**Logo

Description automatically generated with medium confidence**

**Program Description:** The American Society of Gene and Cell Therapy ([ASGCT](https://www.asgct.org/)) is the leading professional membership organization for scientists, physicians, advocates, and other professionals in the field of gene and cell therapy. The goal of the Patient Education Program is to provide accessible, accurate, and responsible information and resources about gene and cell therapy to patients and caregivers. ASGCT collaborates with patient advocacy groups to make sure the resources are clear and useful to the target audience, and the members of the ASGCT [Patient Outreach Committee](https://imis.asgct.org/ASGCTIMIS/ASGCTMember/Committee.aspx?type=COMMITTEE/PT_OUTREACH)share their expertise in the field to provide scientific accuracy. All resources are available for sharing, so we welcome you to help spread the word!

**Link to Patient Education Website**: <https://patienteducation.asgct.org/>

**Link to gene therapy basics webpage:** [**https://patienteducation.asgct.org/gene-therapy-101/gene-therapy-basics**](https://patienteducation.asgct.org/gene-therapy-101/gene-therapy-basics)

**Credit:** Cite American Society of Gene and Cell Therapy on all your pages and link back to the patient education website when possible. Tag @ASGCTherapy on social media.

**Contact:** Reach out to Lexi Starosta, Patient Outreach Manager, with any questions ([astarosta@asgct.org](mailto:astarosta@asgct.org)).

**How to embed a video on your website or social media post:**

1. Go to our [ASGCT Education playlist on YouTube](https://www.youtube.com/playlist?list=PLh8WAy5tVJ43m1ewKPyUWDRsS9wtBpC1b) and view the video you wish to embed on your site. Example: [Gene Editing](https://www.youtube.com/watch?v=i_1kLfK1cP0&t=10s)
2. Click **Share** in the bottom right corner of the video.
3. Click the **Embed** Icon.
4. Click **Copy** at the bottom right of the pop-up screen.
5. **Paste** the embed code onto your site wherever you wish the video to be located. Your web designer will be able to implement this.

**Social media post examples:**

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| **Example post** | **Suggested image to use** |
| #Genetherapy is the use of genetic material to treat or prevent disease. Learn more about how it works, its potential for this growing field of research, the challenges and risks, & more! <bit.ly/3TEXjDJ> |  |
| A gene variant or mutation is a small change to #DNA within our genes that can alter the instructions for how proteins are built and work. Visit our #PatientEducation page to learn more. <bit.ly/3TEXjDJ> |  |
| What is a #vector? A vector is like a package used to deliver a specific message. Learn how vectors are used in #genetherapy. <bit.ly/3TEXjDJ> |  |
| The ASGCT Patient Education program provides accurate, reliable, and accessible information about #genetherapy and #celltherapy treatments. Learn more: <https://bit.ly/2USvrT8> |  |
| Explore the ASGCT Clinical Trials Finder to search open #ClinicalTrials for #genetherapy and #celltherapy treatments. Consider using the diagnosis filter to search by disease. <https://bit.ly/3mtzk9q> |  |

**Web Banners-** Right click tosave anduse these images on your web pages or on social media to increase awareness, be sure to link these images to <https://patienteducation.asgct.org/>

 