

The Genomics Conversation 2021

Social media toolkit

Our aims for 2021

Following the success of our annual **#GenomicsConversation** campaign over the last three years, on Monday 28 June 2021 Health Education England's Genomics Education Programme (GEP) will launch its fourth annual week of action, which this year is **aimed at nurses, midwives and health visitors.**

The goal for the 2021 #GenomicsConversation is to show that genomics can be accessible and is relevant to everyone working in nursing, midwifery and health visiting.

The week in context

With the launch of the NHS Genomic Medicine Service (GMS) in England, more healthcare professionals than ever before are likely to encounter genomics in their daily role. As it increasingly becomes part of routine care, everyone – not just those within specialist departments – will need some level of understanding of the impact genomics will have on the diagnosis, treatment and management of a wide variety of health conditions.

HEE's GEP is a national programme established to provide genomics education and training opportunities for all NHS healthcare professionals. The programme supports and is aligned to the NHS Genomic Medicine Service and works with the NHS England and NHS Improvement's Genomics

Unit to identify and plan workforce transformation and development, including new supporting roles that enhance the current genomics workforce.

In September 2020, the UK Department of Health and Social Care released the National Genomic Healthcare Strategy in a report: '[Genome UK: the future of healthcare](#)'. The 10-year strategy aims to "create the most advanced genomic healthcare system in the world, underpinned by the latest scientific advances, to deliver better health outcomes at lower cost".

“ Genomics can be accessible and is relevant to everyone working in nursing, midwifery and health visiting.”

We answered, we acted

During summer 2020, the GEP conducted a survey of nurses, midwives, and health visitors to better understand how much they felt they knew about genomics. More than 300 staff replied and provided us with feedback, which has been used to help us to shape the 2021 #GenomicsConversation campaign.



Social media, images and the #hashtag

Please use **#GenomicsConversation** and tag **@genomicsedu** in all your posts about the week, and of course, please add your favourite profession-based hashtags, for example: #TeamCNO, #FutureofNursing, #genomics, #genetics, #futureNHS, #genomicsinnursing, #genomicsinmidwifery, #midwives, #NHSmidwives, #healthvisitors

You are welcome to use any of our campaign images, which are free to download from our [Flickr album](#)

Below 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 or adapt.



Non-targeted posts (where no professional group is mentioned)

- Join @genomicsedu on 28 June for the #GenomicsConversation week of action where they will show that it IS possible to learn the fundamentals of genomics in less time than you'd think! <http://bit.ly/GenomicsConversation>
- The #GenomicsConversation 2021 is coming this June. Join @genomicsedu as they demonstrate how relevant genomics is in healthcare practice today. <http://bit.ly/GenomicsConversation>
- Think genomics is not relevant to you? Think again! Join @genomicsedu in June for the next #GenomicsConversation and find out just how relevant genomics is to your practice. <http://bit.ly/GenomicsConversation>
- No time to learn about genomics? It may seem too complex or time consuming but @genomicsedu's #GenomicsConversation will make it easy for you to get clued up. <http://bit.ly/GenomicsConversation>
- Don't know what genomics is? Join @genomicsedu in June for their #GenomicsConversation campaign and learn the fundamentals. <http://bit.ly/GenomicsConversation>
- I'm joining the #GenomicsConversation in June with @genomicsedu to learn about #genomics, and its role in improving patient care and treatment. <http://bit.ly/GenomicsConversation>
- "It all sounds too difficult!" Let @genomicsedu change your opinion of genomics during their #GenomicsConversation week of action in June. <http://bit.ly/GenomicsConversation>
- Genomics is perceived by many as too technical to get to grips with. @genomicsedu are aiming to change this view during their #GenomicsConversation campaign. Join them in June for an intro to the fundamentals. <http://bit.ly/GenomicsConversation>

- Plans are coming together for the next #GenomicsConversation week of action 2021. Join @genomicsedu in June as they aim to demonstrate how relevant genomics is to everyone in healthcare. <http://bit.ly/GenomicsConversation>
- Genomics may seem too complex or time-consuming to learn about, but @genomicsedu's #GenomicsConversation, coming in June, will make it easier to get clued up. <http://bit.ly/GenomicsConversation>
- Don't have time to learn about genomics? Join @genomicsedu for the #GenomicsConversation in June, where they will show that it IS possible to learn the fundamentals in a short time. <http://bit.ly/GenomicsConversation>

Targeted posts (where the profession is mentioned, e.g. nurses, midwives and health visitors)

Don't forget to add your profession-specific hashtags to help boost your message.

- Join @genomicsedu on 28 June for the next #GenomicsConversation week of action, where they will show how genomics can be accessible and relevant to everyone working in **[insert profession]**. <http://bit.ly/GenomicsConversation>
- Most of us have heard of #genetics in **[insert profession]**, but what about #genomics? Join the #GenomicsConversation on 28 June and find out how much you already know. <http://bit.ly/GenomicsConversation> @genomicsedu
- **[Insert profession]**, do you consider #genomics too complex? Think again! Join @genomicsedu in June 2021 and find out how much it is already part of your role. #GenomicsConversation <http://bit.ly/GenomicsConversation>



- Think genomics is too complex and time consuming to learn about? **[Insert profession]**, think again! Join the #GenomicsConversation with @genomicsedu, who will make it easy to get clued up. <http://bit.ly/GenomicsConversation>
- #Genomics is increasingly relevant in **[insert profession]** practice but in what ways? Join @genomicsedu in June 2021 and discover how much you already know. You might surprise yourself! <http://bit.ly/GenomicsConversation>
- 28 June is #GenomicsConversation week – a time for **[insert profession]** to learn about genomics and its role in patient care. Find out what's happening here: [@genomicsedu](http://bit.ly/GenomicsConversation)
- **[Insert profession]**, #genomics is increasingly relevant in your role – want to know why? Join @genomicsedu in June 2021 and discover the facts. <http://bit.ly/GenomicsConversation>
- Think genomics isn't relevant to you? **[Insert profession]**, join the #GenomicsConversation with @genomicsedu who will make it easy to get clued up. <http://bit.ly/GenomicsConversation>
- This week is all about the #GenomicsConversation. Join @genomicsedu to find out how genomics is already a day-to-day part of **[insert profession]**. <http://bit.ly/GenomicsConversation>



Pledge messages

If you have been inspired by our #GenomicsConversation week of action why not make a pledge to learn and share? For example, watch a video, read an article, or complete one of our short courses – and share what you have learned during the week with a colleague. We would like to encourage individuals to post their pledges on social media and help keep the #GenomicsConversation going. Don't forget to tag @genomicsedu in your posts!

Here are some examples of pledges:

I pledge to follow @genomicsedu and share their #genomics courses and resources with my colleagues

I pledge to learn more about #genomics using @genomicsedu's courses and resources. #GenomicsConversation

I pledge to share information I've learned about #genomics with colleagues, and direct them to @genomicsedu's courses and resources #GenomicsConversation

I pledge to learn more about #genomics and will complete a Genomics 101 course module to make that happen: <http://bit.ly/GenomicsInHealthcare>

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 share @genomicsedu's courses and resources with my professional networks. #GenomicsConversation

I pledge to lead genomics awareness-raising activities within my organisation and encourage colleagues to try @genomicsedu's tools and resources. #GenomicsConversation

