



Promoting CMV Awareness - One Message May Not Fit All

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Learning Objectives

- Describe the baseline awareness level of CMV among participants in four focus groups.
- Discuss the CMV awareness and education messages that worked best among the multicultural focus groups in Minnesota.
- Identify the communication channels that the focus groups preferred for receiving CMV awareness and education messaging.

Vivian Act (2021)

Education

- **Make information about congenital CMV, including preventative measures, available** to health care providers, women who may become pregnant, expectant parents, and parents of infants.
- **Establish an outreach program** to educate women who may become pregnant, expectant parents, and parents of infants about CMV.
- **Raise awareness** for CMV among health care providers.

Screening

- Advisory Committee on Heritable and Congenital Disorders to **review cCMV for possible inclusion on Minnesota's newborn screening panel.**
- Recommend for addition by the Committee and approved by Commissioner of Health (early 2022)
- Universal newborn screening started (February 2023)

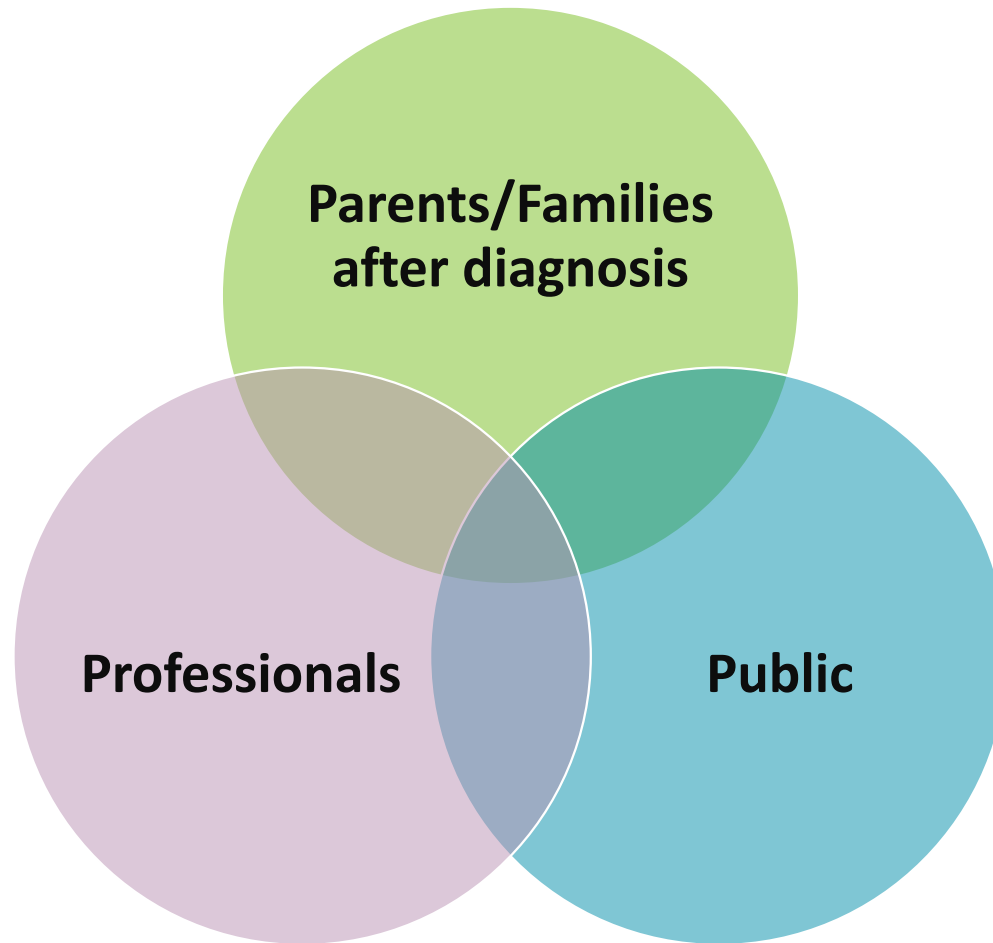
SF1698

VIVIAN♥**ACT**

STOP CytoMegaloVirus
from devastating 400+ MN
families a year

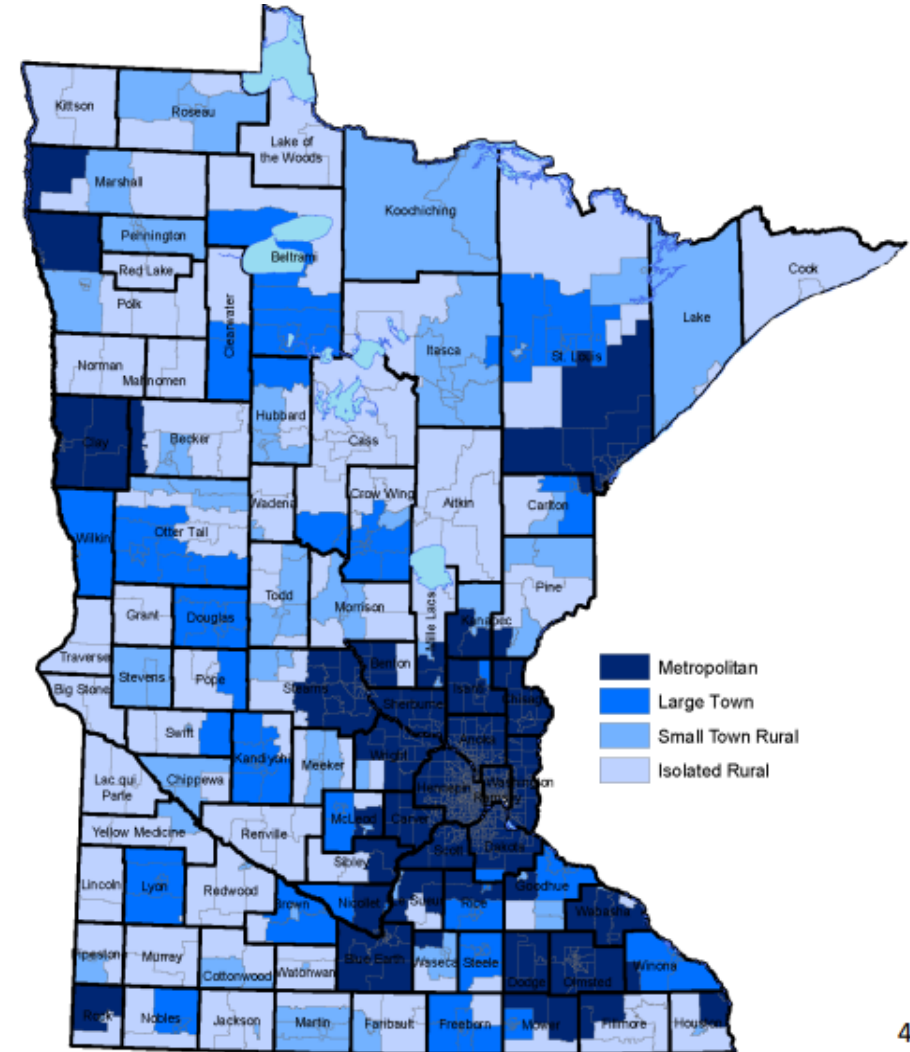


Audiences for CMV-related Communications



Messaging Consideration - Geography

- 14th largest state in the nation
- Metropolitan vs. large town vs. rural
- 5 largest counties by population – Twin Cities metro
- Geography
 - May contribute to culture
 - Covid experience
 - Considerations for messaging channels



Messaging Consideration –Demographics

- Population of 5.7 million people
 - 78% non-Hispanic white
 - 22% people of color (those who identify as a race other than White alone, and/or those who are Hispanic or Latin(x))
- Average 66,492 live births/year (2018-2020)
 - 60%/40% metro vs. greater MN
- Live births by race/ethnicity of mother
 - 68% to non-Hispanic white
 - 31% to mothers of color
 - 1% other/unknown

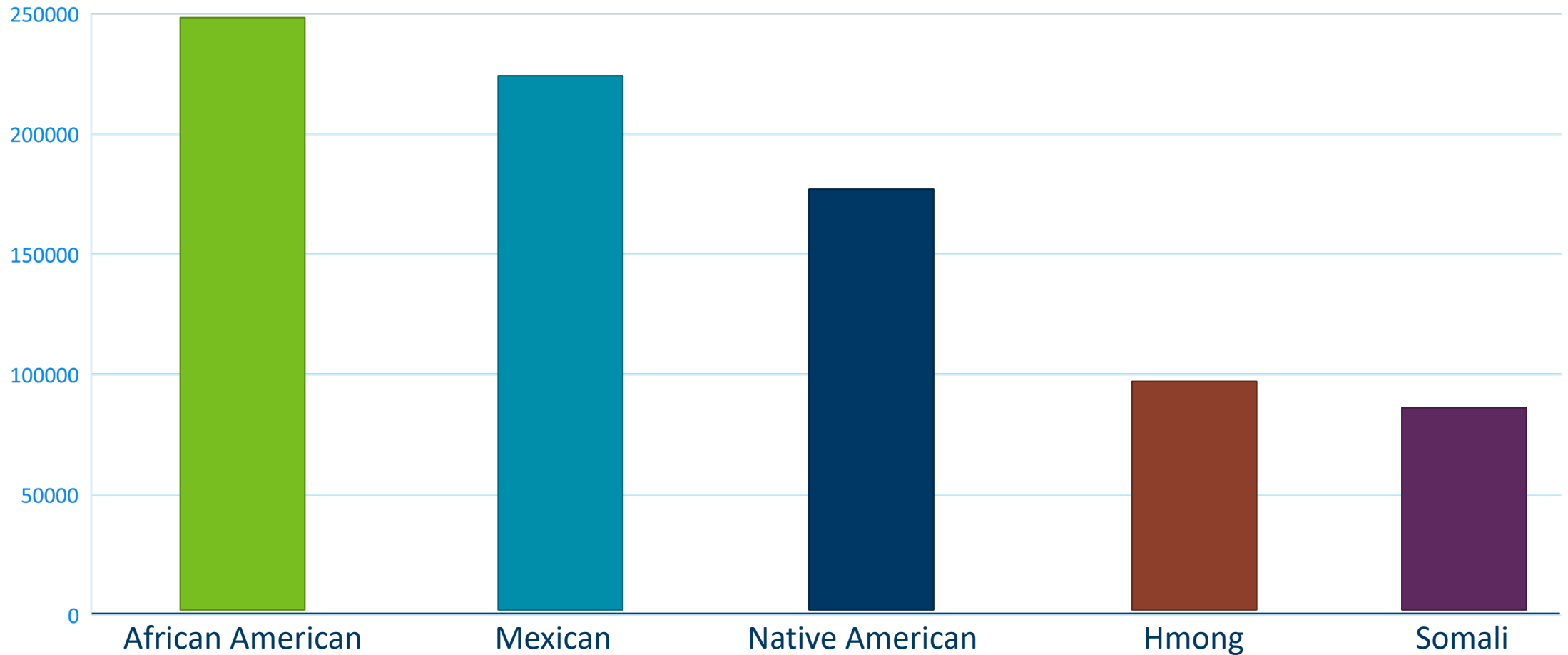


<https://mch.umn.edu/mnwhrc22/>

<https://www.mncompass.org/topics/demographics>

Cultural Communities in Minnesota

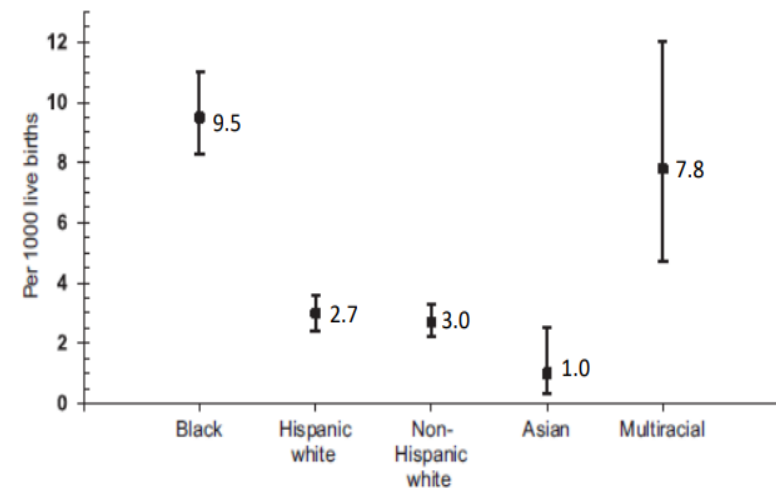
<https://www.mncompass.org/topics/demographics>



Messaging Consideration - Equity

- Studies have shown significant racial and ethnic differences exist in the prevalence of cCMV
- Black infants have the highest cCMV prevalence (9.5 per 1000 births)
- Followed by multiracial infants (7.8 per 1000 live births)
- Non-Hispanic white infants have a lower prevalence rate (2.7 per 1000 live births)

Prevalence of Congenital CMV Infection by Race/Hispanic Origin, United States, 2007-2012



Fowler et al. Racial and Ethnic Differences in the Prevalence of Congenital Cytomegalovirus Infection. J Peds 2018

“Every public health communication product, campaign, or message we develop can either raise or lower barriers to access and understanding.”

Communicate Health. *A Framework for Equity-Centered Health Communication.*

Project Summary



NEWPUBLICA

NEW AUDIENCES NEW COMMUNICATIONS

New Audiences. New Communications.

NewPublica is a diverse public relations and strategic communications firm focusing on new audiences and new communications.

Goal & Framework

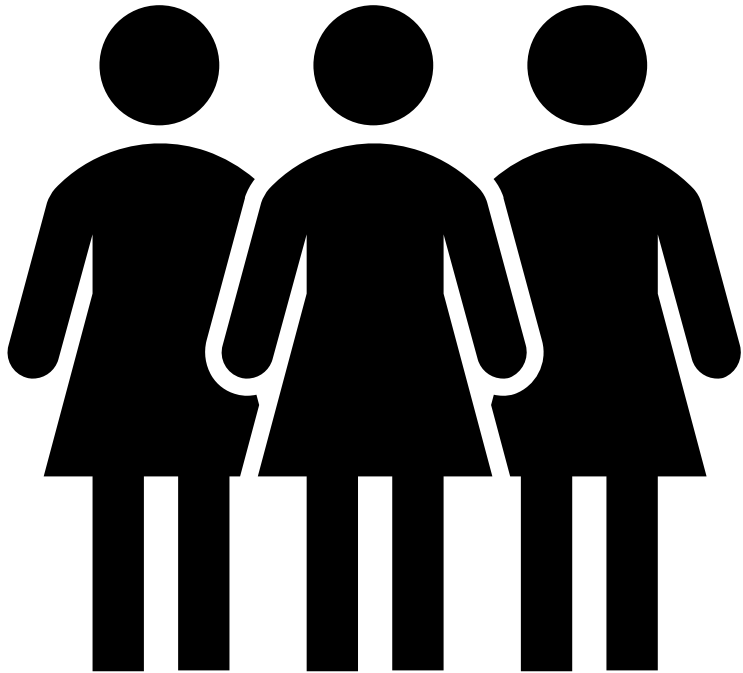
- Toolkit Goal:
 - To inform and educate expectant, planning, and current parents, as well as their families, friends, and fellow community members.
- Narrative Framework:
 - All Minnesotans across race, class, and geography want and deserve to know of health concerns that could potentially affect themselves or their families.



Project Audience

- Primary Audience:
 - People who either are or are planning to become pregnant, and their extended families and communities.
- Secondary Audience:
 - Families, with young children, who may become pregnant, as well as first time grandparents.
- While the targeted geography is Minnesota as a whole, messaging is focused on inclusively reaching Hmong, Somali, and Latine communities.
- NewPublica uses the term “mainstream audience” to describe Minnesotans in the primary and secondary audience who are not Hmong, Somali, or Latine.

Project Design and Recruitment

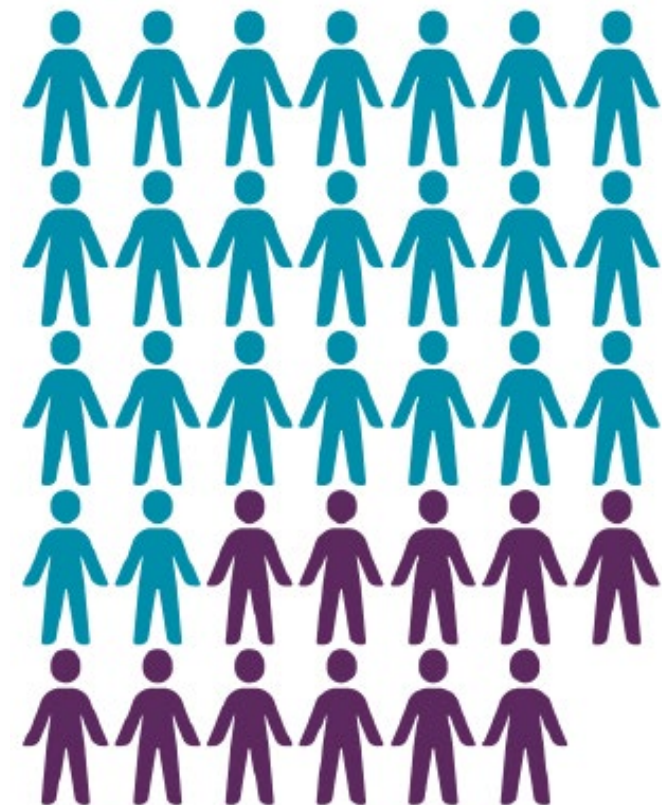


- Recruited participants using already established community connections throughout the state and in diverse communities
- Round 1 Engagement: 1-on-1 surveys and conversations with participants
- Round 2: Re-engaged participants to test messaging

**24 of the 34 participants were
a person of color.**

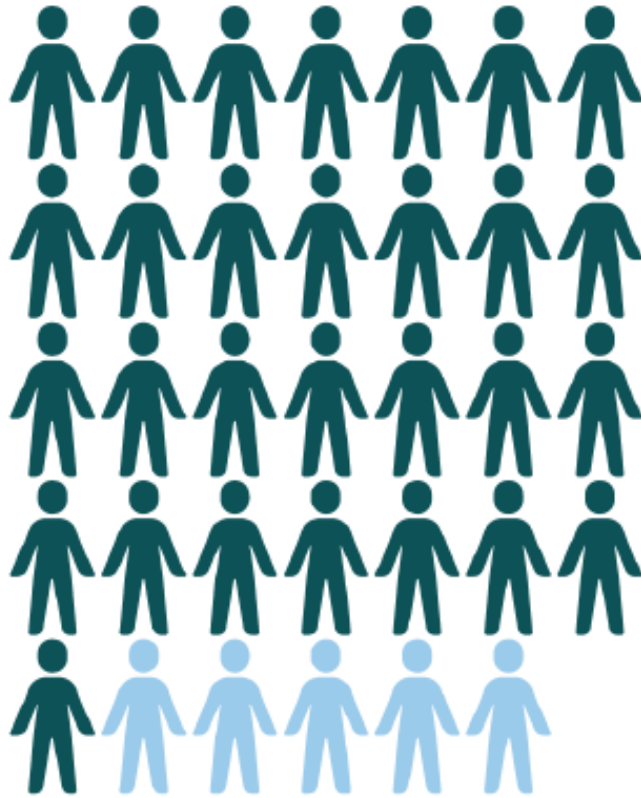


**23 of the 34 participants were
a parent.**



Engagement Participants

**5 of the 34 participants had
heard of CMV prior to the
initial engagement.**



Engagement Participants Cont.

Findings

“The most impactful way to expand the knowledge of cCMV and encourage risk reduction practices is through comprehensible and information-based messaging that is straightforward, eye-catching, and does not use scare tactics.”

Identified Communication Tones

- Empowering, Motivational, Informative
- Inclusive, Evocative, Surprising
- Straightforward, Assertive, Proactive, Preventative



*All communications will have the same mood:
Informative and Encouraging*

First Communication Tone

- **Empowering, Motivational, Informative**
 - **Encourages conversation and demonstrates how families and communities can take control of their own health**

All communications will have the same mood: Informative and Encouraging.

Second Communication Tone

- **Inclusive, Evocative, Surprising**
 - **Prompts curiosity and expresses the commonality of CMV**

All communications will have the same mood: Informative and Encouraging.

Third Communication Tone

- **Straightforward, Assertive, Proactive, Preventative**
 - **Understandable, clear-cut, and easily digestible for all communities**

All communications will have the same mood: Informative and Encouraging.

	Mainstream Audiences
Platform	<p>Social and digital media</p> <p>Print materials from healthcare providers</p>
Tone	Straightforward, assertive, proactive, preventative
Suggested Headlines	<p>Diminish the Danger</p> <p>Rise Above Risks</p>
Messaging	<p>Wash hands after playtime – Reduce the risk of CMV</p> <p>Kiss your baby’s forehead instead of their cheek – Reduce the risk of CMV</p> <p>Don’t share food or drinks with children – Reduce the risk of CMV</p>

	Hmong	Somali	Latine
Platform	<p>Digital media</p> <p>Print materials from healthcare providers</p>	<p>Digital media</p> <p>Social media</p>	<p>Social media</p> <p>Print materials at local community centers</p>
Tone	<p>Straightforward, Assertive, Proactive, Preventative</p>	<p>Empowering, Motivational, Informative</p>	<p>Inclusive, Evocative, Surprising</p>

	Hmong	Somali	Latine
Suggested Headlines	<p>You Can Lower Your Chances</p> <p>Reduce the Risk</p>	<p>Health Starts at Home</p> <p>Embrace Your Power</p>	<p>The Hidden Connection</p> <p>The Silent Link</p>
Messaging	<p>Kiss your baby's forehead instead of their cheek – Reduce the Risk of CMV</p> <p>Don't share food or drinks with children – Reduce the risk of CMV</p>	<p>1 out of every 5 babies born with CMV will develop long-term health problems.</p> <p>1 out of every 200 babies is born with cCMV.</p>	<p>cCMV can cause long-term health concerns in babies.</p> <p>Anyone, at any age, can contract CMV.</p> <p>CMV is the most common infectious cause of birth defects in the US.</p>

- Empowering Expectant Parents
 - Expectant parents have the power to protect their unborn baby from cCMV by taking simple yet effective measures.
- Family and Community Support
 - Partners, family members, and close friends play a vital role in supporting expectant parents in their efforts to reduce the risk of CMV.
- Call to Action
 - Those looking for more information about CMV or cCMV should talk to their healthcare providers or visit the MDH website.

Other Key Takeaways

- Importance of “people-centric” visuals that look like the people within the target community
- Infographics make statistics easily digestible and are eye-catching
- Due to NewPublica’s experience in BIPOC outreach and engagement, they highly recommended the use of radio as an advertising channel for older generations
 - Hmong is a more verbal language
 - Somali elders may not read in their language
 - Older Latine audiences tend to listen to Spanish radio stations while driving or working

Other Key Takeaways Cont.

- No differences noted in preferred messaging or platforms based on geography
- Hearing this information may cause stress
 - *“Why wasn’t I told about this before?”*
 - Important to direct people to more information/resources
- Trust is very important when sharing information with these communities
 - *“Grassroots organizations, local influencers, and friends and family are the voices that shape opinions on health awareness.”*

Next Steps

- Contracting with a communications vendor for visual design, choosing messaging channels, and media buying
- Developing a Communications Plan that includes ongoing evaluation of messaging campaign
- Communication Specialist hired and added to our team in August 2023



Are you pregnant or thinking of becoming pregnant?

Embrace your power.
Learn about CMV.


Cytomegalovirus (CMV) is a common virus that is spread through contact with bodily fluids. Anyone, at any age, can get CMV. Babies, toddlers, and young children often get CMV from other kids and may pass it on to their parents or other family members. If you are pregnant and have CMV, you can unknowingly pass it to your growing fetus.

CMV doesn't usually cause symptoms in healthy people, but it can cause serious, long-term health concerns for some babies who get CMV before birth. When a baby is born with CMV, the infection is called congenital CMV.



Tips to reduce your chances of getting CMV:

- Wash your hands with soap and water often, especially after wiping a child's nose or mouth and changing diapers.



Did you know?

1 out of every 200 babies
is born with congenital
cytomegalovirus (CMV)



Diminish the Danger



Learn more about CMV



**Follow these four tips
to lower your risk
of getting CMV while
you are pregnant**

**Wash your hands often,
especially after wiping a
child's nose or mouth
or changing a diaper.**

Reduce the risk of CMV

**Kiss them on the
forehead or the top
of the head instead
of on the lips or
cheek.**

**Try not to put anything in your mouth
that has just been in your child's mouth—
including food, drinks, eating utensils,
straws, or toothbrushes.**

Reduce the risk of CMV

Reduce the risk of CMV

Reduce the risk of CMV

**Try not to put your child's
pacifier in your mouth.**

Questions?

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Thank You!