

Week of Action: The Genomics Conversation

Monday 16th March to Friday 20th March 2020

Social Media Toolkit

Inside this toolkit, you will find:

- Background and context (below)
- Using the hashtag (p2)
- Links to **#GenomicsConversation** images (p2)
- Sample social media messages (p2-3)
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Background

Following the success of our annual **#GenomicsConversation** campaign over the last two years, on Monday 16th March 2020 the Genomics Education Programme (GEP) will launch its third annual week of action, which this year is **aimed at nursing professionals**.

*“The goal for this year’s **#GenomicsConversation** is to dispel the myths, explain the facts and outline the clinical impact of genomics for nurses.”*

Context

- Understanding how our genome – our complete genetic code – influences our health can mean more efficient diagnoses, leading to new and targeted treatments, and even predicting and preventing disease. With the new NHS Genomic Medicine Service (GMS), the health service is paving the way towards equitable access to genomic testing across the country.
- In March 2017, the NHS England Board set out its strategic approach to build NHS GMS building on the NHS contribution to the 100,000 Genomes Project. This comprises five key elements:
 1. A national genomic laboratory service through a network of Genomic Laboratory Hubs
 2. A new National Genomic Test Directory to underpin the genomic laboratory network
 3. A national whole genomic sequencing provision and supporting informatics infrastructure developed in partnership with Genomics England
 4. Evolving the 13 regional NHS Genomic Medicine Centres (GMCs) to provide the clinical underpinning for the NHS GMS.
 5. A national co-ordinating and oversight function within NHS England (Genomics Unit)
- “From 2019, we will begin to offer all children with cancer whole genome sequencing to enable more comprehensive and precise diagnosis, and access to more personalised treatments.” NHS Long Term Plan 2019 (section 3.38, page 54)
- “Over the next 10 years, the NHS will routinely offer genomic testing to all people with cancer for whom it would be of clinical benefit and to expand participation in research. The NHS will begin from 2020/21 to offer more extensive genomic testing to patients who are newly diagnosed with cancers, so that by 2023 over 100,000 people a year can access these tests.” NHS Long Term Plan 2019 (section 3.63, page 61)
- The GEP was established to support NHS staff to develop the knowledge, skills and experience to harness the power of genomics for patient benefit. It offers a wide range of educational opportunities for healthcare professionals, from formal qualifications to online courses, factsheets, videos and animations, and provides input and expertise across a range of activity, including workforce planning and curricula development.
- During 2015-18, the GEP worked closely with the NHS GMCs to support the delivery of the 100,000 Genomes Project. Since then, our focus is on supporting healthcare staff to roll out the NHS GMS and bring the benefits of genomics to more patients than ever before.

Social media and the #hashtag

Please use **#GenomicsConversation** for all your posts about the week of action. And of course please add your favourite nursing hashtags, eg #TeamCNO, #FutureofNursing #genomics, #genetics, #futureNHS #genomicsinnursing. Also, please include **@Genomicsedu** in any post where possible.

You are welcome to use any of our campaign images which are free to download in our week of action Flickr folder: <http://bit.ly/GenomicsConversationImages>

Here are some sample messages you can post in the run up to and during the **#GenomicsConversation** week. Please consider your audience when choosing which post to use / adapt.

Non-targeted posts (where your audience is a mix of different health professions)

- Plans are coming together for the next #GenomicsConversation week of Action in 2020. Join @genomicsedu in March to dispel the myths, explain the facts and challenge the misconceptions surrounding #genomicsinnursing <http://bit.ly/GenomicsConversation>
- #Nurses, do you know your genes from your genomes? Join @genomicsedu to learn the facts and bust the myths around genomics. #GenomicsConversation #genomicsinnursing <http://bit.ly/GenomicsConversation>
- #Genomics is increasingly relevant in #nursing, but in what ways? Join @genomicsedu in March 2020 and discover how much you already know. You might surprise yourself! #genomicsinnursing <http://bit.ly/GenomicsConversation>
- #Genomics isn't just for scientists! Find out how new tests and treatments are changing how we care for patients by joining @GenomicsEdu in March 2020 for the #GenomicsConversation. #genomicsinnursing <http://bit.ly/GenomicsConversation>
- A patient's journey to diagnosis is not always straightforward. Find out how a simple conversation can help solve a diagnostic puzzle by joining @genomicsedu for the #GenomicsConversation on 16-20 March. #genomicsinnursing <http://bit.ly/GenomicsConversation>
- A patient's family history could be more important than you think! Find out why by joining the #GenomicsConversation with @genomicsedu 16-20 March. #genomicsinnursing <http://bit.ly/GenomicsConversation>

- 16-20 March is #GenomicsConversation week – a time for #Nurses to learn and share with colleagues about the impact of #genomics on healthcare. Find out what's happening here: <http://bit.ly/GenomicsConversation> @Genomicsedu #genomicsinnursing
- 16-20 March is #GenomicsConversation week – a time to learn with @Genomicsedu about #genomicsinnursing and how it can help the #NHS provide better patient care. <http://bit.ly/GenomicsConversation>
- I'm joining the #GenomicsConversation in March with @Genomicsedu to talk and learn about #genomicsinnursing, and its role in improving patient care and treatment. <http://bit.ly/GenomicsConversation>
- What is a genomic variant? Join @genomicsedu and find out the answer to this and other frequently asked questions about #genomicsinnursing during the #GenomicsConversation week 16-20 March <http://bit.ly/GenomicsConversation>
- Most of us have heard of #genetics in nursing, but what about #genomics? Join the #GenomicsConversation on 16-20 March and find out how much you already know. <http://bit.ly/GenomicsConversation> @Genomicsedu #genomicsinnursing
- Is cancer a disease of the genome? Find out the facts and help challenge the misconceptions by joining the #GenomicsConversation with @Genomicsedu on 16-20 March. #genomicsinnursing <http://bit.ly/GenomicsConversation>
- What is a genome? A badly spelled garden ornament, or all of an organism's DNA? Find out by joining the #GenomicsConversation on 16-20 March and learn about the impact of #genomicsinnursing. @Genomicsedu <http://bit.ly/GenomicsConversation>
- Our DNA is 99.9% the same as everyone else's. Join the #GenomicsConversation with @Genomicsedu on 16-20 March to find out how the other 0.1% can impact a person's health. #genomicsinnursing <http://bit.ly/GenomicsConversation>

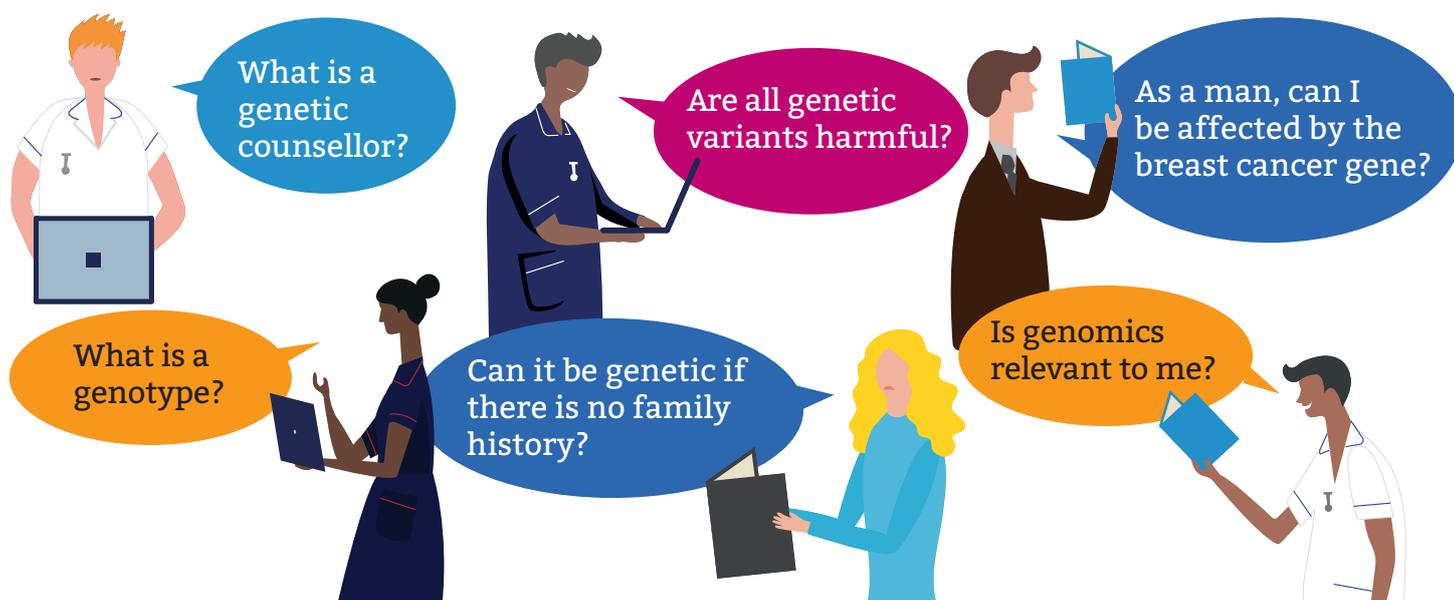
As a man, I won't be affected by the breast cancer gene.

What is a genotype?



Targeted posts (where your audience is a specific professional group)

- **[Insert group]**, do you know your genes from your genomes? Join @genomicsedu to learn the facts and bust the myths around genomics in healthcare. #GenomicsConversation #genomicsinnursing <http://bit.ly/GenomicsConversation>
- **[Insert group]**, #genomics is increasingly relevant in your role – want to know the facts? Join @genomicsedu in March 2020 and discover how much you already know. You might surprise yourself! #genomicsinnursing <http://bit.ly/GenomicsConversation>
- **[Insert group]**, do you consider #genomics just for scientists? Genomics is for everyone! Join @genomicsedu in March 2020 and find out how much genomics is already part of your role. #GenomicsConversation #genomicsinnursing <http://bit.ly/GenomicsConversation>
- What is an allele? What is a genomic variant? **[Insert group]**, join the #GenomicsConversation with @genomicsedu to find out the facts and bust the myths surrounding #genomicsinnursing <http://bit.ly/GenomicsConversation>
- 16-20 March is #GenomicsConversation week – a time for **[Insert group]** to learn and talk about the impact on #nursing of the new NHS Genomic Medicine Service. Find out what's happening here: <http://bit.ly/GenomicsConversation> #genomicsinnursing
- As a **[Insert group]**, you'll be aware of #genetics in nursing – but what about #genomics? Join the #Genomicsconversation on 16-20 March and discover how much you already know. You might surprise yourself! <http://bit.ly/GenomicsConversation> #genomicsinnursing
- Treat the person, not the disease. This is at the core of #genomics and it's the future of healthcare. Join the #GenomicsConversation on 16-20 March to find out how much is already a day-to-day part of **[Insert group]** practice. @Genomicsedu #genomicsinnursing
- This week is all about the #GenomicsConversation. Join @Genomicsedu to find out how genomics is already a day-to-day part of **[Insert group]**. #genomicsinnursing



Join the #GenomicsConversation

Week of action 16–20 March 2020

Pledge messages

During the **#GenomicsConversation** week of action we are asking nursing professionals to make a pledge to learn and share, for example watch a video, complete one of our short courses, and share what they have learned during the week with a colleague or their wider team. We would like to encourage individuals to post their pledges on social media and help keep the **#GenomicsConversation** going.

Here are some examples of pledges:

During #GenomicsConversation week, I pledge to champion genomics within my organisation by encouraging colleagues to visit @Genomicsedu's website.
www.genomicseducation.hee.nhs.uk

I pledge to learn more about #genomics using @Genomicsedu courses and resources.
#GenomicsConversation
<http://bit.ly/GenomicsEducation>

I pledge to learn more about #genomics and will complete the Genomics 101 course modules @Genomicsedu <https://www.genomicseducation.hee.nhs.uk/education/online-courses/genomics-101-genomics-in-healthcare/>

I pledge to play the Genomics Game in a future training session with my colleagues.
#GenomicsConversation
<http://bit.ly/GenomicsGame>

I pledge to follow @Genomicsedu and share its #genomics courses and resources with my colleagues.

I pledge to share @Genomicsedu courses and resources with my professional networks.
#GenomicsConversation
<http://bit.ly/GenomicsEducation>

I pledge to lead genomics awareness-raising activities within my organisation and encourage colleagues to try @Genomicsedu tools and resources.
#GenomicsConversation <http://bit.ly/GenomicsEducation>

I pledge to share information I've learned about #genomics with colleagues, and direct them to @Genomicsedu's courses and resources. #GenomicsConversation
<http://bit.ly/GenomicsEducation>

Following the #GenomicsConversation, I pledge to learn more about the importance of taking a family history with these @Genomicsedu videos:
<http://bit.ly/GEPfamilyhistory>

I pledge to complete @GenomicsEdu's Genomics 101 collection of free, introductory, online courses and continue the #GenomicsConversation with others:
<http://socsi.in/4CDCV>

I joined @Genomicsedu's WeNurses Twitter chat last night. I pledge to share the insights and information I learned with friends and colleagues.
#GenomicsConversation

Other notable days around the week of action:

CNO Annual Conference: 11-12 March 2020

The Chief Scientific Officer's Annual Conference: 17-18 March 2020

British Science Week and Healthcare Science Week:
6-15 March 2020