

Exploring Mechanisms for Public Engagement

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Exploring Mechanisms for Public Engagement



- Public engagement overview
- *The Genetic Town Hall: Making Every Voice Count*
- Considerations for a large population study on genetics, environment, and health

Levels of Engagement

- Inform
 - One way flow of information
 - Methodologies
 - Print or web materials
 - Media outlets



Inform

Levels of Engagement

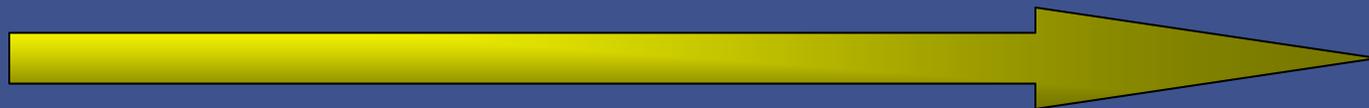
- Consult
 - Obtain feedback from public
 - Methodologies
 - Surveys
 - Focus groups
 - Workshops
 - Scenario development
 - Deliberative democracy
 - Consensus conferences



Levels of Engagement



- Collaborate
 - Public involved in issue identification, framing, prioritization and agenda setting
- Empower
 - Citizen juries or balloting



Selection of Methods

- Goal of engagement
- Stage of issue development
- Where public is in evolution of coming to judgment
- Who is being engaged



Genetic Town Halls: Making Every Voice Count

6 In-person Town Halls 2004

Sacramento, CA June 29

Seattle, WA July 1

Kalamzoo, MI July 19

Fort Worth, TX July 31

New York, NY Aug 2

Nashville, TN Aug 4

15 On-line Town Halls July-Aug, 2004



Reproductive Genetic Technologies

- Surveys - >6000 general public
- Focus groups – 21 in 5 cities with 181 general public
- Interviews - >270 with various stakeholders

Deliberative Democracy

- *Broad* - Participation is broad and representative
- *Informed* - The information provided is balanced and accurate
- *Deliberative* - An environment where participants can deliberate with experts and fellow citizens
- *Policymaker involvement* – through participation or follow up

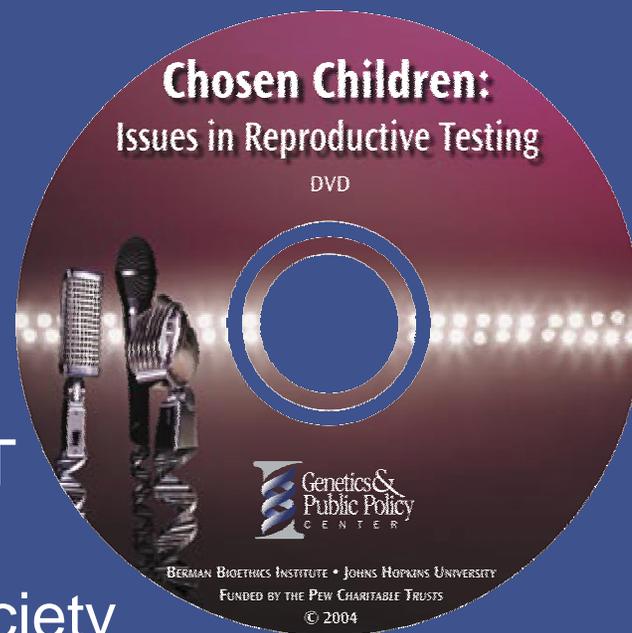
Chosen Children: Issues in Reproductive Genetic Technologies

The Science of RGT

The Ethics of RGT

The Safety and Accuracy of RGT

Implications for Families and Society



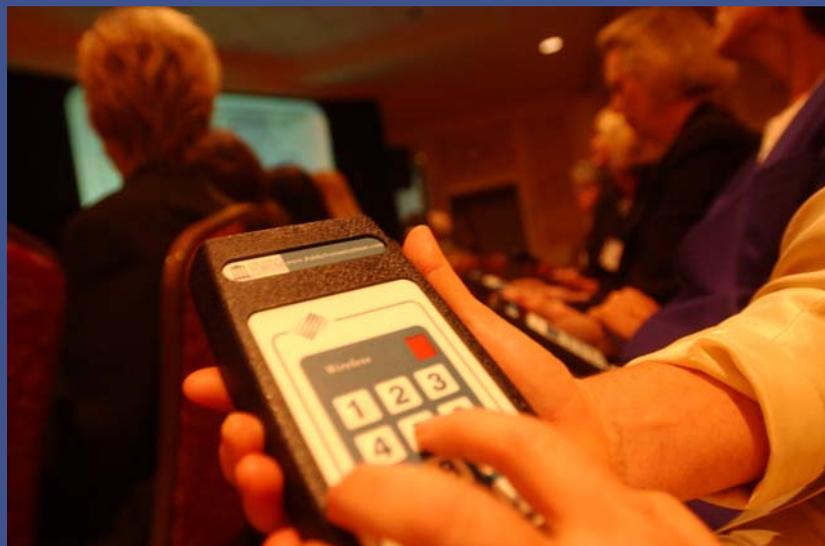
Methods: In-person Town Halls

- Partnered with Public Forum Institute (PFI)
- Recruitment through local coordinators
 - Community outreach
 - Community organizations and leader outreach
 - Media outreach
- Table facilitators local genetic resource or recruited from participants
- 36 item pre-test, 8 repeated at end
- 3 ½ hours, interactive program to provide variety of content and large and small group discussions

Genetic Town Halls



The Genetic Town Hall





Methods: Online Discussion Groups

- Met on-line for 1 hour for 3 consecutive weeks
- Recruited through Knowledge Network's "web-enabled", representative panel
- Took 80 item pre-discussion survey
- Mailed headsets, instructions, videos
- Sessions moderated by genetic counselors
- Voice chat, but could also text message

Sametime Meeting Room - Demo Meeting - Microsoft Internet Explorer

Meeting Edit View Tools Permissions Help

The text you type appears to all meeting participants here.

Request / Release Microphone button

Raised hand icon, used for informal poll

Icons indicate who has the microphone. Solid icon shows person currently speaking, outline icon shows person who has requested the microphone and is waiting for their turn.

List of meeting participants

Chat: Used for typed text communication
Web Pages: List of web pages that the moderator has sent participants
Poll: Poll questions asking during the session

Release Microphone

Mute

Mute

ssubias

Name
Participant1
Participant2

I Am Active

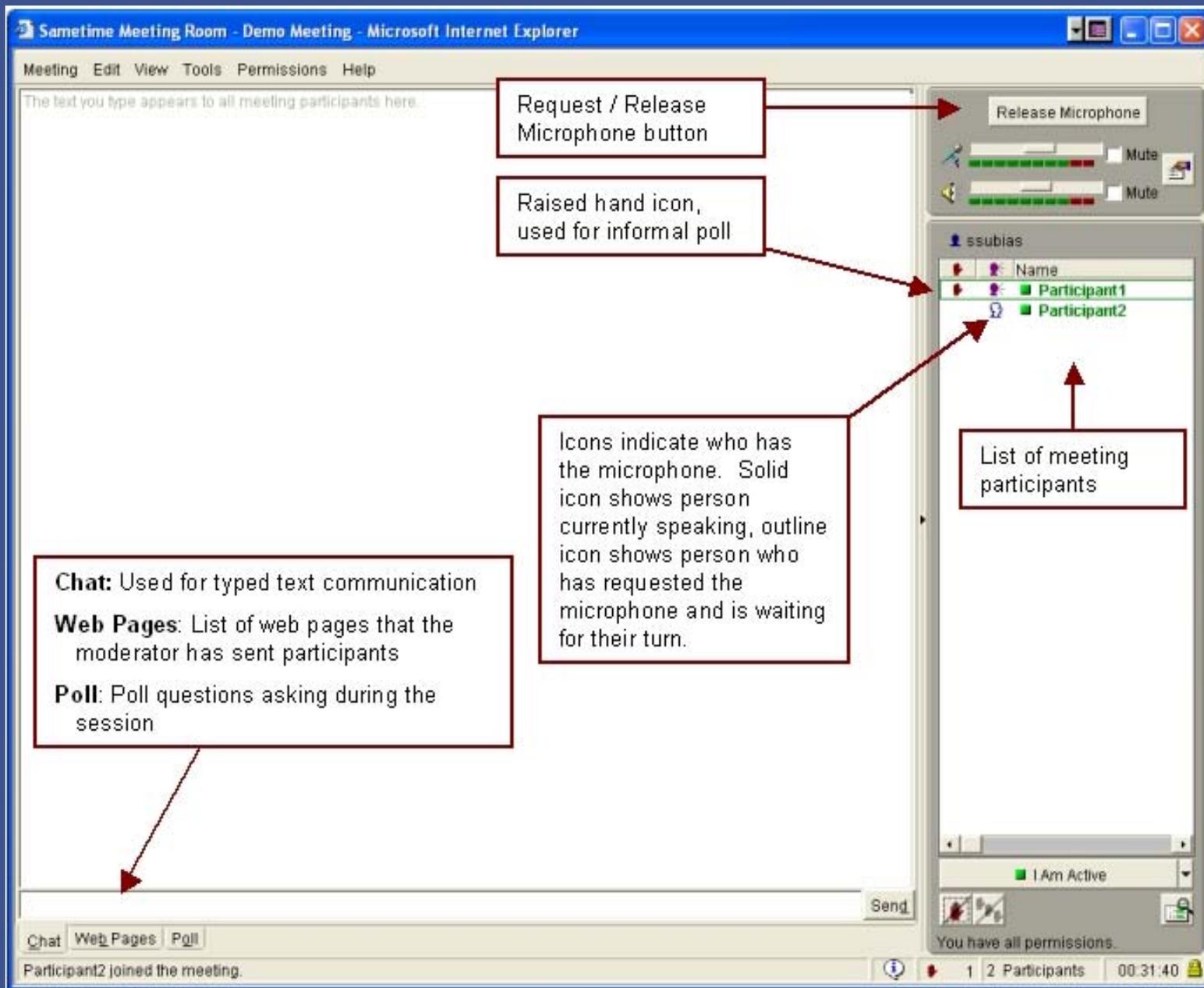
You have all permissions.

Send

Chat Web Pages Poll

Participant2 joined the meeting.

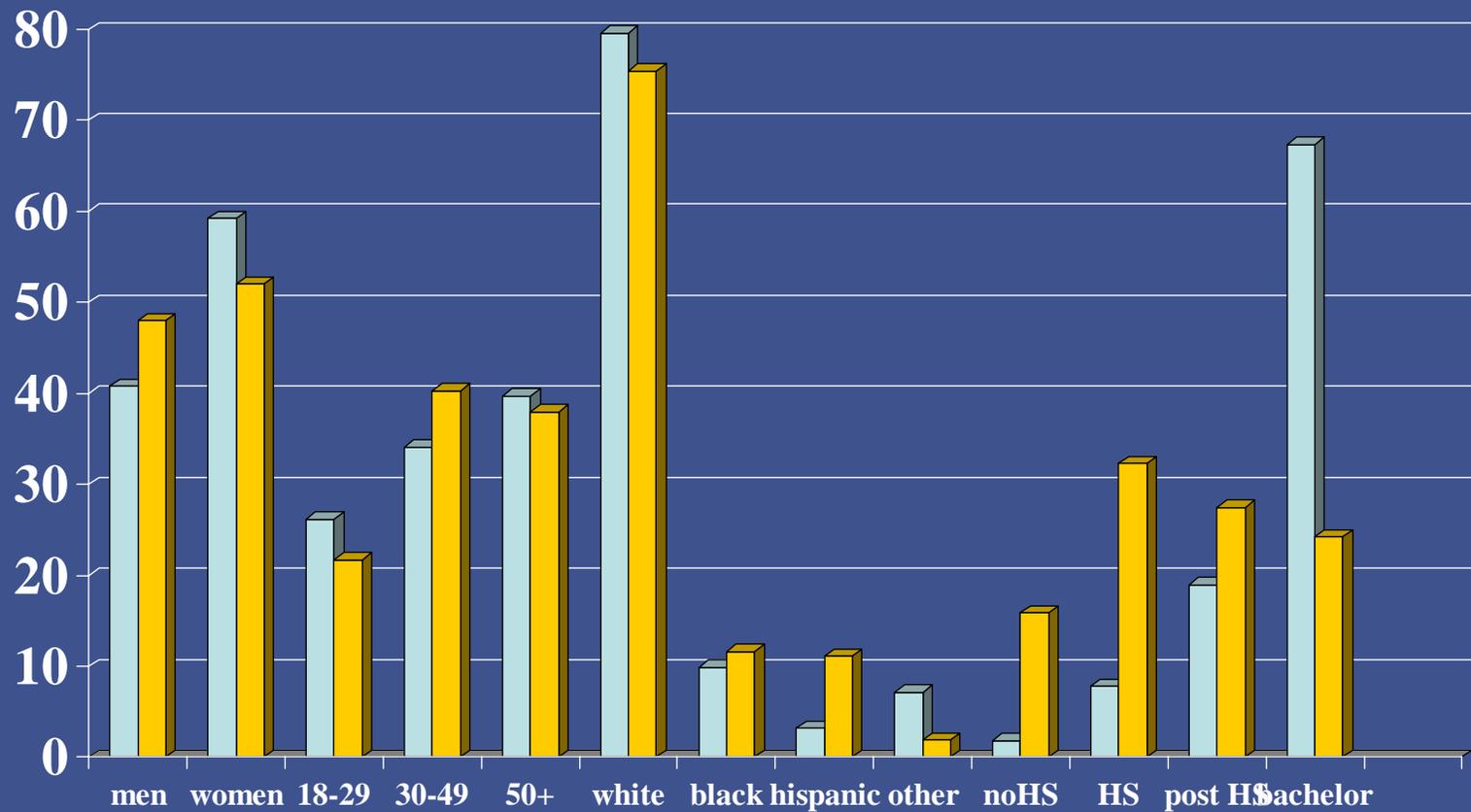
1 2 Participants 00:31:40



Methods: Online Discussion Groups

- Took 76 item post-discussion survey following last session to document changes in knowledge and opinions
- Only those who participated in 2 of the 3 sessions were counted in results
- 403 controls took pre & post-surveys

Demographics: Genetic Town Halls

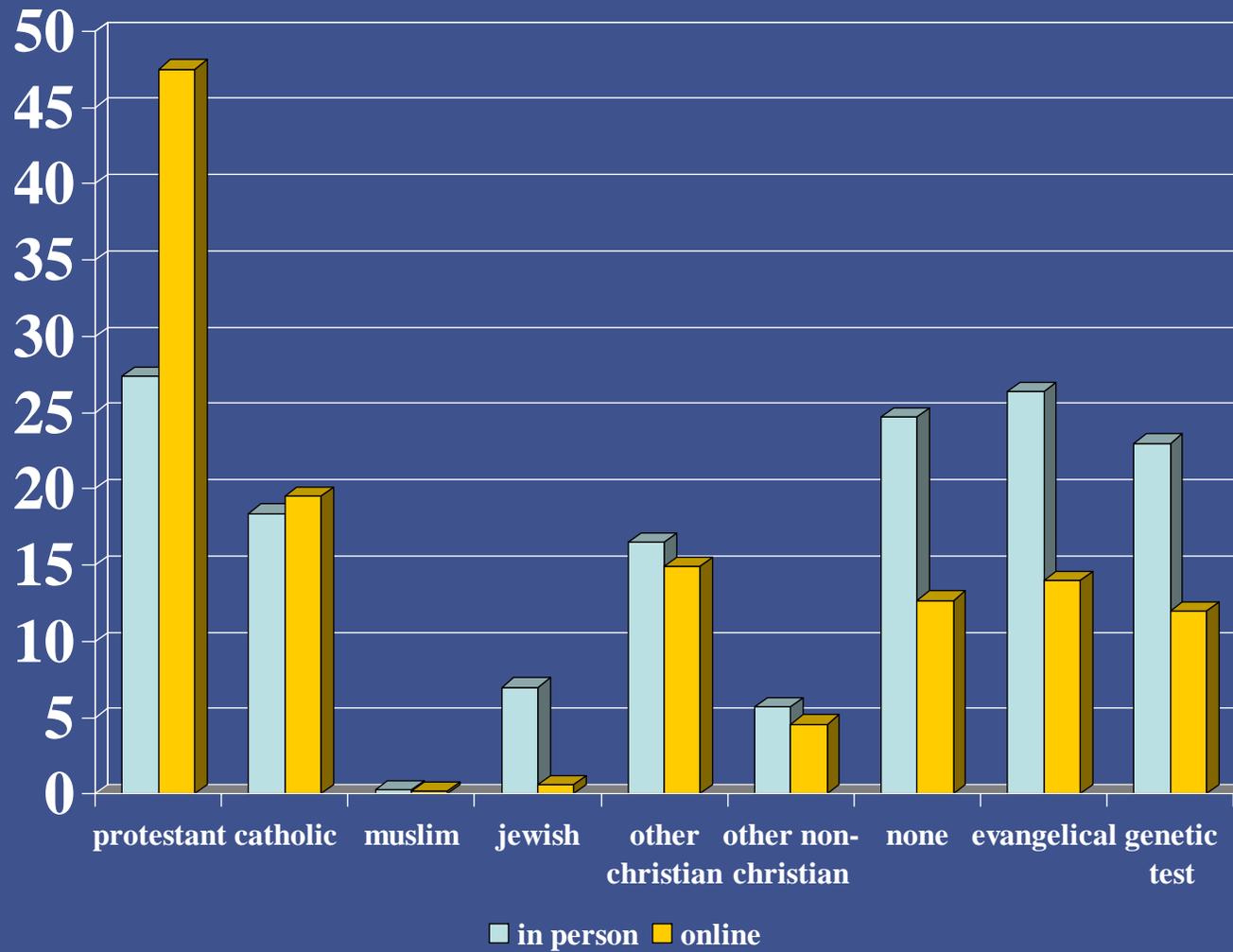


■ in person ■ online

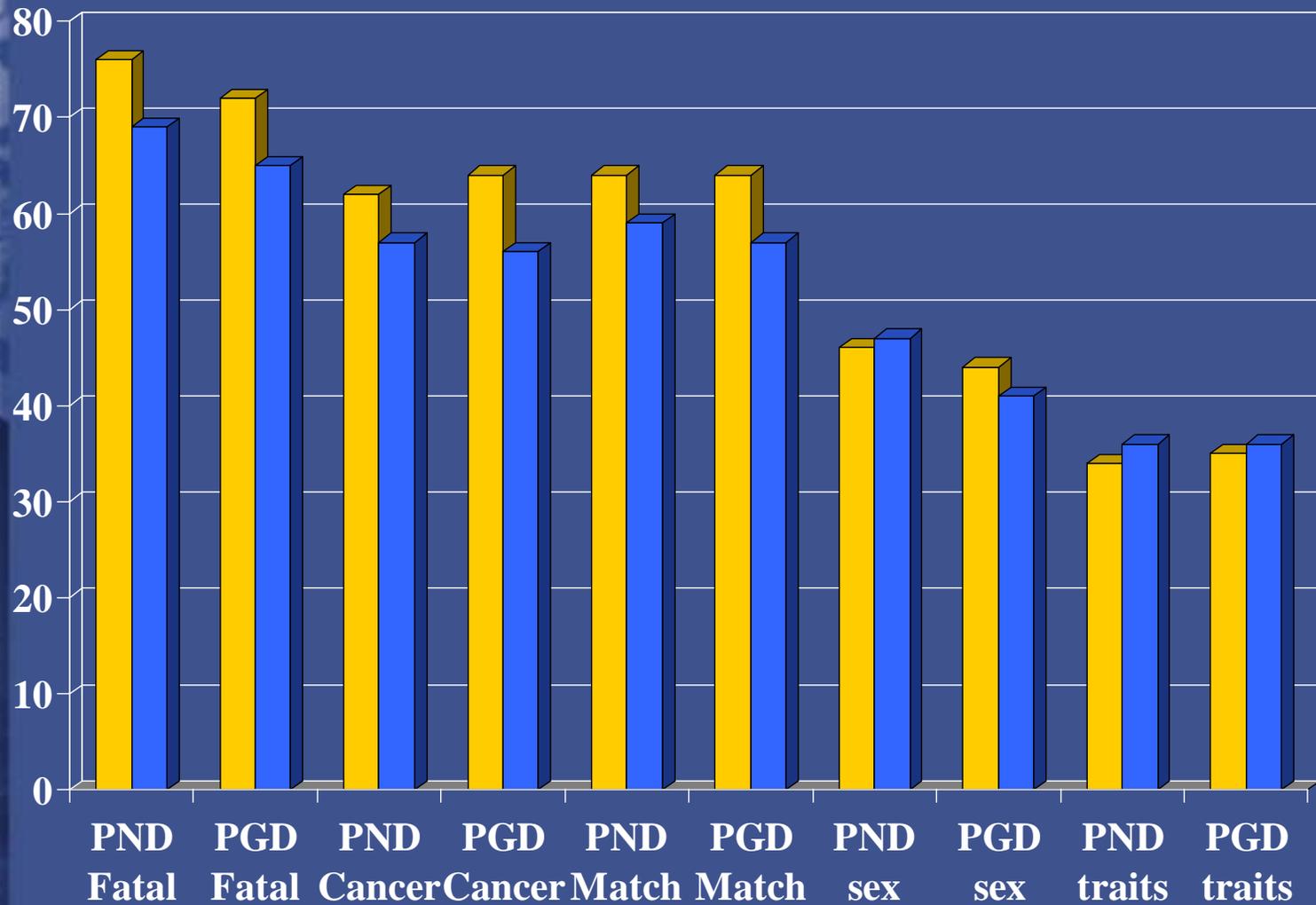
N= 536

N= 133

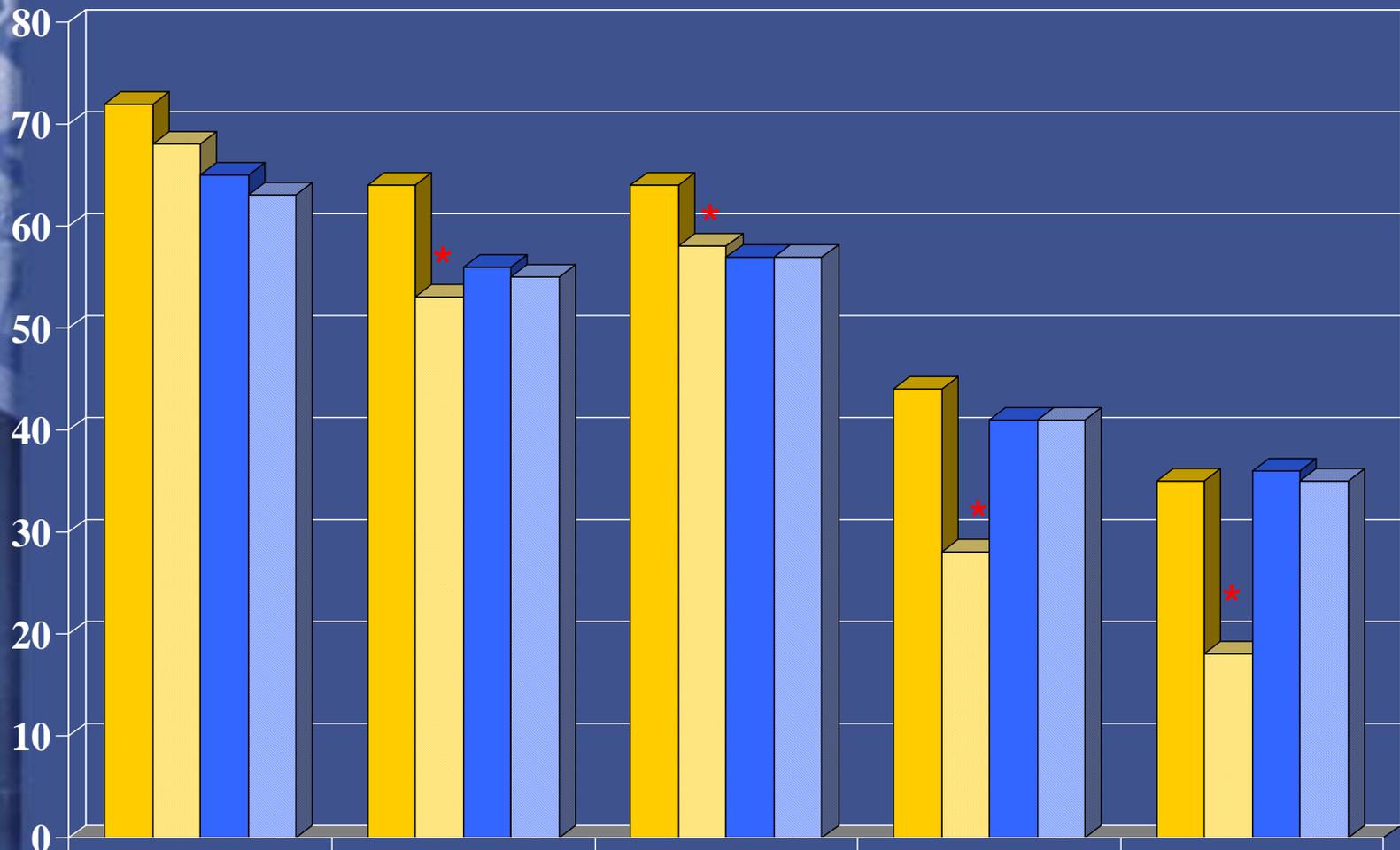
Demographics: Genetic Town Halls



Approval



Approval PGD



Participant Concerns

- Genetic discrimination
- Equal access

Comparison

- Both methods allow for nuanced deliberative discussions and help participants refine opinions
- Online
 - More representative
 - Better to document changes in attitudes
 - Ability to track attitudes over time
- In-person town halls
 - More stakeholders
 - Wider effect
 - Media involvement
 - Community leaders

Public Engagement about a Large Population Study



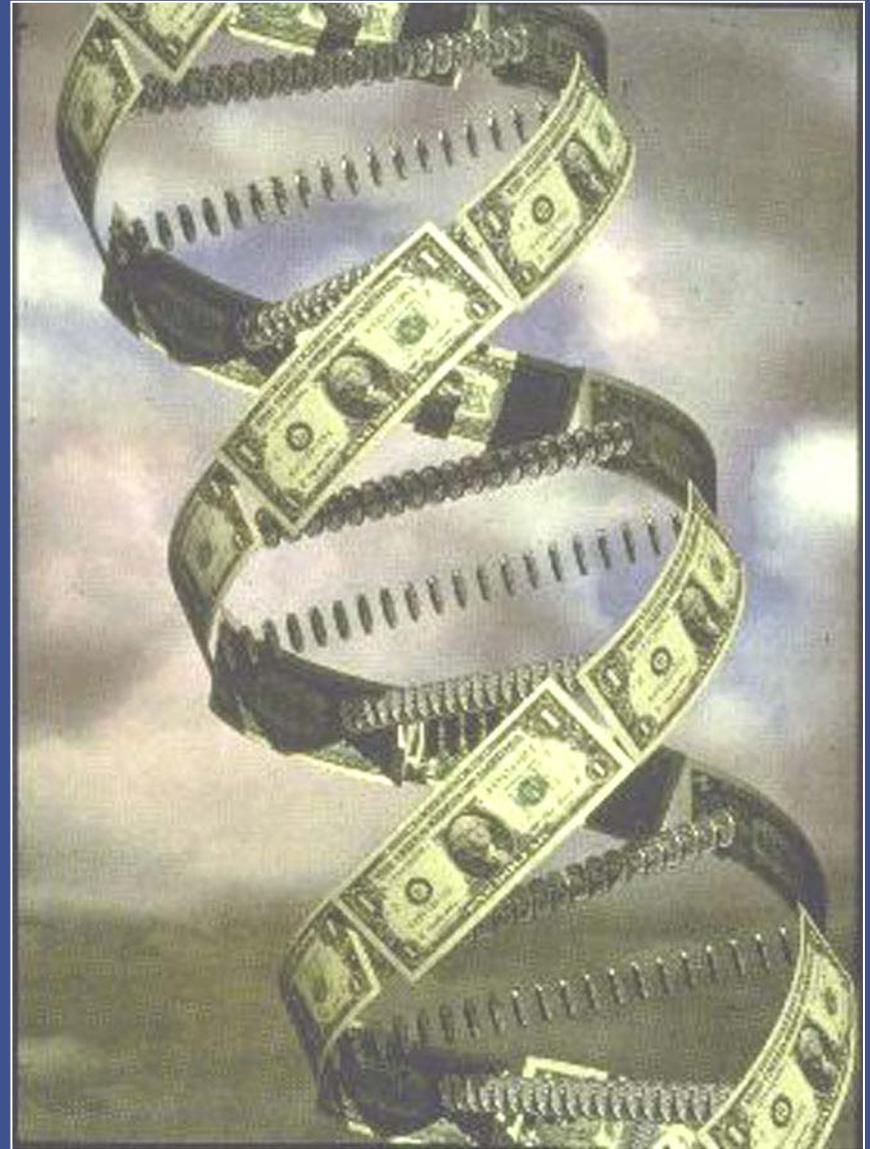
- Multiple methods will probably be needed
 - Different goals for phases of project
 - Different segments of population to reach
- Methods we use are expandable
 - Link several cities regionally or nationally
 - Televising town halls
 - Increase media involvement
- Allow for quantitative tracking over time
- Resources on the web to support communities and participants

Public Engagement about a Large Population Study



- Receptivity
 - Public concerns about
 - Genetic discrimination
 - Equal access
- Challenges
 - Broad representation and participation
 - Credibility

The Pew Charitable Trusts





www.DNAPolicy.org