



Stop CMV Arizona - Collaborating to Improve Children's Health in Arizona



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Introduction: The absence of newborn screening protocols for congenital cytomegalovirus (cCMV) coupled with a lack of cCMV awareness among vulnerable populations and the providers who serve them is arguably the root cause of the continued and substantial impact of cCMV on Arizonan communities, and represents a structural gap affecting the health of Arizona's women and children.

Objectives: To increase awareness and health-risk knowledge of cCMV in Arizona in order to affect behavior change amongst women of child-bearing age that will reduce its impact on infants and young children, including congenital and late onset hearing loss, as well as other neurological effects. We want to increase understanding of cCMV among healthcare providers.

CMV Advocacy - Why we need to add CMV to the newborn screen

- Most infants born with congenital CMV are not identified at birth
- Newborn CMV screening is needed to identify infants who have asymptomatic cCMV, who are at risk for CMV-related complications
- Universal CMV screening does not currently occur in the US

We Are On Our Way

- IRB in place.
- Developed STOP CMV logos in English and Spanish.
- Developed and recruited women for in person and ZOOM focus group sessions, using this tabulated information to make distribution materials.
- Developed and distributed surveys to physicians, as well as allied health/early childhood professionals.
- cCMV screening pilot is in development.
- Received a State of Arizona Proclamation.



Cytomegalovirus (CMV) remains unknown to the majority of women of child-bearing age. An estimated 40,000 babies/year are affected by cCMV in the USA alone. **Women should be informed of practices that can reduce their risk of CMV infection during pregnancy.**

