

# SEND NEWS SPLASH

ISSUE 211  
MONDAY 24TH JUNE 2024

## New pages on the Local Offer

The Local Offer is updated regularly with new content. We also ensure that current content is up to date. This relies on individual services informing the Local Offer Development Officer of any changes that may have occurred. However, visitors to the site can also help in making sure that the Local Offer is up to date and accurate.

To provide feedback please email:  
[localoffer@swindon.gov.uk](mailto:localoffer@swindon.gov.uk)


Below are a few examples of the great new content put on the Local Offer that you can signpost to our service users.


The Hearing Support page is now on the Local Offer. In this section there are some helpful links on how to support young people with technology like pairing hearing aids with mobile phones, for example. To visit the page click on the following link:


[https://www.swindon.gov.uk/info/20195/education/1656/hearing\\_support](https://www.swindon.gov.uk/info/20195/education/1656/hearing_support)

The Advisory Teachers for Cognition and Learning also have new pages on the Local Offer. The page explains their role and at what stage they start working with the child or young person. To find out more about what ATCL service please visit:

[https://www.swindon.gov.uk/info/20195/education/1657/advisory\\_teacher\\_for\\_cognition\\_and\\_learning](https://www.swindon.gov.uk/info/20195/education/1657/advisory_teacher_for_cognition_and_learning)

 Call the SEND Service on 01793 464641. Lines are open Monday to Thursday 8am-5pm and 8am-4:30pm on Friday.

 Alternatively, you can email [SENDSERVICE@swindon.gov.uk](mailto:SENDSERVICE@swindon.gov.uk).

 For more information, please [visit the Meet the SEND Service page](#) on the Local Offer.

# CMV AWARENESS MONTH 2024



June is CMV awareness month. CMV or cytomegalovirus (si-to-MEG-alo-vi-rus) is a common virus that is harmless to most people but can be dangerous to unborn babies. 25% of child hearing loss is caused by CMV infection. CMV is one of the leading causes of non-genetical hearing loss amongst other long-term complications following birth.

When a baby is born with a CMV infection, it's known as congenital CMV. Congenital describes a condition that the baby is born with that they developed in the womb.

According to the [Action Medical Research website](#), around 2,400 babies each year in the UK are born with congenital CMV. It is estimated that 2-3 babies will be affected by CMV every day in the UK.

CMV is spread through contact with bodily fluids, such as urine and saliva. Young children often get CMV from other kids and can pass it to their parents or caregivers.

Follow these tips to reduce your risk of getting CMV:

- Wash your hands with soap and water often, especially after wiping a child's nose or mouth and changing nappies.
- Try to avoid contact with saliva by kissing a child on the forehead instead of on the lips.
- Try to avoid sharing food, drinks, or eating utensils with young children.
- Avoid putting things in your mouth that have just been in a child's mouth, such as a pacifier or toothbrush.

**Please subscribe to the Local Offer YouTube channel  
here**



**CONTACT THE LOCAL OFFER ON [LOCALOFFER@SWINDON.GOV.UK](mailto:LOCALOFFER@SWINDON.GOV.UK)**

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