

# **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**

**Phase 1: Strategic Visioning**

**Early stakeholder  
discussions**

**GLEE Meeting  
Planning Committee  
assembled**

**GLEE Strategic  
Visioning Meeting**

March –  
May 2016

June – July  
2016

August –  
Sept. 2016

Sept. 2016 –  
March 2017

March 2017

**'Town Hall'  
calls held**

**Working Groups  
assembled  
Analysis and white  
paper development**

# GLEE Meeting Planning Committee

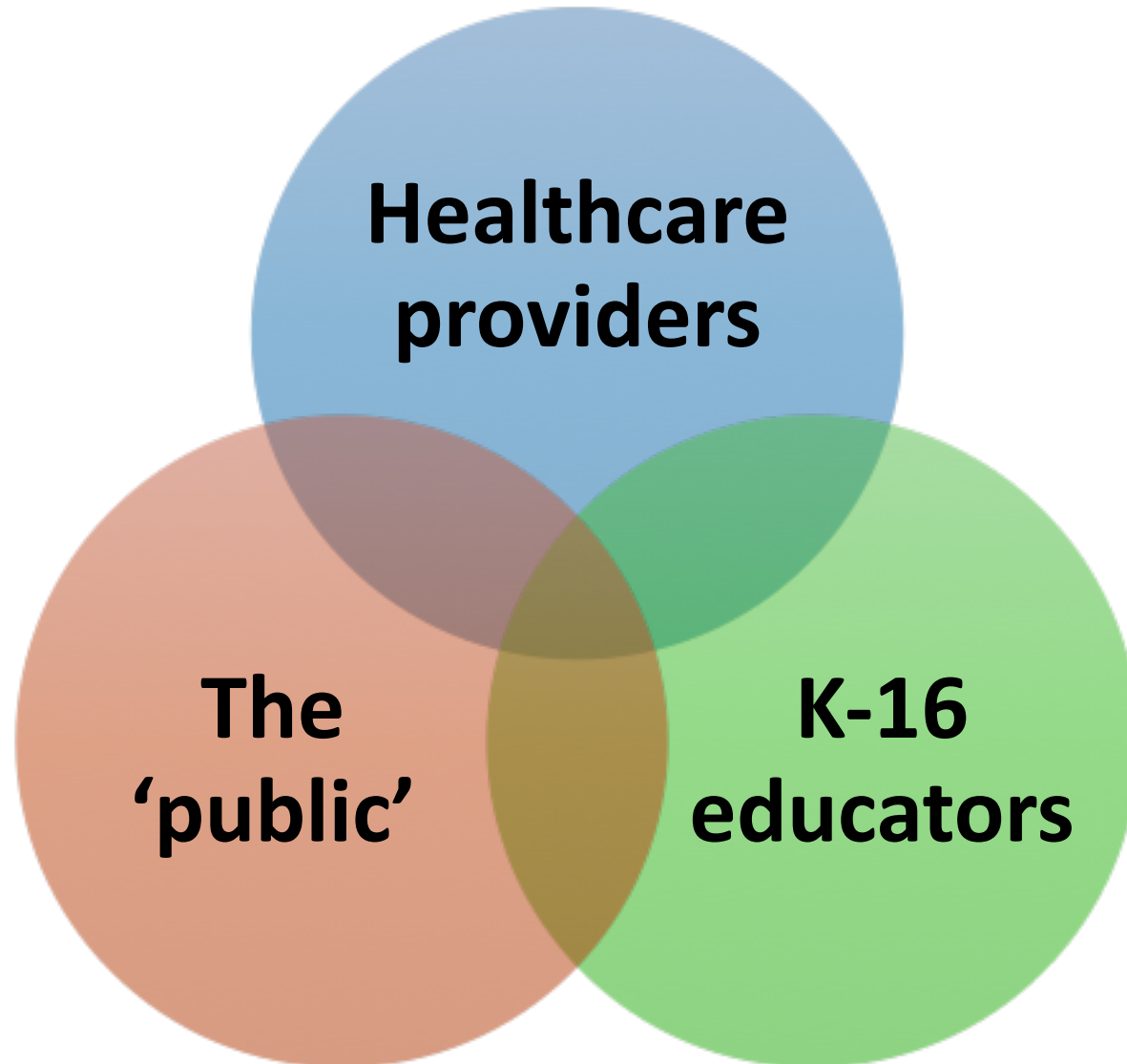
## External Experts

- **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

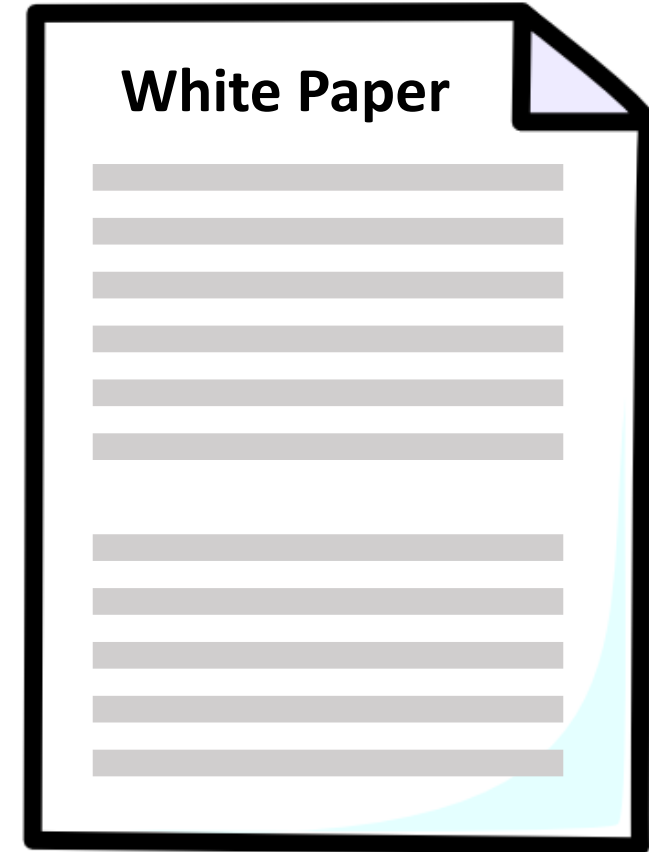
- **Eric Green** – Director
- **Laura Lyman Rodriguez** – Division of Policy, Communications, and Education
- **Carla Easter** – Education and Community Involvement Branch
- **Beth Tuck** – Education and Community Involvement Branch
- **Rosann Wise** – Education and Community Involvement Branch
- **Bob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

# GLEE Proposed Target Audiences



# Working Groups Charge

- Landscape analysis
- Gap analysis
- Areas of opportunity
- ‘White paper’ report
- Strategic Visioning Meeting  
(March 2017) Presentation



# Information Gathering Strategies



Medscape

SurveyMonkey®

Audience, Leadership Surveys



Online Communities/Listservs

Conferences, workshops, public events



Focus Groups

# 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



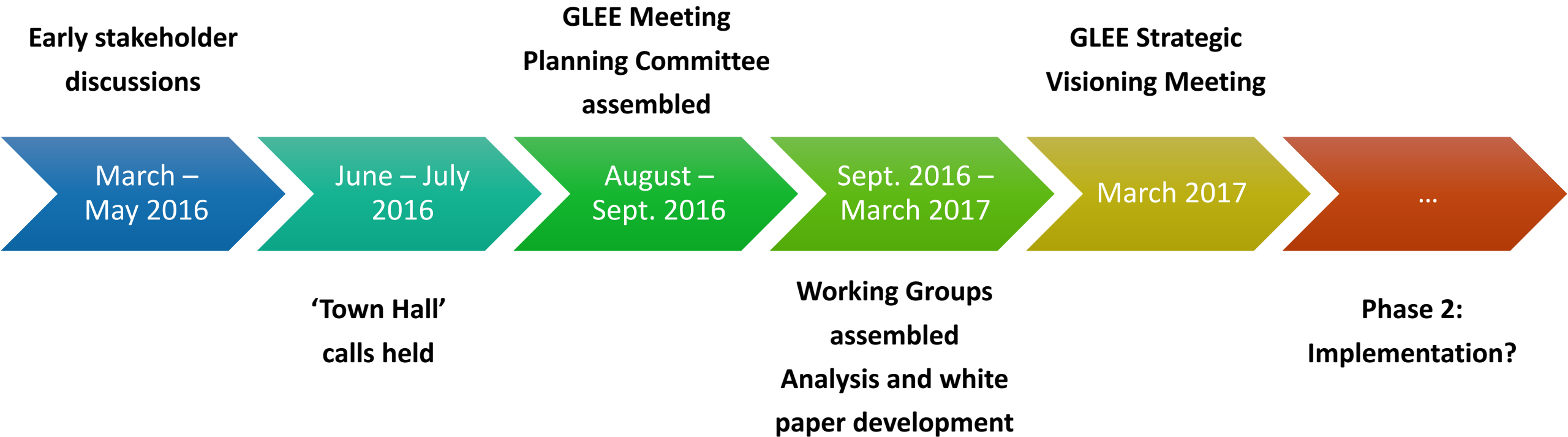
## **GLEE Strategic Vision Document**

- Goals
- Priorities
- Proposed activities, programs, or products to be developed
- 1-5 year horizons
- Implementation Plan



# GLEE Timeline

## Phase 1: Strategic Visioning



# 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