# Social media toolkit: Genomics in your Practice survey

## A collection of information and resources to support the Genomics in your Practice health and social care survey for 2021

### A tile containing 15 diverse individuals on a background of two blue stripes.Background Genomics is increasingly shaping patient care. To understand how it is being used by medical professionals, and help inform future training and education plans, Health Education England’s Genomics Education Programme (GEP) has created an online survey to capture the feedback and views of the medical community. The survey, [Genomics in your Practice](https://poll.hee.nhs.uk/s/GenomicsInYourPractice/), is now open to all medical professionals working in the UK and will be available to complete until Monday 18 October 2021.

You can [read about the background and context](#_Context) of developing the survey, or view [our comprehensive survey FAQs](https://www.genomicseducation.hee.nhs.uk/about-us/genomics-in-your-practice-a-health-and-social-care-survey/).

### Social media, images and the #hashtag

Please use #GenomicsinyourPractice for all your posts about the survey and, of course, please add any other relevant hashtags, for example: #medics #genomics, #genetics, #futureNHS #FutureOfCare

Also, remember to tag @genomicsedu in your posts so that we can easily find and share your content.

You are welcome to use any of our campaign images, which are free to download from [the album on our Flickr channel](https://www.flickr.com/photos/genomicseducation/albums/72157719723535616).

Below are some sample messages you can post to show your support of the survey or to encourage colleagues to participate. Please consider your audience when choosing which post to use/adapt.

#### Example posts

* Join other #medics helping to inform future training and education plans in #genomics. Make your voice count in @genomicsedu’s national survey: <https://www.genomicseducation.hee.nhs.uk/about-us/genomics-in-your-practice-a-health-and-social-care-survey/> #GenomicsinyourPractice
* #medics: @genomicsedu needs your views. Contribute to their national health and social care survey and help shape future education and training in #genomics: <https://www.genomicseducation.hee.nhs.uk/about-us/genomics-in-your-practice-a-health-and-social-care-survey/> #GenomicsinyourPractice
* The @genomicsedu health and social care survey is now live. #Medics – make your voice count. Your responses will influence future #genomics education and training in your practice: <https://www.genomicseducation.hee.nhs.uk/about-us/genomics-in-your-practice-a-health-and-social-care-survey/> #GenomicsinyourPractice
* Calling all #medics: make your voice count and share your views in @genomicsedu’s health and social care survey: <https://www.genomicseducation.hee.nhs.uk/about-us/genomics-in-your-practice-a-health-and-social-care-survey/> #GenomicsinyourPractice
* Help @genomicsedu to support medics and our future training needs. Complete their health and social care survey before 20 September to make your voice count: <https://www.genomicseducation.hee.nhs.uk/about-us/genomics-in-your-practice-a-health-and-social-care-survey/> #GenomicsinyourPractice
* I’ve completed the @genomicsedu health and social care survey, have you? #Medics, you have until the 20 September to make your voice count: <https://www.genomicseducation.hee.nhs.uk/about-us/genomics-in-your-practice-a-health-and-social-care-survey/> #GenomicsinyourPractice

### Context of the Genomics in your Practice survey

#### Genomics in the UK

With the launch of the NHS Genomics Medicine Service (GMS) in England, more healthcare professionals than ever before are likely to encounter genomics in their daily role. 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.

#### Supporting the workforce

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 GMS, and works with 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.

#### The national strategy

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’](https://www.gov.uk/government/publications/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”.