

In Our DNA SC

A Community Health Research Project

COMMUNITY OUTREACH TOOLKIT



We appreciate your interest and support for the *In Our DNA SC* community health research project. This Community Outreach Toolkit is designed to provide you with all the resources and details necessary to successfully partner with the *In Our DNA SC* project.

The mission of the *In Our DNA SC* community health research project is to reach as many South Carolina residents as possible to ensure access to genomic screening for all. To do this, your organization's partnership is key. Your organization can get involved by:

- **distributing *In Our DNA SC* brochures and program information** at your location and/or events,
- **encouraging community member participation** through your organization's communication platforms (like social media posts),
- **hosting informational events** where *In Our DNA SC* information and promotional items are distributed,
- **inviting MUSC's *In Our DNA SC* team to your events** to share information and facilitate sample collection, and/or
- **identifying and sharing opportunities for partnership** through your organization's own community connections.

Have an idea that you think would work to get the word out? The *In Our DNA SC* team is always happy to collaborate on ideas that meet the needs of the community. Reach out via email at InOurDNASC@musc.edu.

Learn more about the diversity, equity, and inclusion efforts of the *In Our DNA SC* community health research project at www.web.musc.edu/inourdnasc.

How to Use This Toolkit

Due to the nature of research participant recruitment, this toolkit is designed to maintain recruitment compliance and integrity. When using the resources provided in this toolkit, we ask that the materials are used **as is without any modifications**. If questions/comments/concerns arise in regard to the toolkit materials and their contents, please contact our team and a study staff member will be happy to assist: InOurDNASC@musc.edu or phone at 843-876-0582.

Materials included in the Community Outreach Toolkit:

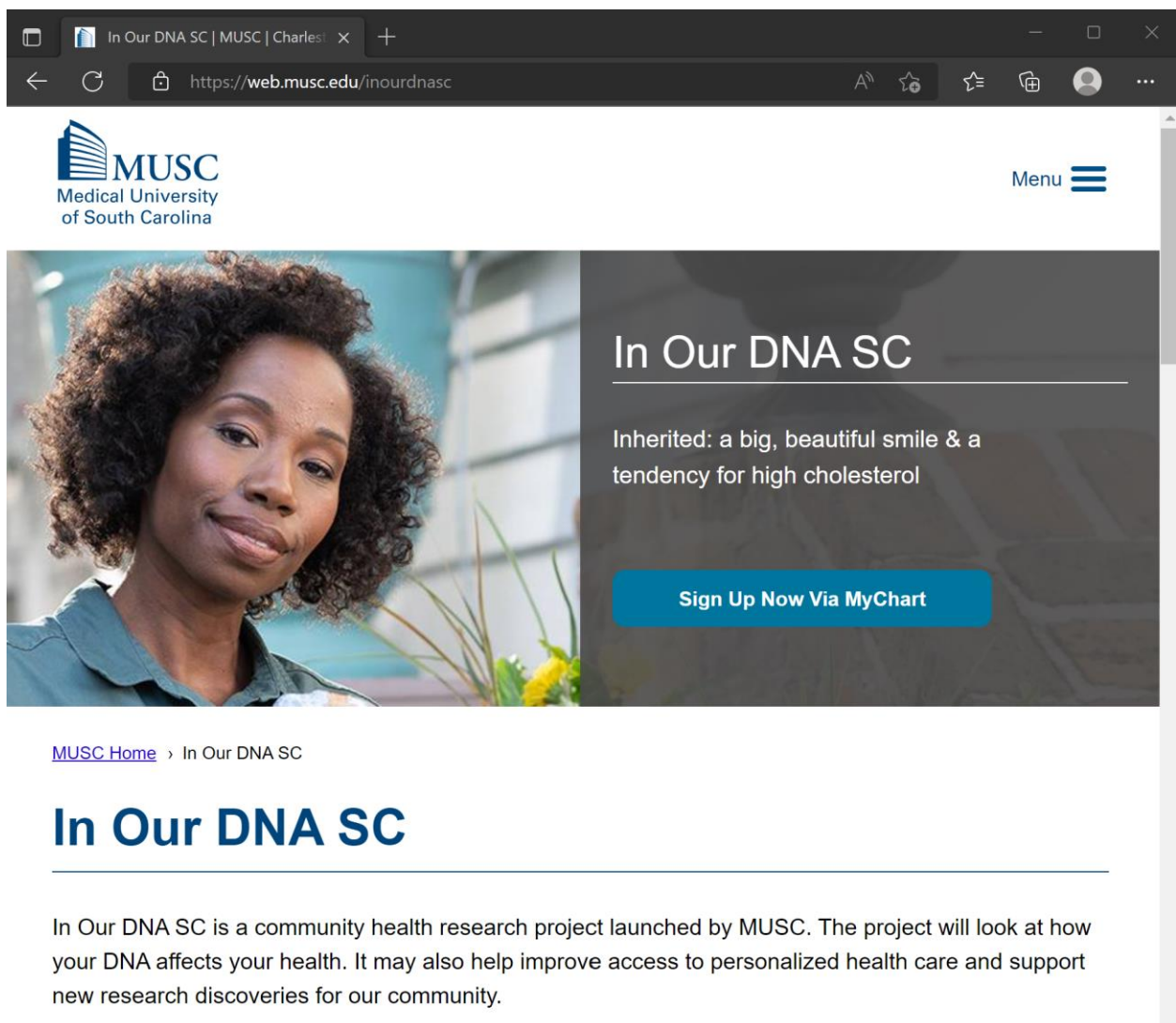
- InOurDNASC.org website
- Brochure
- Flyer
- In Our DNA SC Infographic
- PowerPoint presentation
- Social Media posts
- Messaging templates



MUSC has teamed up with Helix, a leading population genomics company, to deliver genetic information to participants and their provider for proactive health care planning. This research program is part of the Helix Research network, which is combining genetic and health information from health partners across the country to power genetic discovery.

In Our DNA SC Website – InOurDNASC.org

The most important piece of information that can be given to potential participants is our website. Here, individuals can learn about the project, read frequently asked questions, review and sign the consent form, and receive updates about the study. All the recruitment materials provided in this toolkit contain the link and/or QR code to our website. When sending any type of messaging or posting to social media, please confirm that the link to the [inourdnasc.org](https://web.musc.edu/inourdnasc) website is correct and functioning.



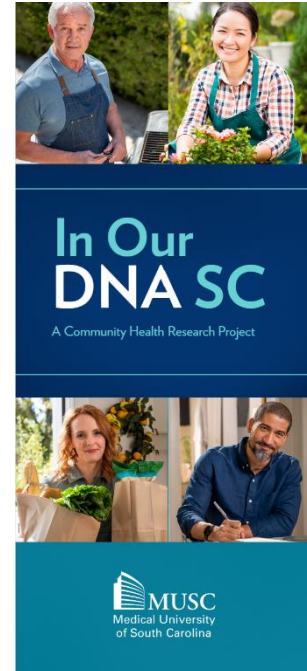
[MUSC Home](#) > In Our DNA SC

In Our DNA SC

In Our DNA SC is a community health research project launched by MUSC. The project will look at how your DNA affects your health. It may also help improve access to personalized health care and support new research discoveries for our community.

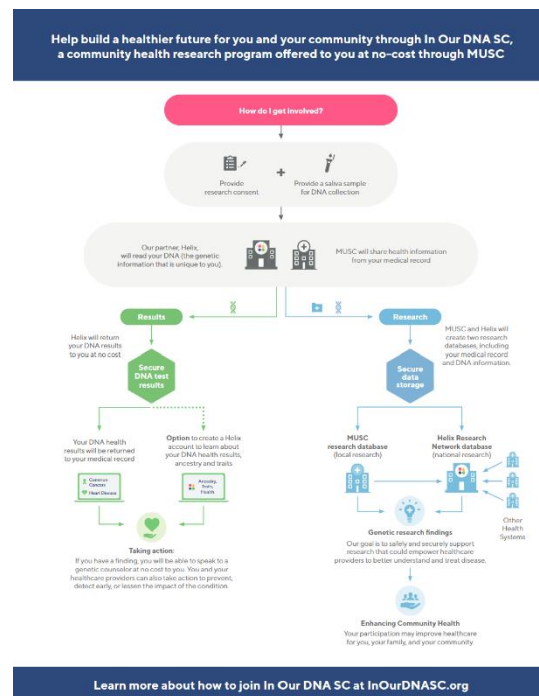
Brochure and Flyer

Our paper messaging is an easy way to communicate information about the study. It covers the basics of our study's premise, our relationship with Helix, and instructions on how to contact study staff members. The PDF files of our brochure and flyer can be found in this folder or on [our website](#). We are also happy to send hard copies of brochures and flyers to any organization who may want to display them or hand them out. Please reach out to InOurDNASC@musc.edu with a mailing address and an estimation of how many brochures and flyers would be needed.



Infographic

Before interested participants can review and sign the consent form, an infographic will be displayed on the e-Consent website to provide a streamlined visual of study details. The infographic walks readers through study specifics and outlines participation in study starting with providing consent and ending with result interpretation. Even though each participant that provides consent will have the opportunity to view the infographic, we have provided the infographic as additional material to be shared.



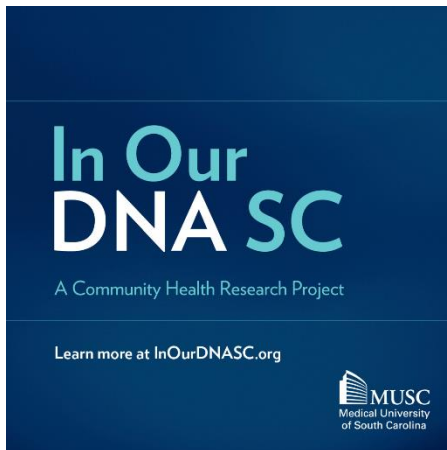
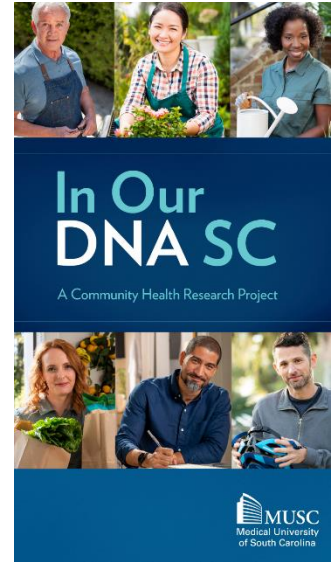
PowerPoint Presentation & Companion Script

The *In Our DNA SC* slide deck is designed to be presented to members throughout your organization who wish to learn more about the specifics of the study. The presentation includes a script for delivering its content and should take 5-10 minutes in total to present. Arrangements can also be made to have study staff members present in person or virtually to your organization.

Social Media Posts and Messaging Templates

We have provided a variety of IRB approved messaging that can be used on social media and messaging platforms. This toolkit was designed to help maintain recruitment compliance and integrity, therefore we ask that you use the social media posts and messaging provided in this toolkit **as is without any modifications**. The approved messaging has been shared in a way that it can be easily transferred to various platforms by copying & pasting.

If questions/comments/concerns arise in regard to the materials and their contents, please contact our team and a study staff member will be happy to assist.



Thank You

We appreciate your interest and support for the *In Our DNA SC* research project. We recognize that our study would not be successful without the support of our community members and partner organizations.

If at any point in time your organization needs assistance with information about *In Our DNA SC*, please do not hesitate to reach out to our study staff members by email or phone:

- InOurDNASC@musc.edu
- 843-876-0582