



National Human Genome Research Institute

Healthcare Professionals Genomics Education Week

The National Human Genome Research Institute and its partners are organizing a social media campaign from June 5-9 that focuses on genomics education for healthcare professionals, including panel discussions, webinars, Twitter chats and Q&As. In past campaigns, we have shared resources that have increased engagement. Several resources from these efforts have also gone viral.

Background

Genomics is becoming an increasingly important part of patient care, but healthcare professionals may not be aware of the genomics education resources available.

This social media campaign is an opportunity for our partners to:

- Promote resources for healthcare professionals.
- Participate in a collaborative exchange to help disseminate these resources.

Theme days:

- June 5: Direct-to-Consumer Genetic Testing
- June 6: Pharmacogenomics
- June 7: Careers in Genomics
- June 8: Cancer Genomics/Obstetrics and Gynecology
- June 9: Rare Diseases/Inclusive Genetics

Join the Campaign

Your organization can:

- Consider hosting a webinar describing a specific career in genomics.
- Consider hosting a social media event June 5-9 to be posted on the NHGRI events calendar.
- Write tweets using **#MedGeneEd23** for June 5-9 that highlight your organization's genomics education resources for healthcare professionals.
- Create a profile, interview or highlight of a healthcare professional from your organization to be distributed via Twitter, Facebook or other social media channels.
- Identify training opportunities.
- Participate in events to foster community among healthcare professionals.



For more information please visit:
genome.gov/HPGE-Week

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