Genomic Literacy, Education, and Engagement (GLEE) Initiative

*A national campaign to enhance genomic literacy*

Beth Tuck

NHGRI | DPCE | ECIB

ISCC In-Person Meeting

01-24-2017
What is GLEE?

• Genomics increasingly present in public sphere, medical care
• Conversations with colleagues about pace of genomic advances vs. genomic literacy of public, healthcare providers
• NHGRI commitment to education and community engagement (ISCC, museum exhibition, DNA Day, etc.)
• Town Hall calls: community expressed need for NHGRI to serve as convener, catalyst, organizer to enhance genomic literacy in various audiences
• GLEE envisioned as a highly collaborative national campaign to coordinate and augment ongoing genomics education and outreach efforts in K-16 students and educators, public and community audiences, and healthcare professionals
Where are we now? GLEE Initiative Timeline

**Pre-Planning**
- Early stakeholder discussions
  - March – May 2016
- ‘Town Hall’ calls held

**Phase 1: Strategic Visioning**
- GLEE Meeting Planning Committee assembled
  - June – July 2016
- Working Groups assembled
  - Analysis and white paper development
- GLEE Strategic Visioning Meeting
  - Sept. 2016 – March 2017
  - March 2017
GLEE Meeting Planning Committee

External Experts

- Jim Evans - University of North Carolina
- Cindy Encarnacion - St. Louis Science Center
- Ruby Gadelrab - 23andMe
- Katie Johansen Taber - American Medical Association
- Neil Lamb – HudsonAlpha Institute for Biotechnology
- Karen Posemato - Illumina
- Bryony Ruegg - Bio-Rad
- Louisa Stark - Genetic Science Learning Center, University of Utah

NHGRI Staff

- Eric Green – Director
- Laura Lyman Rodriguez – Division of Policy, Communications, and Education
- Carla Easter – Education and Community Involvement Branch
- Beth Tuck – Education and Community Involvement Branch
- Rosann Wise – Education and Community Involvement Branch
- Bob Wildin – Genomic Healthcare Branch
- Ashley Lewis – Genomic Healthcare Branch
GLEE Proposed Target Audiences

- Healthcare providers
- The ‘public’
- K-16 educators
Working Groups Charge

• Landscape analysis
• Gap analysis
• Areas of opportunity
• ‘White paper’ report
• Strategic Visioning Meeting (March 2017) Presentation
Information Gathering Strategies

Online Communities/Listservs
Conferences, workshops, public events

Focus Groups

Audience, Leadership Surveys

SurveyMonkey

Medscape
Strategic Visioning Meeting (March 2017)

• Planning Committee
• Working Groups
• Foundation for NIH (FNIH)
• Invitees from:
  • Private sector
  • Government
  • Non-profit sectors
  • Teachers/educators
  • Community members
  • Media
  • Etc.
• Product: GLEE Strategic Vision Document

GLEE Strategic Vision Document
• Goals
• Priorities
• Proposed activities, programs, or products to be developed
• 1-5 year horizons
• Implementation Plan
GLEE Timeline

- **Phase 1: Strategic Visioning**
  - Early stakeholder discussions: March – May 2016
  - GLEE Meeting Planning Committee assembled: June – July 2016
  - GLEE Strategic Visioning Meeting: March 2017
  - ... Phase 2: Implementation?
Possibilities for Phase 2: GLEE Implementation

• Establish GLEE as a Public-Private-Partnership (PPP) (FNIH-led?)

• Development of GLEE strategic plan

• Development of GLEE business and implementation plan

• Rapid launch of ‘low-hanging fruit’ opportunities