

Accelerating CMV Advocacy Efforts – The Vital Role of Parent Partners



What is Advocacy?

- Asks something of others
- Puts the demands of people into systems
- Deals with issues that might be ignored
- Involves people who have an interest
- Creates a space for education and discussion
- Finds solutions to problems

Stop CMV Mission and Goals

Mission

To prevent and eliminate congenital CMV and to improve the lives of all people affected by congenital CMV.

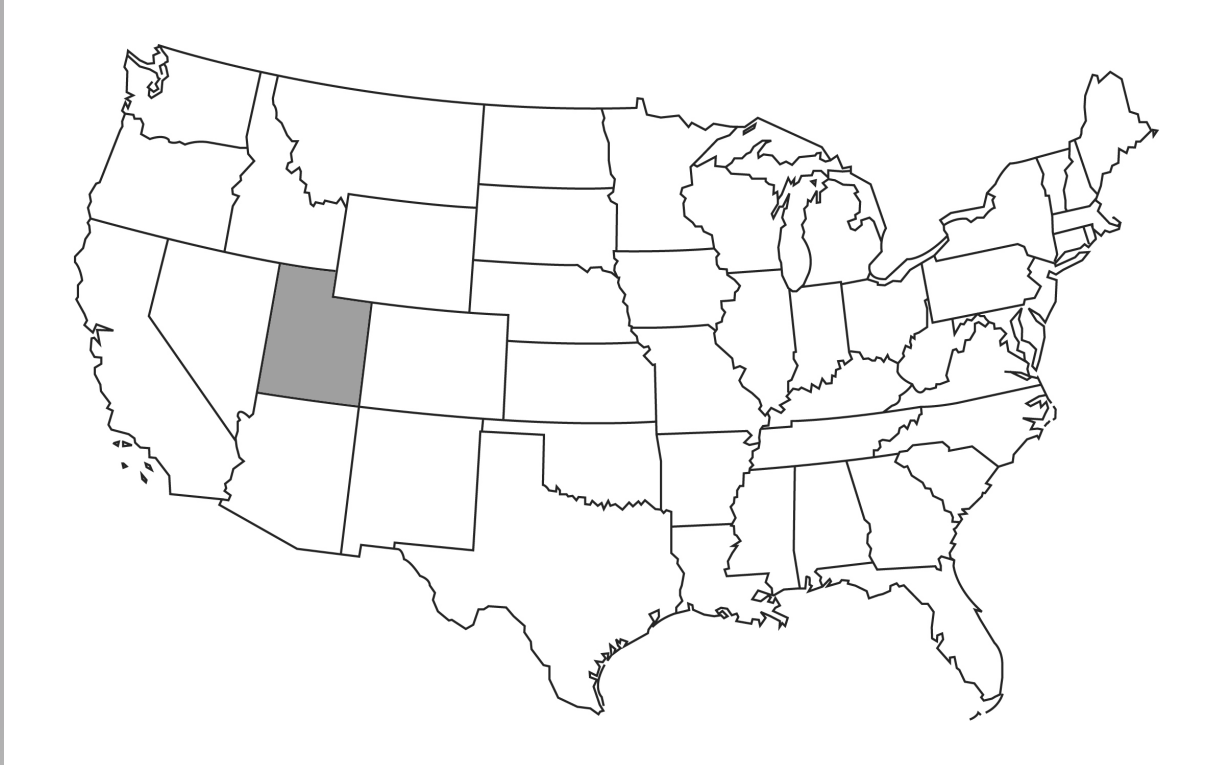
Goals

To promote CMV prevention education and to reduce the number of CMV-affected pregnancies and births.

State Involvement

- Be informed about CMV
- Get CMV information distributed through available and appropriate channels
- Ask agencies to elevate the importance of CMV
- Work toward opportunities in the interest of CMV awareness, prevention, and research

Who's next?



Federal Involvement

- Be informed about CMV
- Get CMV information distributed through available and appropriate channels
- Ask agencies to elevate the importance of CMV
- Work toward opportunities in the interest of CMV awareness, prevention, and research

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Stop CMV Objectives

1. IOM report addressing state of CMV research
2. Dedicated funding for public education program and campaign surrounding CMV prevention at the CDC
3. CMV prevention Morbidity and Mortality Weekly Report (MMWR) published by the CDC
4. Practice Bulletin published by the American College of Obstetricians and Gynecologists (ACOG) specific to CMV prevention
5. CMV vaccine candidate entering Phase III trial

Stop CMV Grant Program

- Scientific Technical Advisory Committee
 - Identify research needs
 - Recommend research priorities
 - Develop a research and education plan
- Grant Development Committee
 - Develop a streamlined process
 - Establish the grant development, review, and approval process

Stop CMV Grant Program

- First Call for Proposals
 - January 1, 2015
- Funding award
 - \$35,000



Thank You

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