“Music of Life’ a new metaphor for genomics, delivered as film within genetic counselling”

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“I have no commercial disclosure”
Background

• There are many metaphors for genomics in use (e.g. recipe book, library, spelling mistakes etc)
• Limited evidence that these work in de-mystifying genomics
• Aimed to explore a new metaphor that would cross-generations, cross-sociodemographics, be understood in different languages and easy to follow
• Aimed to explore the delivery of film within genetic counselling
Method

- 3 workshops to decide on a new metaphor
- Shared input on script writing and design of each film
- Films to be shown on an iPad in clinic as part of the genetic counselling consultation, evaluated by patients (to be done over next 6 months)
- Deliberately shallow, light touch, sociable
- Intends to create a bridge between the patient and the science that can be built upon in the consultation
What is a gene
Recessive inheritance
Dominant inheritance
X-linked inheritance
De novo
Three outcomes from a diagnostic genetic test (inc VUS)
What is a Gene?
Recessive Inheritance
The Plan

- To evaluate whether the metaphor works in communicating genomics
- To evaluate whether the ‘sociable’, ‘shallow’ style works (pending)
- To evaluate whether clinic is the best place for the films (or better, pre or post consultation?)
- To evaluate the fit within genetic counselling flow (does it disrupt the process?)
- To explore other uses, e.g. for general audiences
- Films are freely available to anyone to use
The making of the films....
“Evidence base behind HOW to communicate genomics. To enable everyone to be part of the conversation”
wgc.org.uk/ethics