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

'Cloning' makes human stem cell

Stem Cells Made From Cloning Diabetic Woman
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
Controlling the message

Case study: preventing mitochondrial disease

Nuclear genome transfer in human oocytes eliminates mitochondrial DNA variants

Daniel Paull1, Valentina Emmanuele2, Keren A. Weiss1, Nathan Treff1, Latoya Stewart1, Haiqing Hua1,4, Matthew Zimmer1, David J. Kahler3, Robin S. Goland2, Scott A. Noggle1, Robert Prosser3, Michio Hirano2, Mark V. Sauer5,6,8 & Dieter Egli1,8
Controlling the message

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

Exclusive: World’s first baby born with new “3 parent” technique

First-ever baby born using ‘three parent’ genetic engineering

World’s first baby born using new ‘three-parent’ technique

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