

Subject: Re: Talking about Gene Drive

From: Kenneth kaneshiro <kykanesh@hawaii.edu>

Date: 4/11/2017 7:54 PM

To: Kevin Esvelt <esvelt@mit.edu>

CC: "James, Stephanie (FNIH) [T]" <sjames@fnih.org>, Zachary Adelman <zachadel@tamu.edu>, Zhijian Tu <jaketu@vt.edu>, "aajames@uci.edu" <aajames@uci.edu>, "Friedman, Robert (rfriedman@jcv.org)" <rfriedman@jcv.org>, "gclanzaro@ucdavis.edu" <gclanzaro@ucdavis.edu>, "omar.akbari@ucr.edu" <omar.akbari@ucr.edu>, Cinnamon Bloss <cbloss@eng.ucsd.edu>, "sentelle@uci.edu" <sentelle@uci.edu>, "john.marshall@berkeley.edu" <john.marshall@berkeley.edu>, "fcatter@hsph.harvard.edu" <fcatter@hsph.harvard.edu>, Fred Gould <fred_gould@ncsu.edu>, "dfwirth@hsph.harvard.edu" <dfwirth@hsph.harvard.edu>, "pagre@jhu.edu" <pagre@jhu.edu>, "a.burt@imperial.ac.uk" <a.burt@imperial.ac.uk>, "Nolan, Tony F J" <t.nolan@imperial.ac.uk>, "George Dimopoulos (gdimopo1@jhu.edu)" <gdimopo1@jhu.edu>, "Ethan Bier (ebier@ucsd.edu)" <ebier@ucsd.edu>, "ljacob13@jhu.edu" <ljacob13@jhu.edu>, "luke.alphey@pirbright.ac.uk" <luke.alphey@pirbright.ac.uk>, Heath Packard <heath.packard@islandconservation.org>, J Royden Saah <royden.saah@islandconservation.org>, Isabelle Coche <Isabelle@emergingag.com>, "ssubramani@ucsd.edu" <ssubramani@ucsd.edu>, Scott Miller <Scott.Miller@gatesfoundation.org>, Jeff Chertack <Jeff.Chertack@gatesfoundation.org>, "Wegrzyn, Renee" <renee.wegrzyn@darpa.mil>, "Cheever, Anne (contr-bto)" <anne.cheever.ctr@darpa.mil>, Sarah Carter <carter@sciencepolicyconsulting.com>, "rrabinov@hsph.harvard.edu" <rrabinov@hsph.harvard.edu>, "Claudia Emerson (mailto:emersoc@mcmaster.ca)" <emersoc@mcmaster.ca>, Ryan Phelan <ryan@longnow.org>, "Tountas, Karen (FNIH) [T]" <ktountas@fnih.org>, "Claudia Emerson (claudia.emerson@outlook.com)" <claudia.emerson@outlook.com>

Aloha Stephanie,

Agree with Kevin on the point of effective communication to the broader community. When we convened our workshop last September, I received a phone call from a very influential community member accusing me of holding a "secret" meeting. He was quite upset that the workshop was "restricted" to invited participants. Once I was able to explain the focus of the workshop and that if he was interested in attending, he was more than welcome to do so. He did calm down and thanked me for allowing him to participate, although he did not attend. The point is that there is a lot of paranoia and concern in the community about issues such as GMO, etc. and that we need to be able to communicate effectively to the lay community if we wish to gain support from the general public.

Mahalo,
Ken

Kenneth Y. Kaneshiro, PhD
Director
Center for Conservation Research & Training
Pacific Biosciences Research Center
University of Hawaii at Manoa
3050 Maile Way, Gilmore 406

Honolulu, Hawaii 96822

Ph. 808-956-6739

Fax 808-956-2641

Email: kykanesh@hawaii.edu

On Apr 11, 2017, at 12:59 PM, Kevin Esvelt [<esvelt@mit.edu>](mailto:esvelt@mit.edu) wrote:

Dear Stephanie,

Thank you for the excellent suggestion and the generous offer.

With respect to the attached draft agenda, might I suggest that the event focus on effective ways to discuss our work on gene drive with interested communities and citizens as well as journalists? Holding sessions on 'gene drive messaging', 'message testing initiatives', and even 'communication strategies' could be misconstrued as a concerted attempt to sell the technology to the public. Needless to say, this should not be anyone's goal.

A workshop designed to improve our ability to communicate effectively, productively invite concerns and criticism, and cooperatively work with communities who might be affected (as your the text of your message suggested) would be extremely helpful.

Many thanks,

Kevin

P.S. This may be a good place to invite suggestions for a suitable word to describe self-sustaining gene drive systems that could theoretically spread into every population of the target species. Ideally, it would have geographic connotations similar to 'local', which has proven quite effective, but describe the opposite. The term 'global', which originated at the NCSU workshop, fails communicate the fact that any potential effects would be limited to regions harboring the target species, while 'self-sustaining' does not communicate meaningful information. Please share any suitable candidates.

On Tue, Apr 11, 2017 at 5:16 PM, James, Stephanie (FNIH) [T] [<sjames@fnih.org>](mailto:sjames@fnih.org) wrote:

Dear colleagues,

The Foundation for the National Institutes of Health (FNIH) is considering sponsoring a one day workshop on the topic of "Talking about Gene Drive" - to be held just before the annual American Society of Tropical Medicine and Hygiene (ASTMH) meeting on November 4, 2017, in Baltimore, MD. We are sending this preliminary email to gauge the level of interest in such a workshop.

We are reaching out with this email to a broad group of researchers and supporters of gene drive because we believe there is an important window of opportunity right now to think collectively about how to discuss this new technology productively with the public. How each individual project and program pursues its own communications strategy will impact public acceptance of the technology more generally, so this seems like a subject ripe for interaction and cooperation.

The intent of the workshop would be to:

- discuss how gene drive technology is being described in the media and at venues such as the Convention on Biological Diversity
- consider ways to work together to enhance communication and clarify public perception about gene drive technology
- share some basic communications skills that might come in handy in the future

A draft agenda is attached.

We are suggesting to hold this workshop in conjunction with the ASTMH meeting because many interested parties likely are already planning to attend that meeting (apologies to those who aren't!).

Please let me know by reply email if you would be interested in participating and/or if you have colleagues who might like to attend. If there is sufficient enthusiasm, FNIH will start organizing the logistics and get back to you with more information.

Best regards,

Stephanie

Stephanie James, PhD, FASTMH
Director, Science Division
Foundation for the National Institutes of Health
9650 Rockville Pike | Bethesda, MD 20814 | www.fnih.org
Direct (301) 451-2810 | Fax (301) 480-1661 | Email sjames@fnih.org

<image001.png>

For 13 consecutive years, Charity Navigator has rated the FNIH as an organization that exceeds industry standards.

Confidentiality Notice: The information contained in this e-mail and any attachments may be legally privileged and confidential. If you are not an intended recipient, you are hereby notified that any dissemination, distribution or copying of this e-mail is strictly prohibited. If you have received this e-mail in error, please notify the sender and permanently delete the e-mail and any attachments immediately. You should not retain copy or use this e-mail or any attachment for any purpose, nor disclose all or any part of the contents to any other person.

