

Masthead Logo

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Latham Science Communication Project

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# Precision Health U

Mason LaMarche  
*University of Iowa*

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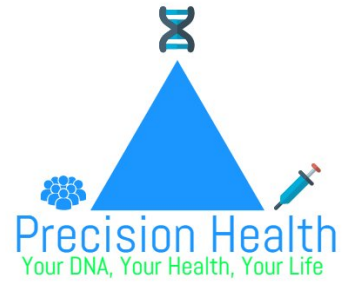
## Purpose

Precision Health U was initiated to solve a potential public health disaster. Over the course of history, medicine has altered its focus from the treatment of symptoms to the treatment of diseases. Now, at the precipice, it may be again time for medicine to change from the treatment of diseases to the treatment of individual people. Personalized medicine seeks to take the evidence-based medicine of our current system and tailor treatment to data-based results in the near future.

In order for personalized medicine to be effective, public participation is desperately needed. Like psychological research, genetic medical sciences rely on human participation and investment into the study. This outreach project was created to help turn people into knowledgeable partners and advocates for themselves as they protect their rights and genetic data while contributing to the improvement of medical care.

## The Journey of Precision Health U

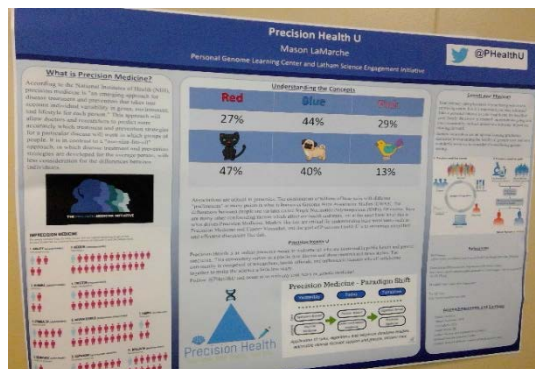
My first medium I wanted to explore for outreach was the social media platform, Twitter. My project sought to target those ages 18-30 primarily as the demographic that is most likely to see the development and implementation of personalized medicine within their life. With a mission and an audience in mind, Precision Health U (@PHealthU) was officially started October 2016 to begin sharing genetic news. Slowly but steadily, follower counts began to grow as my activity increased. I began to network with personalities in genomic medicine. I also began to dive deeper in my own studies into the field of personalized medicine by watching lectures pertaining to public health implementation of this exciting scientific research. The practice of networking, learning, and sharing my knowledge through Twitter was the major focus of this project. However, this concept was not just limited to digital outreach, but it had a strong face-to-face component assisted by the Personal Genome Learning Center and Dr. Bryant McAllister. My standing partnership with this program would serve as a venue for Precision Health U to host community outreach events pertaining to genomics and personalized medicine.



Thank you to the artists at Logomakr for designing the individual components of the logo. Final design created by Mason LaMarche.



Logo for the DNA Monthly Interest Group



Poster presented at various outreach events including the March meeting of the DNA Interest Group

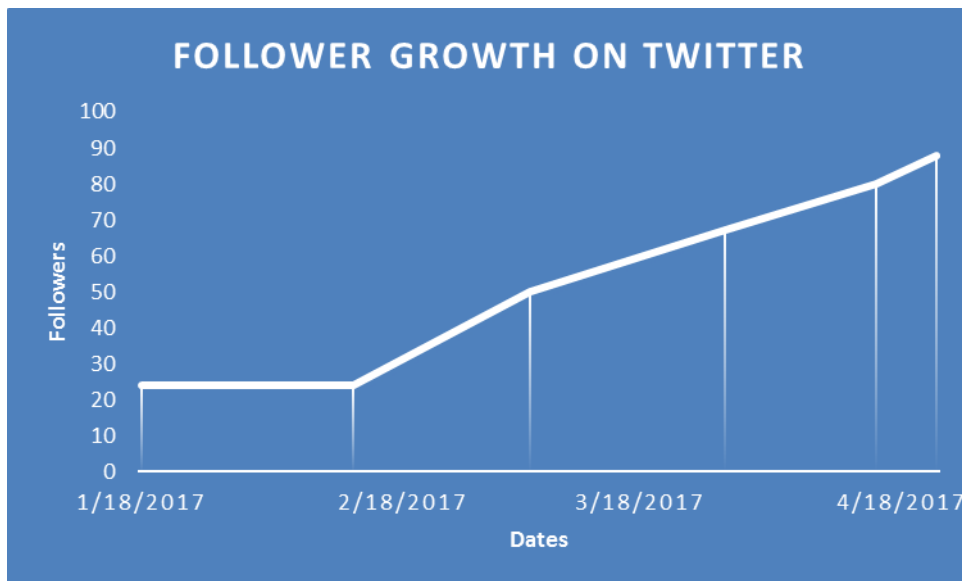
## The Big Event

My favorite event related to my public outreach was done at the Iowa City Public Library during the March meeting of the DNA Interest Group, a community monthly meeting group related to the field of direct-to-consumer DNA tests. I had the opportunity to host the event focused on interpreting DNA results related to traits and health predictions. After a brief lecture, I split our audience into small groups which were led in discussion by different members of the Personal Genome Learning Center. The event was very well received by the 40 members in attendance, and after this hour-long program I had the opportunity to utilize a poster to initiate conversation with a handful of people about the Precision Medicine Initiative and personalized medicine. This opportunity to take my new knowledge and articulate it verbally while fielding questions about the frightening aspects of genetic testing was certainly valuable, and I appreciate the assistance of the Personal Genome Learning Center in helping to make this outreach event possible.

## Outcomes and Invaluable Lessons

Moving forward with the momentum generated over the past six months, Precision Health U is a sustainable project which will only become more relevant as personalized medicine begins to see clinical implementation. The frontier of personal genomics and the application of data is still very much unexplored, and Precision Health U will be there to follow the developments and their application to the world.

Precision Health U was made to benefit both the community of Iowa City and the digital community of interested participants through Twitter. In both of these demographics, I have received great feedback in the form of interesting questions and genuine thank-you statements. It is remarkable to see how a simple idea can generate valuable impact in any community. This promoted self-efficacy is a valuable skill I certainly walk away from the Latham program with, and it is a skill I hope to nourish throughout my career. This project has helped me to better articulate scientific knowledge in a meaningful way which will be an essential skill for my future career as a clinician, and for that I am truly grateful.



Growth of number of followers on Twitter since January 2017.