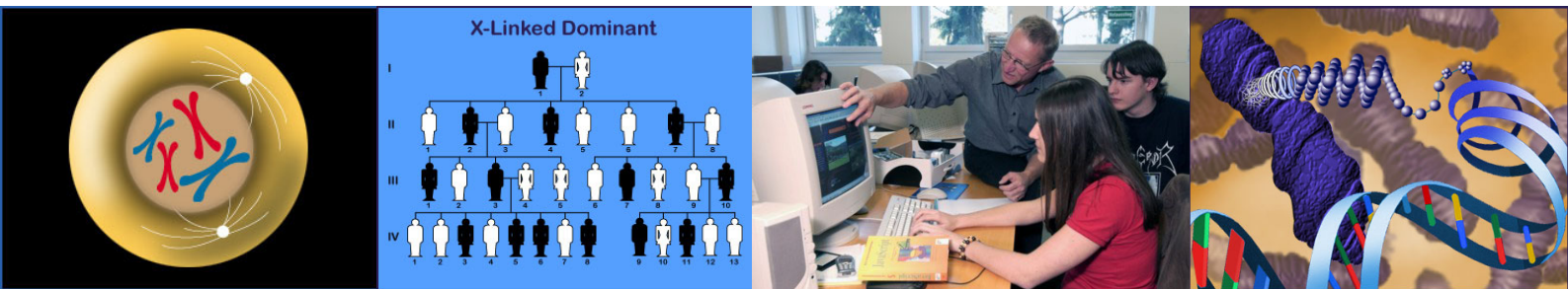


Genetics Education Program



What is the Roche Genetics Education Program?

The Roche Genetics Education Program is a multi-dimensional initiative comprising the complementary components of educational resource materials, teacher guides and educator training.

How does it work?

Often working with external partners, Roche has developed several programmes or resources which it makes available to educators and the general public. These include:

The Roche Genetics CD-ROM, an interactive CD-ROM developed to promote basic awareness of genetics among the general public and offer an interactive tool for learning the basic principles of genetics. It has been available online in several languages for over three years and can also be obtained through two major scientific publications, *Nature* and *Scientific American*.

The Roche Genetics Education Teacher Manual, an online or hardcopy teacher's resource for the above CD-ROM. The manual gives science teachers information they can use in the classroom to illustrate the benefits of genetics. It is often supplemented by one-day teacher workshops which bring to life the lesson plans, sample classroom activities, websites and assessment strategies provided by the Manual. These have primarily been staged by the US affiliates in Nutley, New Jersey, Florence, South Carolina, Pleasanton, California and Indianapolis, Indiana.

The Roche Genetics Experimental Program – Lab to Class Project, a project which brings the world of science and laboratories into the classroom. A full set of equipment, reagents and cells gives teachers and students the opportunity to experience applied genetics at first hand. Premiered in Germany as the “Blue Genes Kit”, it has since been launched in Europe and the US.

Facts & Figures

CD-ROM distribution

- >1.5 million copies including copies obtained through *Scientific American* and *Nature*
- 36 thousand online requests – i.e. an average of 1,000 a month – from over 113 countries
- available in six languages with five more planned

Teachers' manual and training

- training provided for 125 teachers reaching an estimated 13,000 students
- available in English; German version planned

Experimental Program – Lab to Class Project:

- 1,200 experimental kits distributed in Germany
- Pilots in Switzerland, Europe and the US
- First Teacher Manual joint workshop held for 25 teachers reaching 1200 students
- Material available in English and German

What impact does it have?

The programmes provide teachers – and ultimately students and the general public – with insight, understanding and enthusiasm for genetics, its implications and potential. The programmes identify Roche as a leader, catalyst and collaborator in current and critical areas of the life sciences.

Why?

Roche's core value of innovation thrives on the long-term availability and sustained engagement of curious minds, disciplined researchers, visionary scientists and energised partners. These programmes help to ensure that science students achieve and excel, as well as helping to build a pool of future talent and increase scientific literacy among the general public.

Who are our partners?

New Jersey Science Education Leadership Association

Science South, South Carolina

William Paterson University, New Jersey

Schools, teachers and educational institutions in Germany, Switzerland and the US