



ASTHMA/GENOMIC PRIORITIES

Participants at the Asthma's future in Utah: How will genomics play a role? workshop held April 12, 2006, developed the priorities below. These priorities will also be included in the new 5-year Utah Asthma Plan, expected to be released May 2007.

Pharmacogenomics

Strategy	Timeline
Develop "101" fact sheets on topics such as genetics vs. genomics, pharmacogenomics, direct-to-consumer marketing, genetic testing, asthma	July 2007
Develop a ½ day workshop for health care providers and/or participants of the workshop to provide updates on asthma genomics.	June 2007
Identify and recruit additional partners to assist with activities.	Ongoing

Family History

Strategy	Timeline
Develop a public awareness campaign to educate on the importance of knowing your family health history.	July 2008
Provide education in organizational newsletters and listservs on family health history (why it's important, how to collect it, assessing risk, what to do after collecting it, and resources/tools available).	Ongoing
Identify family health history tools and resources currently available.	Ongoing

Ethical, Legal, and Social Issues (ESLI)

Strategy	Timeline
Develop a survey for the general public to determine their beliefs and ideals about genetic/genomics issues. Based on the survey results, develop a plan to educate the general public and media (messages will include both negative and positive issues).	August 2007
Stay current in and watch for opportunities to participate in lobbying for legislation to protect against genetic discrimination.	Ongoing
Develop guidelines for companies on using genetic information (genetic discrimination, employment, insurance, etc).	July 2008
Review cases of genetic discrimination from other states to use in educational and legislation activities.	January 2008

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