

STATE OF CONNECTICUT

DEPARTMENT OF PUBLIC HEALTH

Manisha Juthani, MD
Commissioner



Ned Lamont
Governor
Susan Bysiewicz
Lt. Governor

Universal cCMV Screening Working Group
Education Subgroup Minutes
Tuesday, November 7, 2023
9:30 - 10:30 AM

Subgroup Members

Present: Debra Ellis, RN, BSN, Marie Burlette, RN, BSN, MPH, and John Lamb

Other: Amaka Atuegbu

1. Education Subgroup Presentation

a. Provide recommendations on the following questions

- i. What are the current available resources?
 - Existing education materials will be updated with new cCMV testing and follow-up algorithm
 - a. Early Hearing Detection and Intervention (EHDI) brochures
 - b. CT Newborn Screening Program flyers
 - c. CT Newborn Screening Network fact sheet
- ii. What is missing/needed?
 - Education on prevention
 - Spanish translation of education materials
- iii. Who are the relevant stakeholders to educate?
 - cCMV screening notification letters: birth hospitals, NICUs, primary care providers (peds, family care providers, naturopaths, any newborn health care provider), Obstetricians, CT family support network, American school for the deaf, families
 - a. Add cCMV screening to CT Newborn Screening Program flyer to providers
 - Follow-up: peds, audiology, families
 - Prevention: daycares, preschools (partner with licensing and early childhood?)
 - Parents

- a. Pre-newborn screening brochure for all parents
 - b. post-newborn screening brochure for parents of cCMV positive infants
- iv. Who will create materials, edit materials, approve materials, and who/how will they be disseminated?
 - Other subgroups' recommendations on cCMV testing and follow-up will determine the education content and delivery.
 - Websites
 - a. EHDI
 - b. CT NBS program
 - Distribution through OB-GYN offices, Birth hospitals, childbirth educators, PCPs
 - Social media: Facebook
- v. What type of educational materials/media/campaign?
 - Updated brochures and flyers
 - Other types TBD after other subgroup recommendations
 - Hire PR for marketing campaign?
- vi. What are the potential challenges and resources needed?
 - Consistent messaging
 - Staffing/funding
 - Education on prevention (partner with licensing and early childhood?)

2. Next Steps

- a. John Lamb to present slides at larger meeting
- b. Subgroup members to work on slides
- c. Amaka Atuegbu to assist with slides (add education material screenshots)
- d. Marie Burlette to coordinate next meeting time
- e. Ms. Burlette to add NBS educational material to shared folder