

GENETICS AS PART OF HEALTH SCIENCE EDUCATION: REFLECTING ON A CHANGING APPROACH

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Note: Please do not record the contents of this presentation



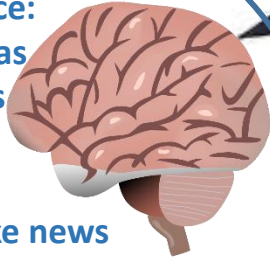
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Genetics goes beyond the human species and this should be the paramount power of genetics education. The current wave of interest in Science should be the force towards a change in the way information reaches the public. The prior underestimation of the understanding capabilities of the student and non-student populations resulted in a loss of engagement in science and might lead to misinformation. In the past decades, INSA has had an approach to communication in Health Science that depends on strong views and areas of expertise, various programmed activities and, as in research, it depends on expectations. Along the line of community involvement, **GENetic.COMunication (GENE.COM)** is a project submitted to a competitive call launched by Ciência Viva. With that project, the **focus is on a niche of knowledge with great impact on Health, in society, as well as on personal and public budgets: the area of the rare genetic metabolic diseases**. The project intended to contribute to the dissemination of information about Human Genetics, particularly in the area of rare genetic diseases. **The aim was to communicate knowledge in an easily understandable way**; inform health professionals, patients, students, teachers, as well as patient associations. This contact could provide the establishment of a dialogue between professionals working in the field and different publics. Furthermore, the **switch to virtual tools** relies on easier access to the information while implying diminished associated costs, such as transportation, time and space limitations. The problem may be how to make passive learning more engaging. As we know, assessment drives learning and there are simple and quick ways to assess the efficacy of the “take home message”, which may improve engagement and provide the needed feedback. Attempts to contribute to a more informed society should be disclosed and supported as they can lead to more positive attitudes and empowered choices. **By providing digital contents in a way that they can be followed by various target audiences we also aim at reaching audiences that would not typically seek us.**

Why is it useful?

Clarify and balance:
Preconceived ideas
Personal opinions
Lack of equity
Media influences
Abundance of fake news
Lack of scientific understanding
Lack of inclusiveness



Rely on our expertise and experience to:
Promote public awareness
Strengthen Science literacy
Provide an “umbrella” for all
Promote equity and inclusiveness
Engage in the formation
of the **Citizen Scientists**
Collaborate with patient associations,
students, as well as stakeholders



Clarify and balance:
Decision makers
Policy makers
Stakeholders
Polarized information
Lack of public involvement
Lack of inclusiveness
Biased information



Take home message:

As scientists in the field of Genetics we must reach across and take a stand. We should try to make science understandable in an inclusive manner and contribute to the empowerment of citizens.

If you want to join our effort
get in contact with us!

Thank you!