



The NYSCF Research Institute

Preparing for controversy and controlling the message

David McKeon
Health Research Alliance Conference



Preparing for controversy

Stem cells made by cloning adult humans

naturenews

'Cloning' makes human stem cell

BBC
NEWS

Stem Cells Made From Cloning Diabetic Woman

 **NBC NEWS**

Preparing for controversy

- Anticipate the issues
- Brief staff members and board members
- Prepare and practice
 - Talking points, FAQs, statements
- Proactive outreach to colleagues to align the messaging
- Hold press conference to brief journalists



Case study: preventing mitochondrial disease

Nuclear genome transfer in human oocytes eliminates mitochondrial DNA variants

Daniel Paull¹, Valentina Emmanuele², Keren A. Weiss¹, Nathan Treff³, Latoya Stewart¹, Haiqing Hua^{1,4}, Matthew Zimmer¹, David J. Kahler¹, Robin S. Goland⁴, Scott A. Noggle¹, Robert Prosser⁵, Michio Hirano², Mark V. Sauer^{5,6*} & Dieter Egli^{1*}

Controlling the message

- Use terminology that correctly describes the science
- Standardize accurate language
 - Collaborators
 - Funders
 - Foundations
 - Patients



"mitochondrial replacement therapy"



All

News

Images

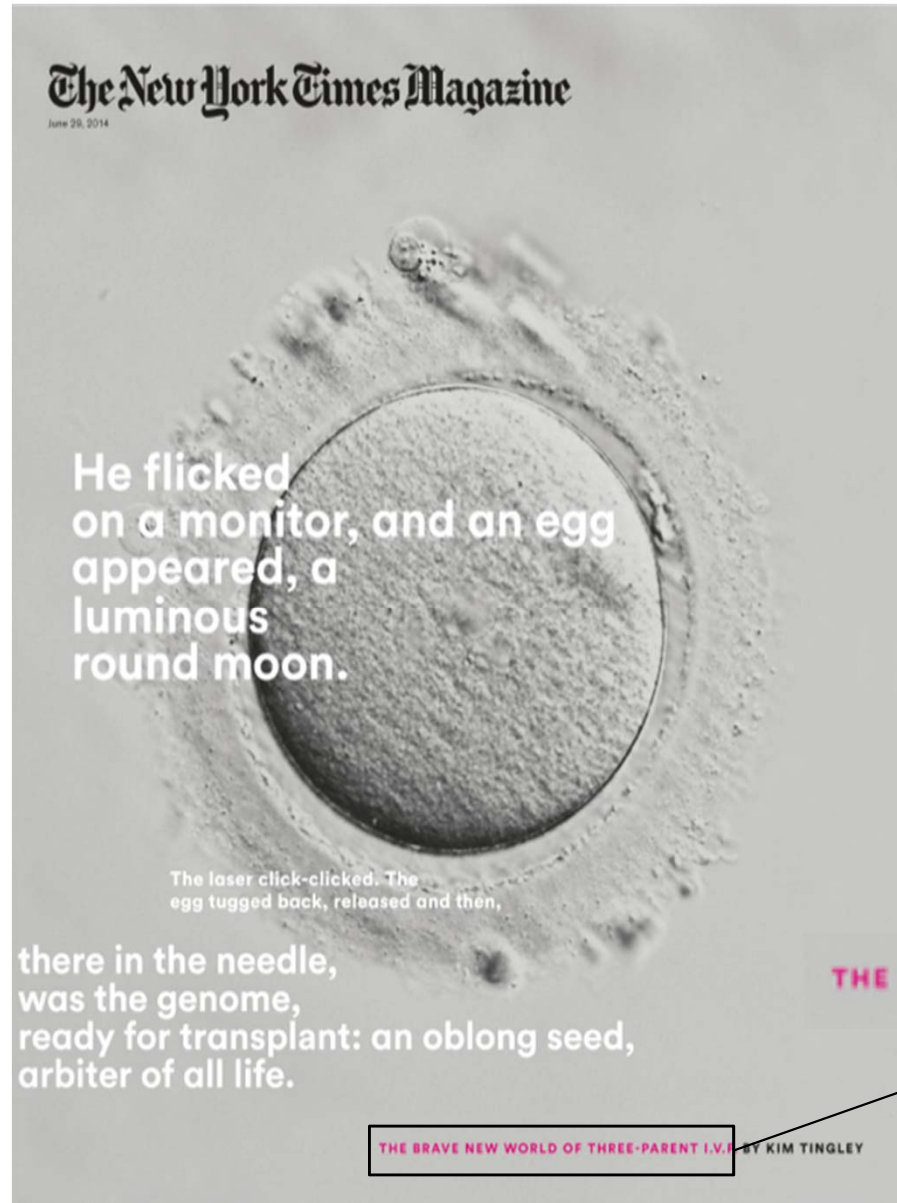
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Controlling the message



THE BRAVE NEW WORLD OF THREE-PARENT I.V.F.

THE BRAVE NEW WORLD OF THREE-PARENT I.V.F. BY KIM TINGLEY

Controlling the message

DAILY NEWS 27 September 2016

Exclusive: World's first baby born with new "3 parent" technique

New Scientist

First-ever baby born using 'three parent' genetic engineering

The Washington Post

World's first baby born using new 'three-parent' technique

 **INDEPENDENT**

BREAKING NEWS: The world's first 'three-parent baby' is delivered by US medical team in Mexico

Daily **Mail**.com