# AHP & Genomics awareness survey report summary

## Introduction

Each June the Genomics Education Programme (GEP) hosts its annual #GenomicsConversation week of action campaign, with the aim of encouraging health professionals to learn more about genomics. Previous campaigns have targeted specific areas of the workforce successfully. For the 2023 campaign the GEP is intending to engage with the AHP workforce, after polls conducted during the #GenomicsConversation 2022 campaign showed there is a growing interest in genomics from the AHP workforce.

In order to engage with AHPs in the next #GenomicsConversation, the GEP would like to understand how, if at all, AHPs are coming into contact with genomics within their practice. Furthermore, we would like to understand the level of genomics education being delivered, whether the workforce feel they have good access to genomics education and where AHPs regular go to access education. A survey was developed to gain an insight into their understanding of genomics. The results of this survey will be used to inform the messages and activities for AHPs in the #GenomicsConversation 2023 campaign.

The survey was distributed to the AHP workforce via social media channels before AHP Day 2022. Although, targeted at AHPs, the survey could be completed by anyone and it was available from 11th October 2022 to 21st October 2022. In this time there were 120 responses.

## Key takeaway points

The majority of respondents do not feel that they have a good understanding of genomics.

Across all respondents:

* Only 20% view genomics as part of their future career plans 59% don’t know. Of the 18% who don’t see genomics as part of their future career plans 3 are retiring, 5 don’t see the relevance and 2 would like more education.
* The majority (71%) have not come across genomics in their current role.
* The majority (90%) don’t feel they have a good understanding of genomics.

Of those who do not feel they have a good understanding of genomics:

* The most common reason for not having a good understanding of genomics is that they haven’t heard of it or don’t know what it is.
* Other reasons include not having sufficient time to learn something new or not having sufficient information / training on genomics.
* Easily the biggest barrier to learning more about genomics is time, followed by a perceived lack of relevance or training opportunities.
* What would encourage this group to find out more about genomics is “If it became part of my role” followed by “If I had more study/CPD time”, and “My line manager asked me to/part of my CPD” or recommendation from a friend / colleague.
* Preferences for methods of learning more about genomics (if all barriers were removed) were fairly evenly spread, with the majority of respondents selecting short films and resources tailored to my area of the workforce, free short courses and study days or masterclass events I could join. Others also chose funded taught courses delivered virtually abd face to face study days or masterclass events in my region.
* The most popular communication channels for finding out more information about genomics were “Conferences and specialist events, followed by “Education or training lead in my hospital/trust/practice”, with “Email/newsletters”, “Twitter feed”, “Google”, “Podcasts” and “Word of mouth recommendation from colleague or friends” all scoring highly. “Leaflets or posters in the workplace”, “LinkedIn”, “Facebook feed” and “Whatsap groups”, were the least likely to be selected by respondents.

## Recommendations

Based on the responses to the survey there are four key areas to be addressed:

* What is genomics, for those who do not know what it is.
* Genomics is not relevant for all AHP roles. Identify those it is relevant for and outline how genomics is relevant using case studies.
* Outline the short introductory learning opportunities are available, and specify what “short” means, for those who feel that they don’t have the time to learn.
* Promote introductory/beginners level learning that has been undertaken by others at a similar level, for those that think it is too difficult.

A wide range of resources, including webinars, online courses, videos, seminars, workshops, and face-to-face teaching are viewed as useful for developing knowledge further. To be as accessible to as many learners as possible, it is recommended to continue to use a wide range of education methods and where possible to expand on the types of resources available, for example webinars.

It would also help to show how GEP resources can be used as CPPD.

Recommended communication methods/strategies:

* Workplace communications (e.g. intranet and email) are viewed as the most effective ways of reaching colleagues to engage them in genomics education.
* Attendance at relevant conferences and specialist events need to be considered.
* Social media is not considered as effective by many respondents, this is not to say it should not be used, but it should not be the main focus of communication strategies.

# Results in detail

## The respondents

120 responses, but 19 not AHPs

101 responses from AHPs – only analysed these responses.

1. **Practice/career plans:**

Do you see genomics as part of your future career plans?

• Yes – 22 (21.8%)

• No – 19 (18.8%)

o 3 retiring

o 5 don’t see relevance

o 2 want education

• Don’t know – 60 (59.4%)

Have you come across genomics in your current role?

• Yes – 29 (28.7%)

• No – 72 (71.3%)

1. **Genomic understanding:**

Do you feel you have a good understanding of genomics?

• Yes – 10 (9.9%)

• No – 91 (90.1%)

If you answered no to “Do you feel you have a good understanding of genomics?”, what is the reason?

• Not heard of genomics/don’t know what it is – 23 (25.3% of Nos)

• Don't have enough time to learn anything new – 15 (16.5% of Nos)

• Not received training/information – 13 (14.3% of Nos)

• Not on their radar – 13 (14.3% of Nos)

• Feel that it's too challenging a subject to learn about – 8 (8.8% of Nos)

• Feel that is not relevant to their role – 7 (7.7% of Nos)

• Know something, but not enough for a good understanding – 6 (6.6% of Nos)

• Not something that is of interest to them – 4 (4.4%)

1. **Learning more:**

Barriers to learning more about genomics:

What would encourage you to find out more about genomics?

• It being part of my role – 41 (45.1% of Nos)

• Having more study / CPD time – 41 (45.1% of Nos)

• My line manager asking me to / it being part of my CPD – 32 (35.2% of Nos)

• A recommendation from a friend or colleague – 31 (34.1% of Nos)

• Having information – 9 (9.9% of Nos)

• Seeing relevance – 6 (6.6% of Nos)

How would you prefer to learn more about genomics?

If you wanted information about genomics, which channels would you be most likely to use?

## How many respondents left their email addresses?

Across all the respondents 30 gave their email address. Of these, there are:

22 Allied health professionals (unspecified area)

3 Nursing

1 Dietitian

1 Biomedical Scientist

1 Orthoptics

1 Patient or member of the public

1 Professional body / educator