Congenital CMV (cCMV) is the leading cause of non-genetic sensorineural hearing loss (SNHL) in children in the United States. The disease burden of cCMV may include permanent neurocognitive disability and musculoskeletal impairment.

Yet public awareness of this disease remains low — substantially lower than that of other childhood conditions, such as Down syndrome and spina bifida. Only 15.5% of expectant mothers were familiar with cCMV and few recalled being given information about cCMV from their provider. The American College of Obstetricians and Gynecologists currently does not recommend counseling or preventative hygiene measures to pregnant mothers.

This project will promote a collaborative partnership between researchers in CSBS and School of Medicine. We will compare cCMV knowledge, attitudes, and compliance of expectant mothers using 2 different (video and text) prenatal education programs and the impact of this intervention on provider time and attitudes. This project will demonstrate practical applicability and show clear potential for expansion at the national level.

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**PROJECT INFO**

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