



**LSHG-CT-2005-005283**

**PRIME**

**Priorities for mouse functional genomics research across Europe:  
Integrating and strengthening research in Europe**

Instrument: Coordination Action

Thematic Priority: Life sciences, genomics and biotechnology for health

**Deliverable No. 07  
Report on activities in public communication**

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<b>Dissemination Level</b>		
<b>PU</b>	Public	√
<b>PP</b>	Restricted to other programme participants (including the Commission Services)	
<b>RE</b>	Restricted to a group specified by the consortium (including the Commission Services)	
<b>CO</b>	Confidential, only for members of the consortium (including the Commission Services)	



## **PRIME**

### **Deliverable No. 07: Report on Activities in public communication**

#### **Press day at the EuroMouse conference - Venice, 14<sup>th</sup> October 2005**

Members of the press were invited to the first day of the EuroMouse conference where they heard presentations on each of the EuroMouse projects and an international satellite link-up with Canada. The simultaneous broadcast announced the newly funded European Conditional Mouse Mutagenesis Programme, EUCOMM and its sister project in Canada, NorCOMM. During the broadcast Dr. Octavi Quintana-Trias, Director of Health Research at the European Commission gave a presentation as well as Prof. Dr. Wolfgang Wurst who described the new global effort in mouse mutagenesis. Members of the press were able to ask a panel any questions relating to the announcement and also had time on a one to one basis with lead scientists from their own countries. As a result of this conference, over 50 articles appeared in National papers across Europe and Asia (see Appendix 7.1 for a complete listing).

#### **European Parliament Roadshow - Brussels, 13<sup>th</sup> July 2005**

In July 2005 an evening reception was held at the European Parliament in Brussels to promote the use of the mouse as a model for human disease and to describe the large-scale project funded by the European Commission. This initiative was set up by PRIME, but involved EUMORPHIA, EMMA, EURExpress and EUCOMM to demonstrate how European funding of pan European initiatives can have great impact on research. The session was sponsored by Malcolm Harbour MEP

Eighty targeted invites were sent to MEPs, members of ITRE, and members of the European Commission, along with general flyers posted into all MEPs pigeon holes at parliament. We had nearly a 20% response rate.

Posters were displayed to describe each of the projects, an information pack was compiled for all the attendees and we were able to talk to everyone on an intimate basis. Steve Brown (coordinator of PRIME and EUMORPHIA) and members of the PRIME Project Office attended the meeting.

#### **Symposium for UK Medical Charities and Patient Associations - 19<sup>th</sup> June 2006, Harwell**

The SAG identified that a way to promote the use of mouse as a model for human disease would be via patient associations and medical charities. It was decided that it would be best to approach this on a national level so a pilot initiative was organised by the Medical Research Council at Harwell on 19<sup>th</sup> June 2006.

Invitations were sent out to all UK charities sourced through the National Health Service listing and the Association of Medical Research Charities. The response rate was about 15%. Once we knew which charities were coming, we designed the agenda to ensure there were presentations relevant to their areas of interest. Scientific talks were given. Then there was a poster session, which allowed the guests to look at information on the various projects and talk to the scientists

working in their areas. Information packs were provided containing information on EU funded mouse projects, as well as animal welfare.

Representatives attended from the following groups and associations:

- Genetic Interest Group the director
- Muscular Dystrophy Campaign the research grants manager & director of research
- Alzheimer's Society the policy officer
- Motor Neurone Disease Association director of research development and a trustee on the research panel
- Research Defence Society science communications officer
- Deafness Research UK research development manager and head of communication
- Raynaud's & Scleroderma Association chief executive
- Member of the Royal College of Physicians UK member of management committee
- British Eye Research Foundation a trustee
- Royal Society for Prevention of Cruelty to Animal member of Research Animals Department
- Autism Unravell'd director and founder

Interesting issues were raised at the meeting, for example; one thing that prevents them coming out in support of the need for using animals in research is that, on the whole, charities are reliant on donations from the general public. They are concerned that openly supporting animal research may reduce the donations they receive.

They also raised the point that it would be useful to have a statement of fact on why research with animals is so important and necessary, that they can use on websites and present to members.

On the whole everyone was impressed with the collaborations that are occurring in Europe and the advances made.

This was a pilot symposium to see if we could get it to work before rolling out to other countries. We learnt a number of lessons:

1. Reaching the relevant people within the charities was extremely difficult; it took a lot of research and persuasion.
2. The original draft of the agenda was designed to give a broad overview of the meeting. This may have caused reduced attendance. Although we tailored the final agenda to the interests of the groups present, the original outline agenda may have lead groups to believe that the meeting would not be of interest to them and not worth travelling long distances to.
3. The talks were scientific, which suited most of the audience, but they need to be simplified
4. More general talks would be useful

### **Presentations on PRIME and European Mouse Functional Genomics**

This first reporting period has seen PRIME talks being given at various meetings and conferences to inform the community of its aims and to invite them to participate by attending meetings and contributing feedback and ideas. The talks given by Professor Brown are listed below:

- Eurogems II, Nantes, France 9<sup>th</sup>-13<sup>th</sup> May 2005.
- 1st MUGEN Technological Workshop on Transgenesis, Marseille 8<sup>th</sup> & 9<sup>th</sup> September 2005
- 6<sup>th</sup> Transgenic Technology Meeting (TT2005) Barcelona, Spain 11<sup>th</sup> – 13<sup>th</sup> September 2005.
- EuroMouse Conference, Venice 14<sup>th</sup> & 15<sup>th</sup> October 2005.
- Talk at the CBATEG, Barcelona (hosted by Fatima Bosch) 22<sup>nd</sup> February 2006.
- EUMORPHIA 3<sup>rd</sup> Annual Meeting- Barcelona – 23<sup>rd</sup> & 24<sup>th</sup> February 2006
- Transgenic Meeting, University of Oslo, Norway 23<sup>rd</sup> & 24<sup>th</sup> March 2006.
- Scand-LAS Meeting 2006, Helsingor, Denmark 7<sup>th</sup> - 9<sup>th</sup> April 2006.
- EU Symposium at HGM 2006, Helsinki 31<sup>st</sup> May – 1<sup>st</sup> June 2006

### **Production of a PRIME and information leaflet**

In order to communicate the aims of PRIME we have produced a poster, which can also be printed as an A5 project information leaflet (Appendix 7.2).



**Appendix 7.1: EuroMouse publications (Courtesy of Hill and Knowlton)**



**Appendix 7.2: PRIME poster and information leaflet**

