outreach efforts
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CYTOMEGALOVIRUS PUBLIC AWARENESS

PUBLIC AWARENESS VIDEO

- ▶ YouTube link for future viewing <https://www.youtube.com/watch?v=EsqOb8wDY9c>

▶ ANY QUESTIONS?

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