

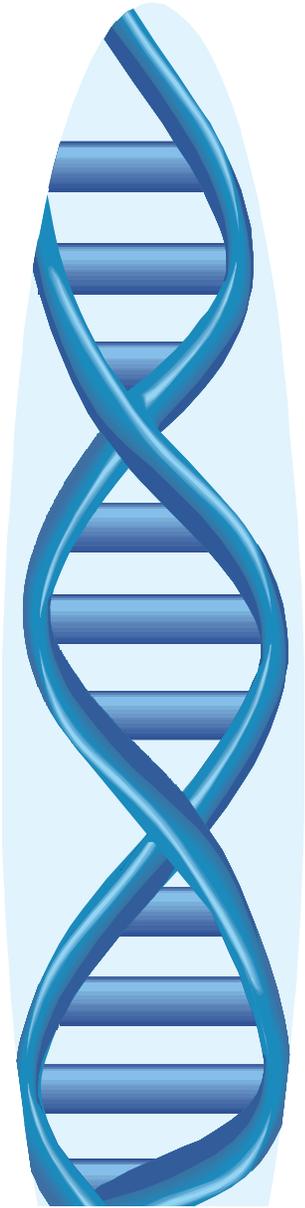
Oregon Public Health Genetics Program

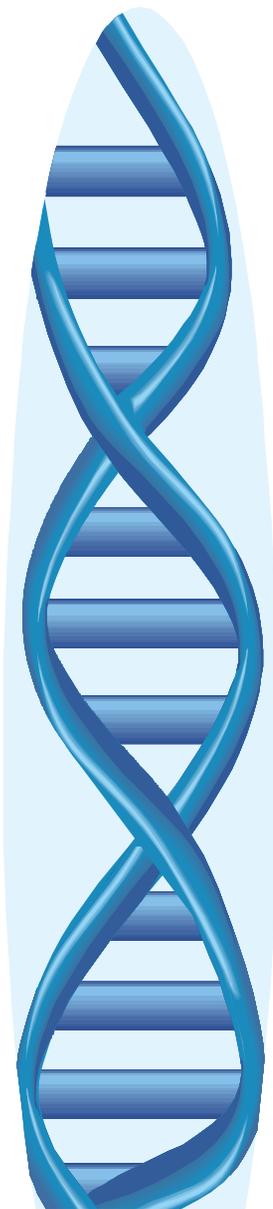
Strategic Plan: Mission, Goals, and Objectives

Mission

Promote the health, well being, and quality of life of Oregonians using up-to-date knowledge of genomics.

March 9, 2011

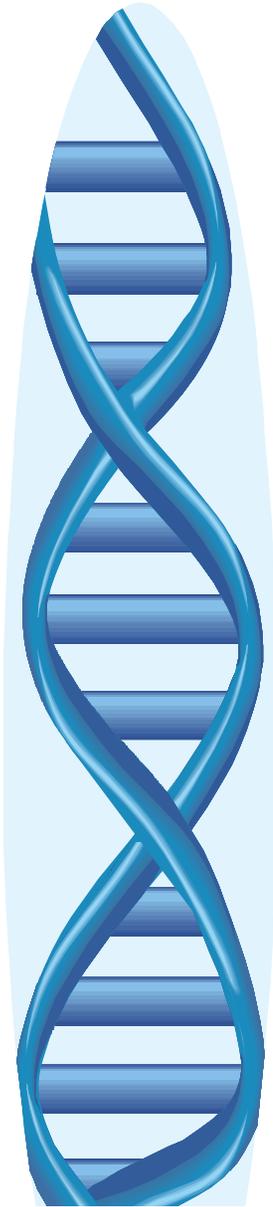




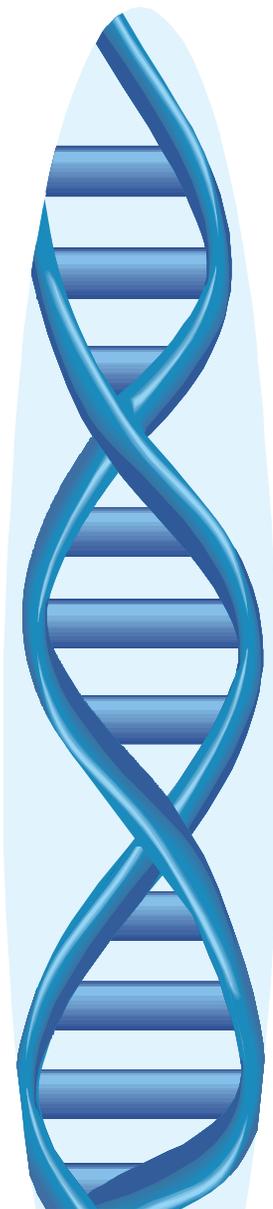
Goal 1: Reduce morbidity and mortality from genetic conditions

	Objectives
1.1	Improve access to and quality of genetic services by: <ul style="list-style-type: none">• promoting the use of evidence-based practice for people with genetic conditions• ensuring all Oregon babies have newborn screening• increasing the use of telehealth and other technological methods for improved access to genetic services• strengthening supports for individuals and families with genetic conditions
1.2	Collect and utilize population level data on diseases with a genetic component, including pediatric genetic conditions and adult chronic diseases such as diabetes, cancer, cardiovascular disease, asthma, and obesity, as funding and priorities allow, to assess: <ul style="list-style-type: none">• genetic testing and follow up health care• availability and utilization of genetic services• use of family history to screen for genetic conditions• risk-reducing behaviors• direct to consumer marketing of genetic tests and personalized medicine

Goal 2: Educate the public and health care providers about how genomics influences health, and empower the public and providers to make informed decisions about the use of genomics in health care.

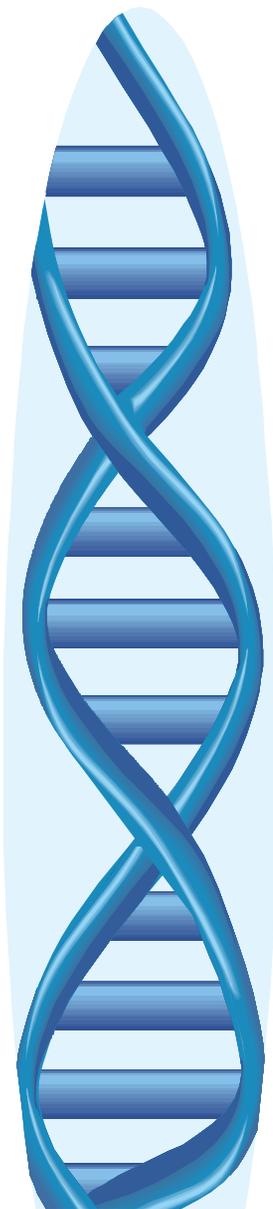


Objectives	
2.1	<p>Educate health care providers about the relevance of genomic medicine to primary and specialty care. Develop partnerships with state health professional organizations and advocacy groups to educate Oregon health care providers about:</p> <ul style="list-style-type: none">• genetic risk assessment• genetic diagnosis and testing• treatment of genetic conditions• options for reducing risk for those with increased genetic susceptibility to disease• availability of and referral for genetic services <p>Develop and implement a communication and education strategy to engage and inform key stakeholders and explain the value of genomics to health in primary and specialty care. Target groups include:</p> <ul style="list-style-type: none">• primary care and specialty health care providers• state health professional organizations• public health professionals
2.2	<p>Educate the public about genomics and their health. Develop and implement a culturally and linguistically competent communications and education strategy to engage and inform the public about the relationships between genomics and health. Target groups include:</p> <ul style="list-style-type: none">• general public• individuals and families who are affected by genetic conditions• sub-populations who are disproportionately impacted by or at risk for genetic conditions• advocacy groups



Goal 3: Promote a supportive **policy environment** for genomics and health.

	Objectives
3.1	Develop and implement a communications and education strategy to engage and inform policy makers about relationships between genomics and health.
3.2	Promote the systematic use of clinical genetics practice guidelines and tools for health care providers and health systems.
3.3	Promote reimbursement for genetic services by private and public payers.
3.4	Promote capacity building of genetic services to achieve equal geographic, cultural, and socioeconomic access to services.
3.5	Monitor and recommend public policy to safeguard the public from detrimental use of genomic information.
3.6	Improve quality and sustainability of genetic services through passage of legislation for licensing genetic counselors.



Goal 4. Increase Oregon Public Health genomics **capacity**

	Objectives
4.1	Identify and secure funding to support strategic plan implementation.
4.2	Monitor national, regional, and state genomics research and translation.
4.3	Promote integration of genomics into other Oregon Public Health programs, including coordinating activities with adult chronic disease and newborn screening programs and supporting the development of a Birth Anomalies Registry.
4.4	Create an ongoing Evaluation Planning Process for the Oregon Genetics Program that monitors: <ul style="list-style-type: none">• reducing morbidity and mortality from genetic conditions through establishment of data systems• outcomes and effectiveness of interventions for prevention, early detection, and treatment of genetic conditions and susceptibilities to genetic conditions• improving access to and quality of care of genetic services• effectiveness of consumer and health care provider genomic education• developing policies related to genomics• integrating genomics into other public health programs
4.5	Annually, convene and solicit input from a Genomics Advisory Board on progress made by the Genetics Program on implementing this plan and make recommendations for future activities.

“Genetic” or “Genomic”? – In this document, we use both terms. “Genetic” refers to how a gene works, how genes are passed from one generation to the next, and how changes in genes impact health and behavior. “Genomic” is a newer term, and refers to all the genes in a person, plus how a person’s genes interact with each other and with the person’s behavior, and how genes are impacted by the environment. In this document we use the term “genetic” when we are referring to health services, because this is the term most used most often in Oregon, for example, “genetic counseling” and “genetic testing”. We use the term “genomic” when we are talking about public health activities to emphasize the multiple factors that interact to impact health.