

Healthcare Provider Education Week

Social Media Campaign Proposal

Social Media Campaign Goals

- Promote healthcare provider education
- Distribute resources
- Highlight training opportunities
- Create community among healthcare providers shared mission
 - Multi-disciplinary approach



Strategies to Achieve Goals

- Recruit Partner Organizations
 - Share and distribute resources
 - Partners host webinars or chats
- Feature Career Profiles
 - "Real" people behind fancy titles
 - Career exposure
- Share NHGRI Curated Resources



The **Forefront** of **Genomics**

NIH
NHGRI

Following

National Human Genome Research Institute ✓
@genome_gov Follows you

Funding research at the forefront of genomics to improve human health. Formerly the Human Genome Project. genome.gov/privacy.cfm

National DNA DAY APRIL 25

National DNA DAY APRIL 25

Following

National DNA Day ✓
@DNADay Follows you

Official Twitter account of #NationalDNADay, led by @genome_gov. #DNADay2020 Follows/retweets ≠ endorsement. genome.gov/privacy.cfm

GENOME UNLOCKING LIFE'S CODE Do-It-Yourself exhibit

GENOME UNLOCKING LIFE'S CODE

Following

Genome
@UnlockLifesCode

The museum exhibition "Genome: Unlocking Life's Code" immerses visitors in an exciting environment that captures the revolutionary nature of genomic science.

Edit profile

Example Career Profile



Bob Wildin, M.D.

**Associate Professor of Pathology &
Laboratory Medicine and Pediatrics
University of Vermont Larner College
of Medicine, UVM Health Network**

“ As a clinical geneticist I am passionate about learning new things and using that knowledge to solve problems that affect people’s lives. ”

GENOME
UNLOCKING
LIFE'S
CODE

#GenomicCareers

Dr. Bob Wildin is a clinical geneticist who is dedicated to educating healthcare providers about the evolving field of genomics. When asked about his career Dr. Wildin shared he feels lucky to have selected this exciting and adventurous path. #genomiccareers #HCPedWeek

Example Existing Resource Promotion

NEW INTERACTIVE!

GENETIC COUNSELOR CAREER PROFILE



Overview Genetic Counselor Career Profile Overview



Duties What are a Genetic Counselor's Duties?



Degree Do Genetic Counselors Need a Degree?

Draft Scheduling Calendar June

Monday	Tuesday	Wednesday	Thursday	Friday
ISCC-PEG	Family Health History	Rare Diseases PG	Direct to Consumer PG	OBGYN PG
Inclusive Genetics	Pharmacogenomics	Partner Organization Event?	Partners Distribute Resources?	Partner Organization Event?

Resources from NHGRI

- Family Health History – Facebook Story and Graphics
- Relevant Web Stories
- Rare Diseases Day Animations and Graphics
- Genetic Counseling Career Interactive
- Genomic Careers Interactive
- Genetic Testing ASL Film
- Curated Resources from Genome.gov Healthcare Provider Education Page

Join Us 😊

- Kimberly.jacoby-morris@nih.gov
- Donna.Messersmith@nih.gov
- Meetings are currently biweekly (Thursdays 11 am, Feb 25th) but will adjust to meet needs of individual working subgroups