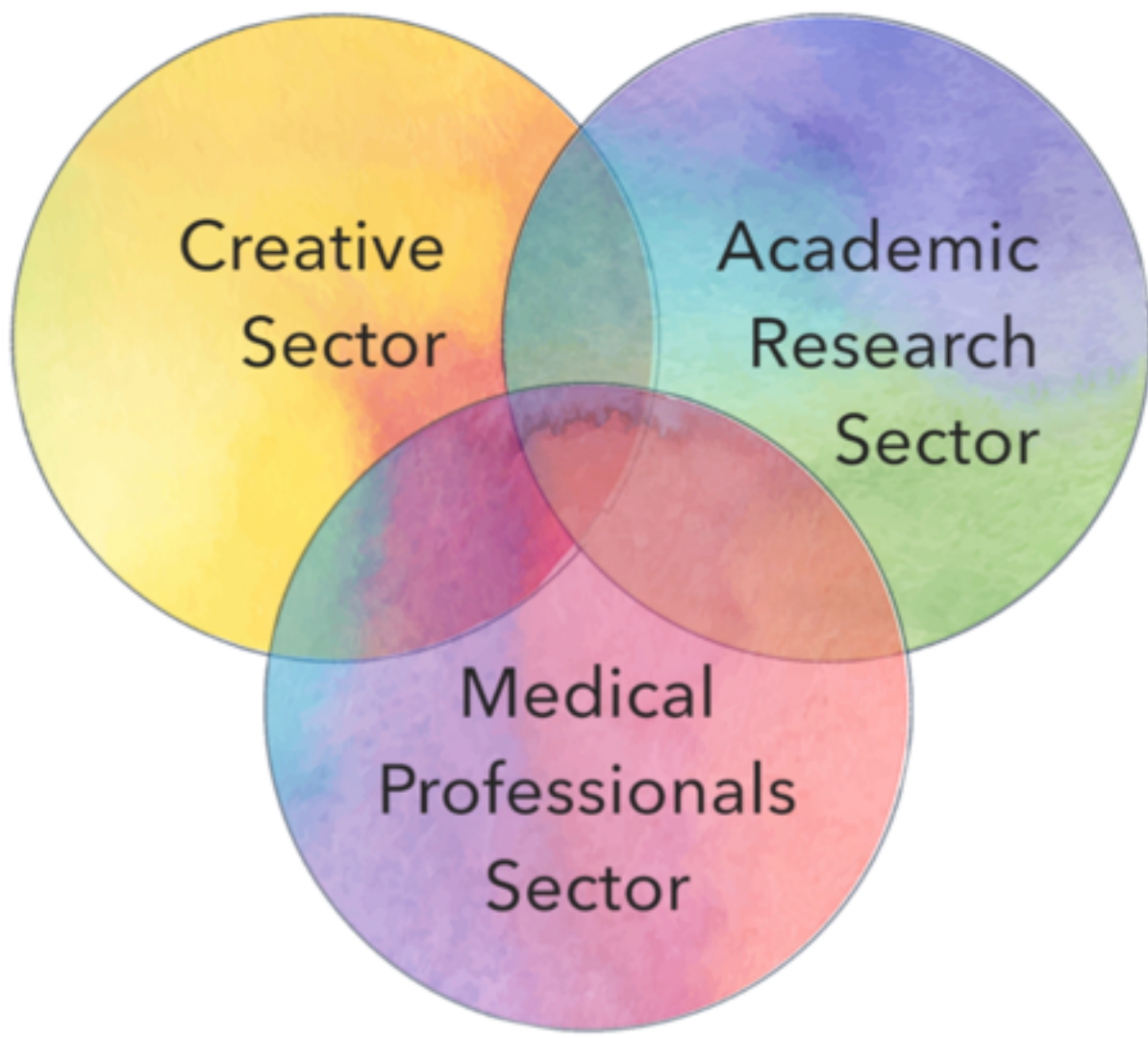


“Music of Life’ a new metaphor for genomics, delivered as film within genetic counselling”

Prof Anna Middleton

“I have no commercial disclosure”



Creative
Sector

Academic
Research
Sector

Medical
Professionals
Sector

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

6 Films

A music-themed living room with a white fireplace mantel. On the mantel are several guitars (blue, orange, red, white), a violin, and a trumpet. Below the mantel is a brick fireplace with a television set on top. To the left of the fireplace is a white bookshelf filled with vinyl records. To the right is a white shelving unit also filled with vinyl records. A blue armchair is visible on the right side of the room. The floor is light wood, and a white rug is in the foreground.

What is a gene

Recessive inheritance

Dominant inheritance

X-linked inheritance

De novo

Three outcomes from a diagnostic genetic test (inc VUS)

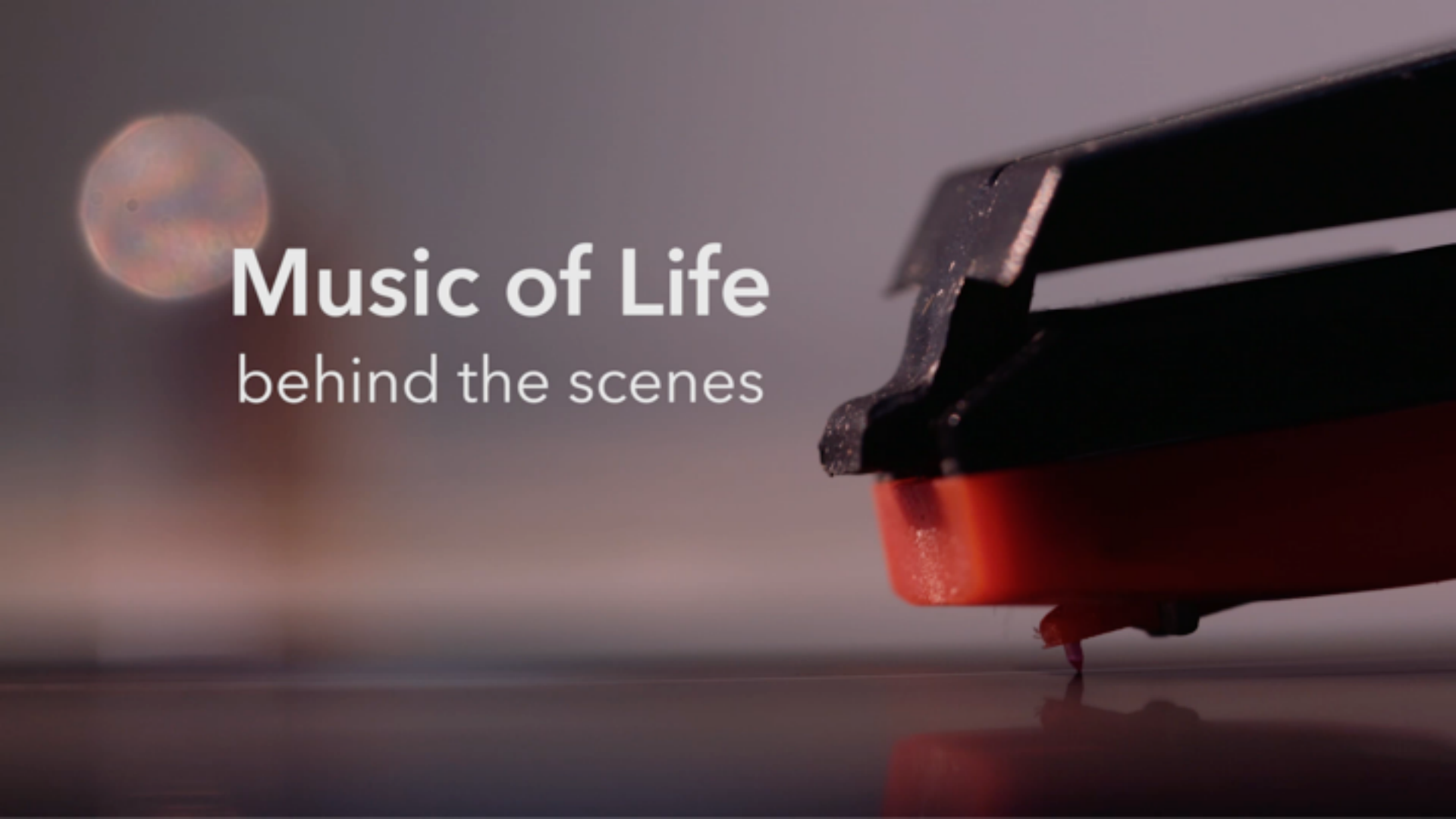
What is a Gene?

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....



Music of Life
behind the scenes

“Evidence base behind HOW to communicate genomics. To enable everyone to be part of the conversation”

TIN POT FILMS

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