



## Patient Education Resource Kit

**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](#) 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 Gaucher webpage:** <https://patienteducation.asgct.org/disease-treatments/gaucher-disease>

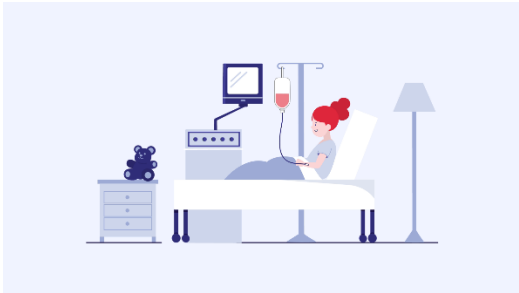

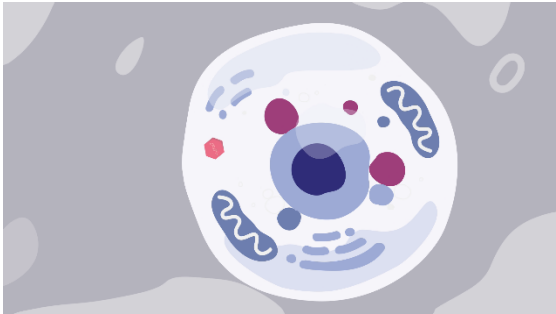

**Credit:** Cite American Society of Gene and Cell Therapy on all your pages and link back to the patient education website when possible. Tag @ASGCTherapy on social media.

**Contact:** Reach out to Ali Kujawski, Patient Outreach Manager, with any questions ([akujawski@asgct.org](mailto:akujawski@asgct.org)).

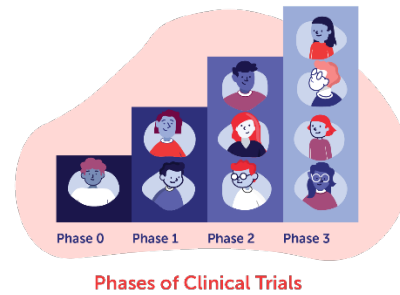
### How to embed a video on your website or social media post:

1. Go to our [ASGCT Education playlist on YouTube](#) and view the video you wish to embed on your site. Example: [Gaucher disease video](#)
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:**

Example post	Suggested image to use
<p>#GeneTherapy aims to be a one-time treatment that may address symptoms caused by the effect #GaucherDisease has on the brain. Learn more from the @ASGCTherapy educational resources. <a href="https://bit.ly/3yfnK7h">https://bit.ly/3yfnK7h</a></p>	
<p>#GaucherDisease is a rare genetic disorder that causes the harmful buildup of glycolipids throughout the body. Watch our video to learn how #genetherapy may be able to help. <a href="https://bit.ly/3yfnK7h">https://bit.ly/3yfnK7h</a></p>	
<p>Learn how #genetherapy aims to target the cause of #GaucherDisease by delivering a working <i>GBA</i> gene into cells. #ClinicalTrials are now open for this investigational therapy. <a href="https://bit.ly/3yfnK7h">https://bit.ly/3yfnK7h</a></p>	
<p>The ASGCT Patient Education program provides accurate, reliable, and accessible information about #genetherapy and #celltherapy treatments. Learn more: <a href="https://bit.ly/2USvrT8">https://bit.ly/2USvrT8</a></p>	

Most #GeneTherapy is in #ClinicalTrials, a required step in the research process to ensure a treatment is safe and effective. Learn more about clinical trials. <https://bit.ly/3rr5rtn>



Explore the ASGCT Clinical Trials Finder to search open #ClinicalTrials for #genetherapy. Consider using the diagnosis filter to search by #GaucherDisease. <https://bit.ly/3mtzk9q>



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

The banner is divided into two main sections. The left section is a vertical blue bar with the text 'ACCURATE', 'RELIABLE', and 'ACCESSIBLE' in white, bold, uppercase letters. Below this is the text 'Information about gene and cell therapies' in a smaller font. At the bottom of this bar is the ASGCT logo and the text 'American Society of Gene + Cell Therapy'. The right section is a larger blue rectangle with the text 'The ASGCT Patient Education program provides accurate, reliable, and accessible information about gene and cell therapies to patients and the public.' in white. Below this text is the ASGCT logo and the text 'American Society of Gene + Cell Therapy'. At the bottom of this section is a white button with the text 'FIND RESOURCES' in blue.