

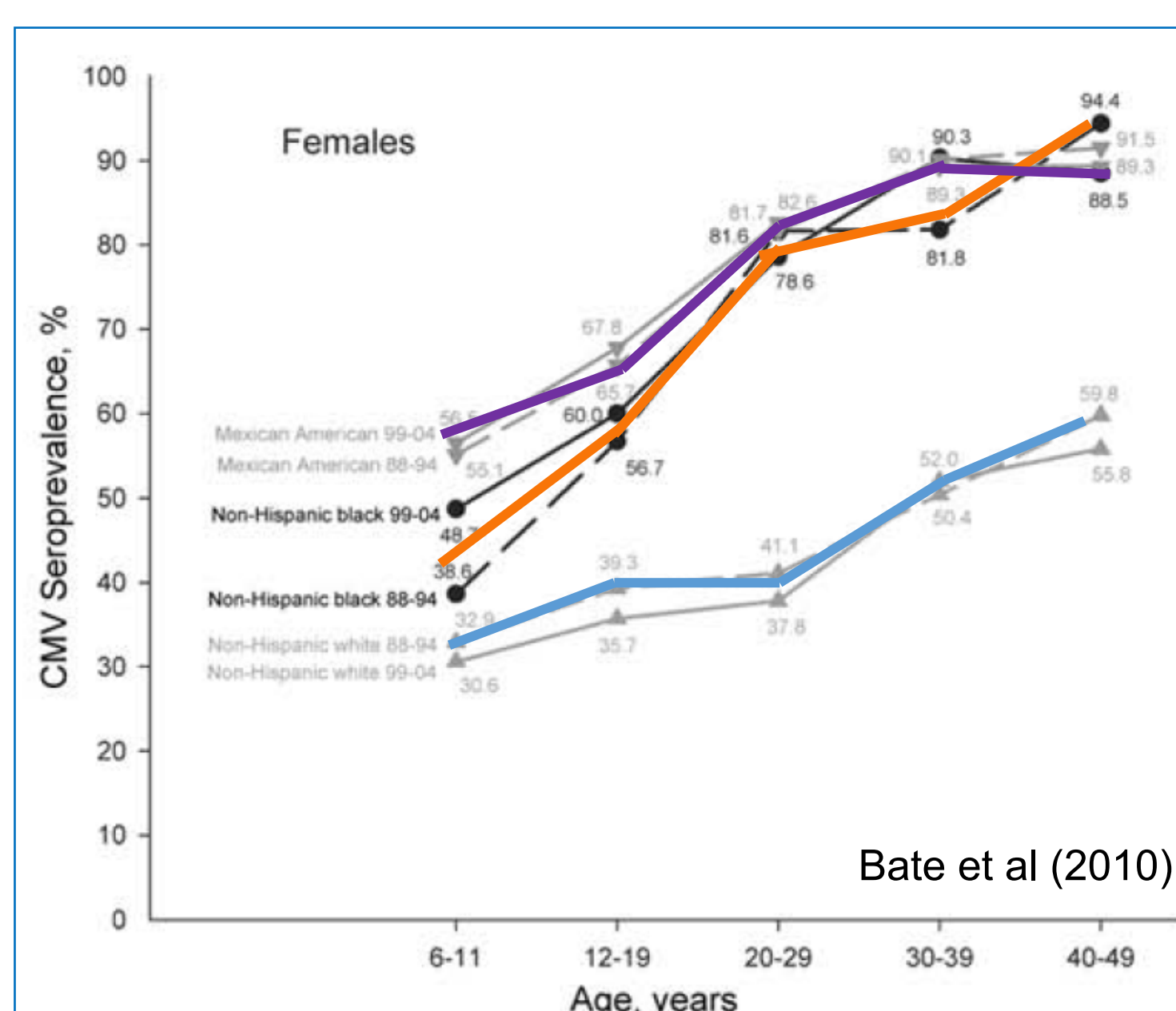
# EXPANDING AWARENESS OF cCMV IN ARIZONA: Stop CMV AZ / Alto CMV AZ

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## Introduction

**Congenital cytomegalovirus (cCMV)** seroprevalence varies by age, ethnicity, and other factors associated with low SES. There is a disproportionately high risk of primary maternal CMV acquisition and cCMV infection in socially disadvantaged communities (Fig 1).

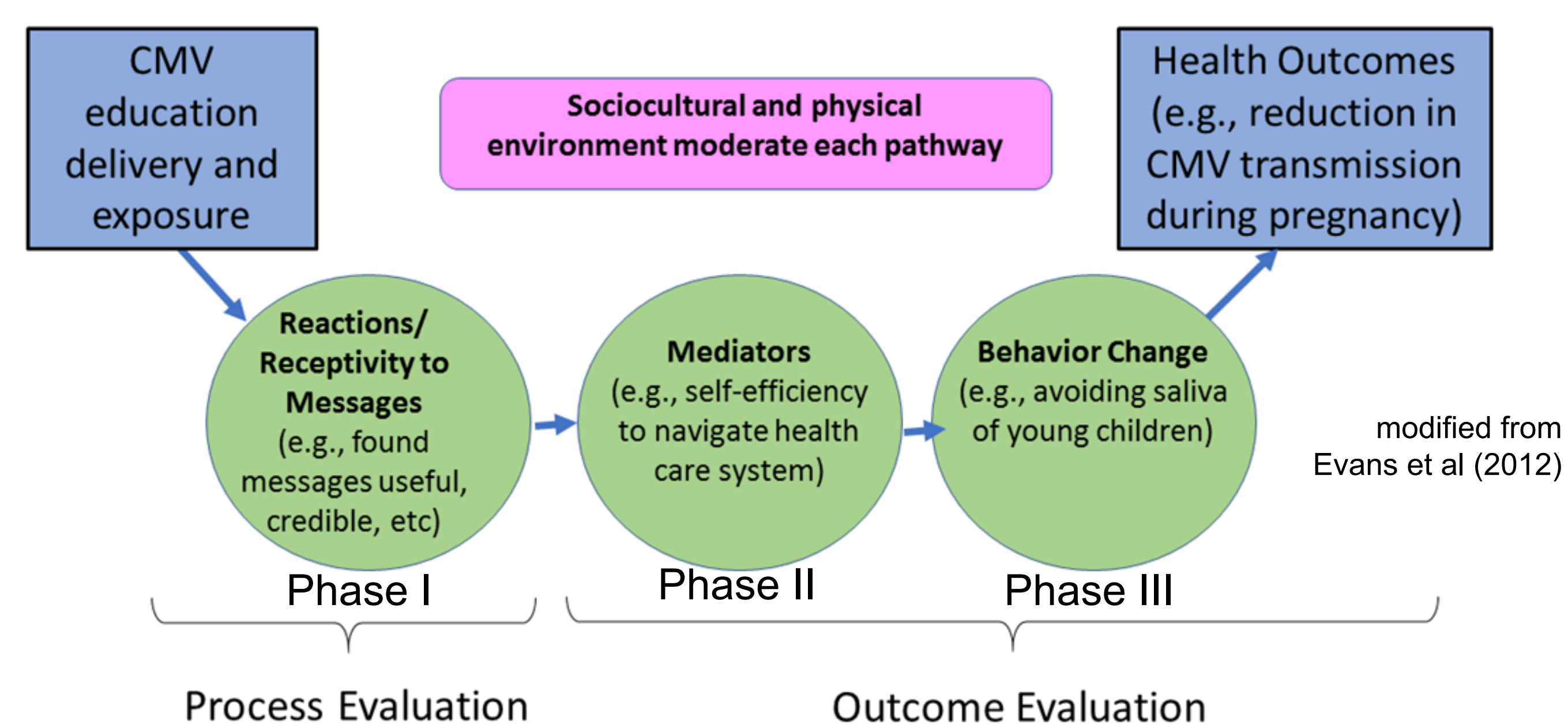


**Fig 1. Force of Infection** (rate at which susceptible individuals acquire a disease)

- general population = 1.8
- non-Hispanic white = 1.4
- non-Hispanic black = 5.7
- Mexican American = 5.1

Infection rates for seronegative women who work in childcare are between **10-20%/year**

To **increase awareness and health-risk knowledge of cCMV** in Arizona in order to affect behavior change amongst diverse women of child-bearing age that will reduce its impact on infants and young children, we developed a three-phase approach.



## OBJECTIVES:

To 1) measure and 2) improve the effectiveness of educational materials about cCMV prevention, developed specifically for Arizona's unique maternal population comprised of a high proportion of young mothers who identify as Spanish-speaking.

**Research question** – Do English-speakers and Spanish-speakers exhibit differences in the degree and pattern of engagement with cCMV website?

## SUMMARY of PHASE I:

Spanish-speaking participants preferred images – specifically of “healthy, happy” children, personal family stories.

Non-Spanish speaking participants more likely to negatively comment on the lengthiness of this material.



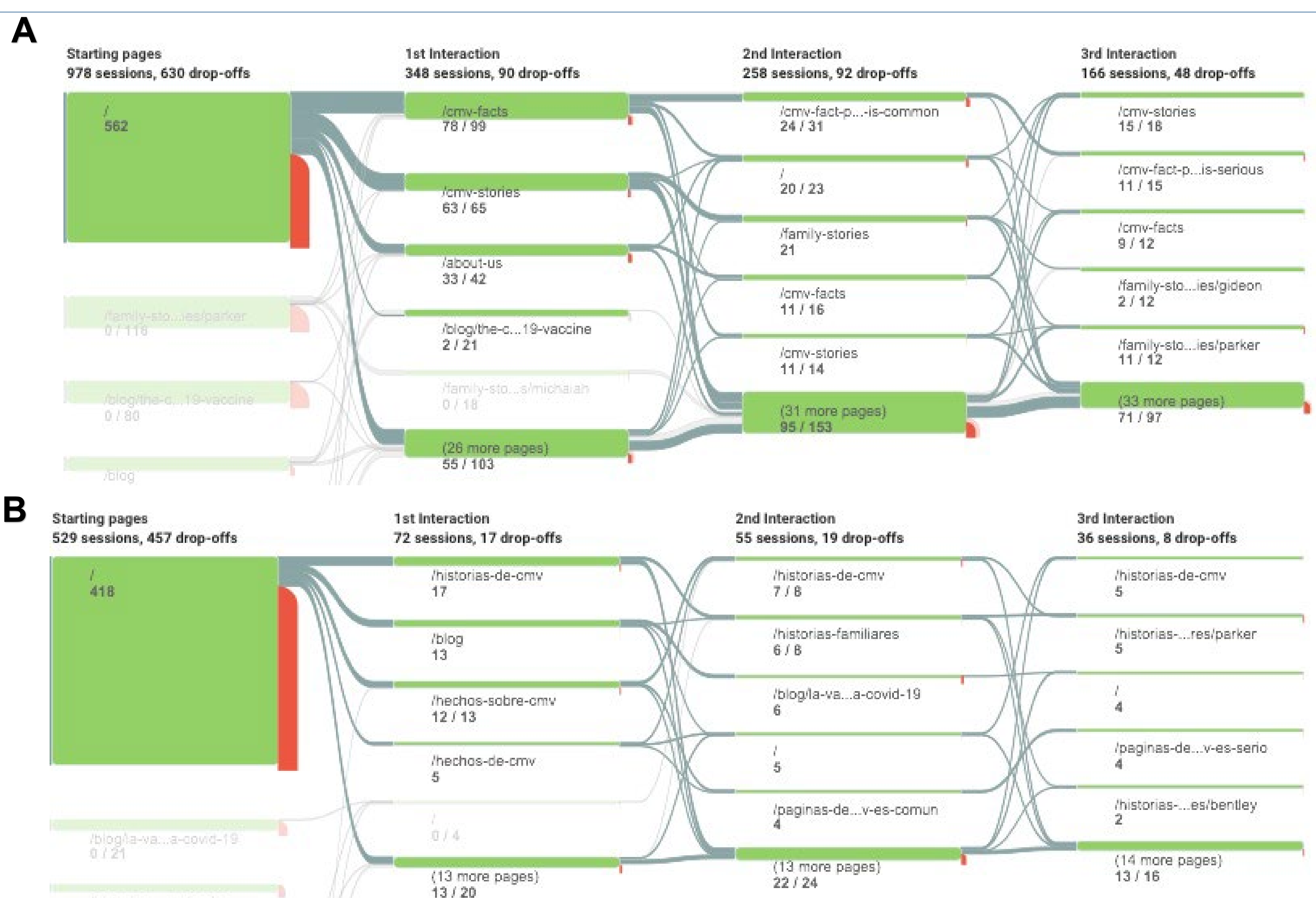
## Methods

- Social media accounts created in English and Spanish on Facebook, Instagram, Twitter to build a following and increase traffic to the website Websites in English and Spanish (see QR codes) created using squarespace.com.
- Using feedback from Phase I, identical content was developed and translated from English into Spanish.

## Results

	Pageviews	Sessions	User	Bounce Rate
Stopcmvaz.org	2509	978	791	62%
Altocmvaz.org	966	529	475	83%

Table 1 Traffic rates fluctuated, largely in response to social media content posted with peak rates of up to 77 users per day on stopcmvaz.org and 22 users per day on altocmvaz.org. The bounce rate was 21% higher on altocmvaz.org.



**Fig 2 Website behavior flow and interactions June 1<sup>st</sup> 2021 to March 31<sup>st</sup> 2022.** A) Stopcmvaz.org users: 562 sessions started on the stopcmvaz.org landing page, 35% continued exploring, from which the majority (28%) decided to explore ‘facts about CMV’; B) Altocmvaz.org users: 418 sessions started on the altocmvaz.org landing page and 14% continued exploring, from which the majority (24%) decided to explore CMV stories

## Discussion

Preliminary results indicate a difference in use and engagement between the English and Spanish language websites. This raises the question: **Is direct translation of content effective at reaching targeted subpopulations?**

Continued focus group studies with qualitative analysis of user responses to the English and Spanish language websites will be helpful in evaluating these website usage differences, in order to optimize reach and impact of our cCMV awareness campaign in Arizona. Phases II and III are in process.

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## Contact Us



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