



The unmeasurable value of an informed society

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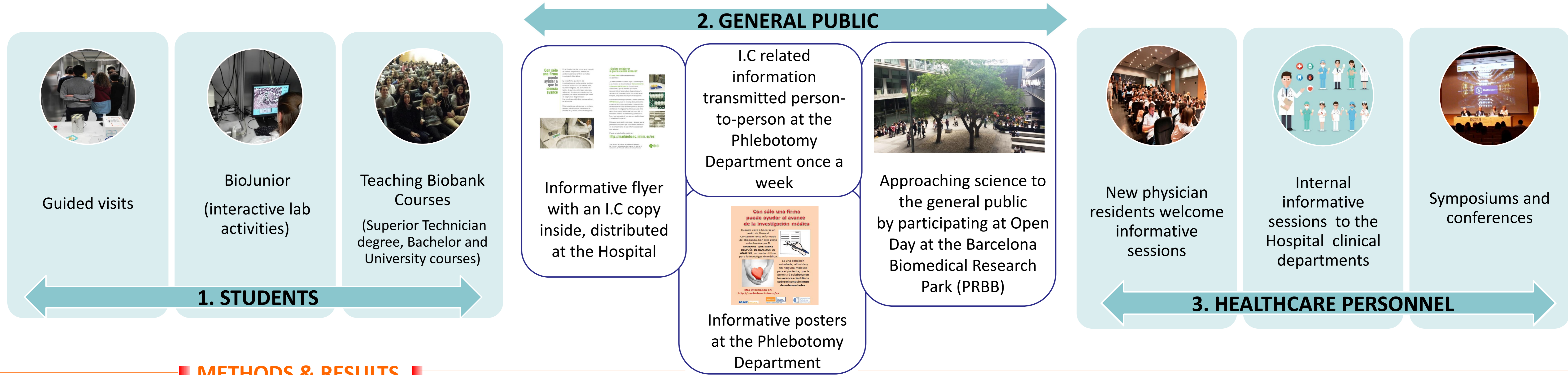
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INTRODUCTION

Biobanks are of an inestimable value via transferring biological specimens and data to research projects that enable the development of new treatments and preventive measures to protect generations still to come. On the other hand, society is a key factor to biobanks as it is the origin of biological samples. The age of information has brought a knowledge-based society on, and with it, the act of communicate has been emphasized. So that, effective communication has become a very useful tool to make non-scientist audiences understanding the importance of what biobanks do and why should it matters to them. Likewise, making people aware of how they can aid to build support for science and how it reverts to society so they can take better informed decisions related to the use of their left-over tissues for research.

COMMUNICATION STRATEGIES

MARBiobanc, working along with Hospital del Mar, has undertaken different synergetic communication strategies depending on the target audience.



METHODS & RESULTS

A. A **Biobank sample donation survey**, directed both to general public and to the students of medicine, is carried out to explore the knowledge of the biobank main goals and the predisposition to the altruistic sample donation (**Fig. 1, Fig. 2, Fig.3**).

The results of the **Biobank sample donation survey** show that both collectives have a strong willingness to donate their left-over tissues for biomedical research after being informed (**Fig. 3**).

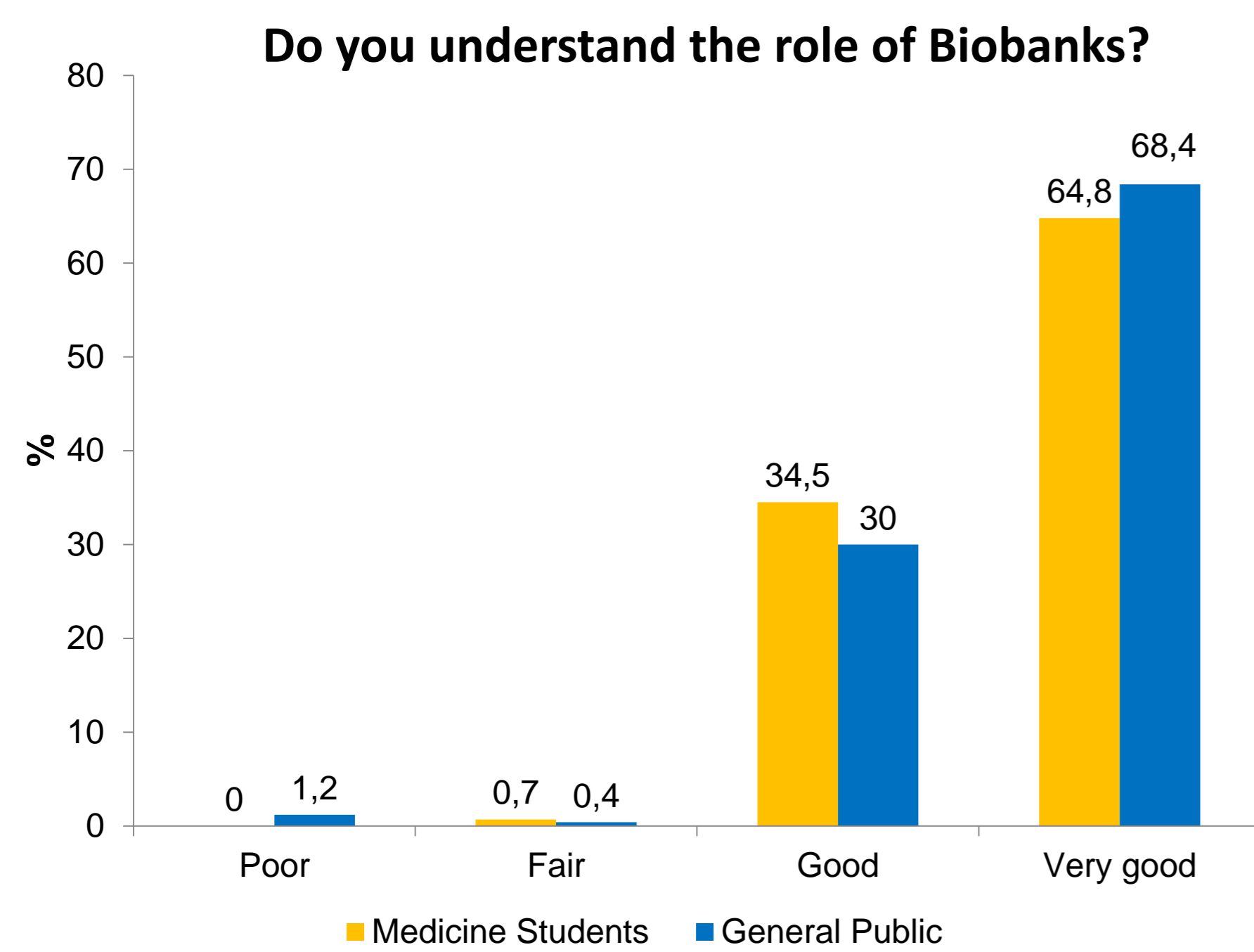


Fig.1. After the explanation of what a Biobank is and their role in the management of biological human samples, both groups display a very good understanding.

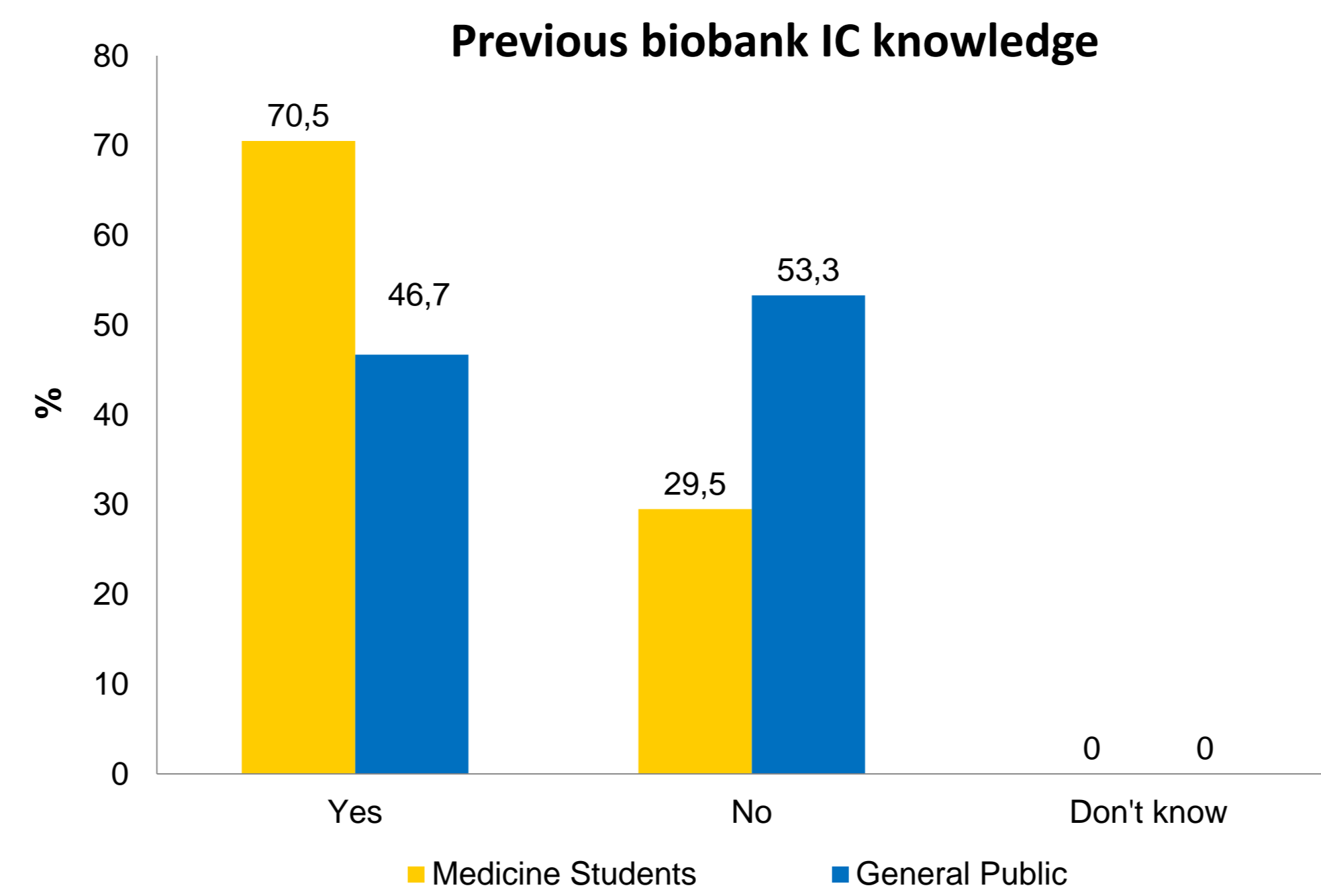


Fig.2. The students of medicine have a good previous biobank I.C knowledge, meanwhile general population presents a widespread lack of knowledge of biobank I.C. Probably it is due to a greater sensitivity presented by the medicine students concerning health issues.

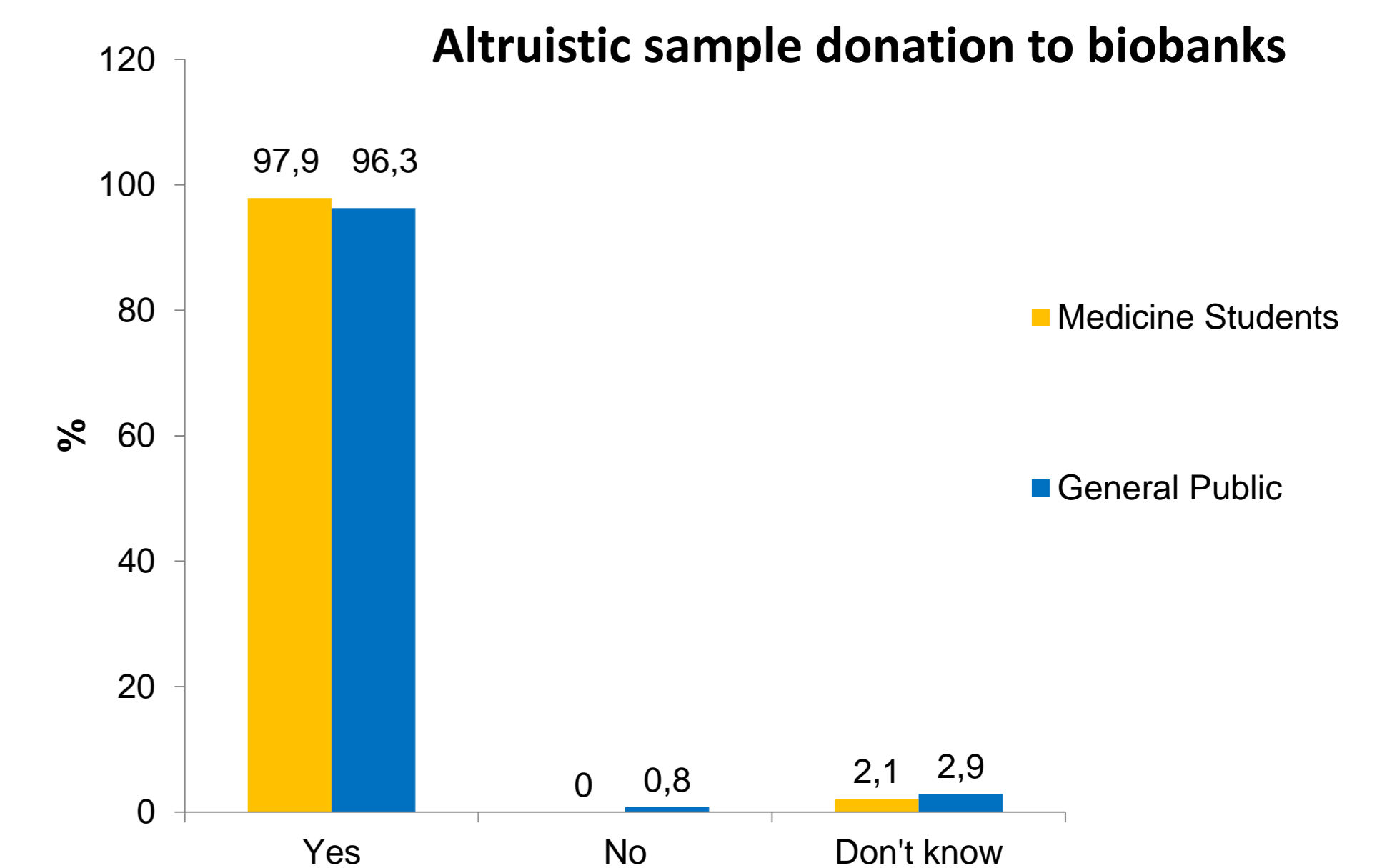


Fig.3. Both groups, whether they are familiar with the healthcare environment or not, present an excellent willingness of altruistic donations of their diagnostic residual tissues for research.

B. We used a **Quality Convey Survey** to know if the message of what a Biobank is and its function is clearly understood.

The **Quality Convey Survey (Fig. 4)** display that more than a 90% of visitors would recommend the visit. The theoretical explanation and the guided visit was satisfactory for the almost 95% of the students. The concept of what a biobank is and its purpose and the importance of the I.C is strongly understood.

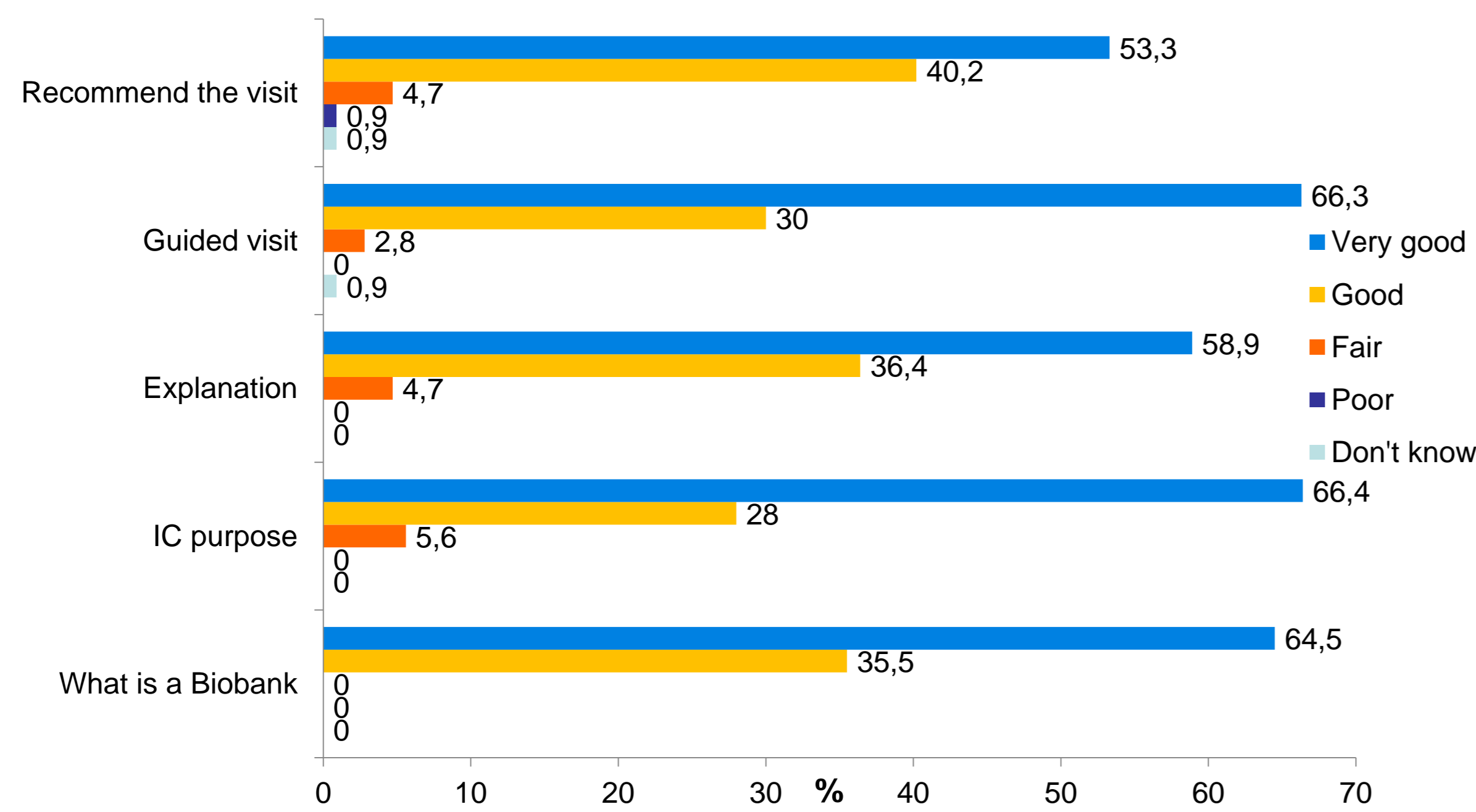


Fig.4. The Quality Convey Survey is addressed to those students that visited MARBiobanc facilities. The objective of this survey is to know how can we make more comprehensible our message of the role of biobanks with people and the importance of the I.C.

C. Biobank I.C achieved each year from 2010 to 2016. The obtaining of I.C is increasing each year.

The total number of biobank I.C in the 2010-2016 period is 40.304. (**Fig. 5**).

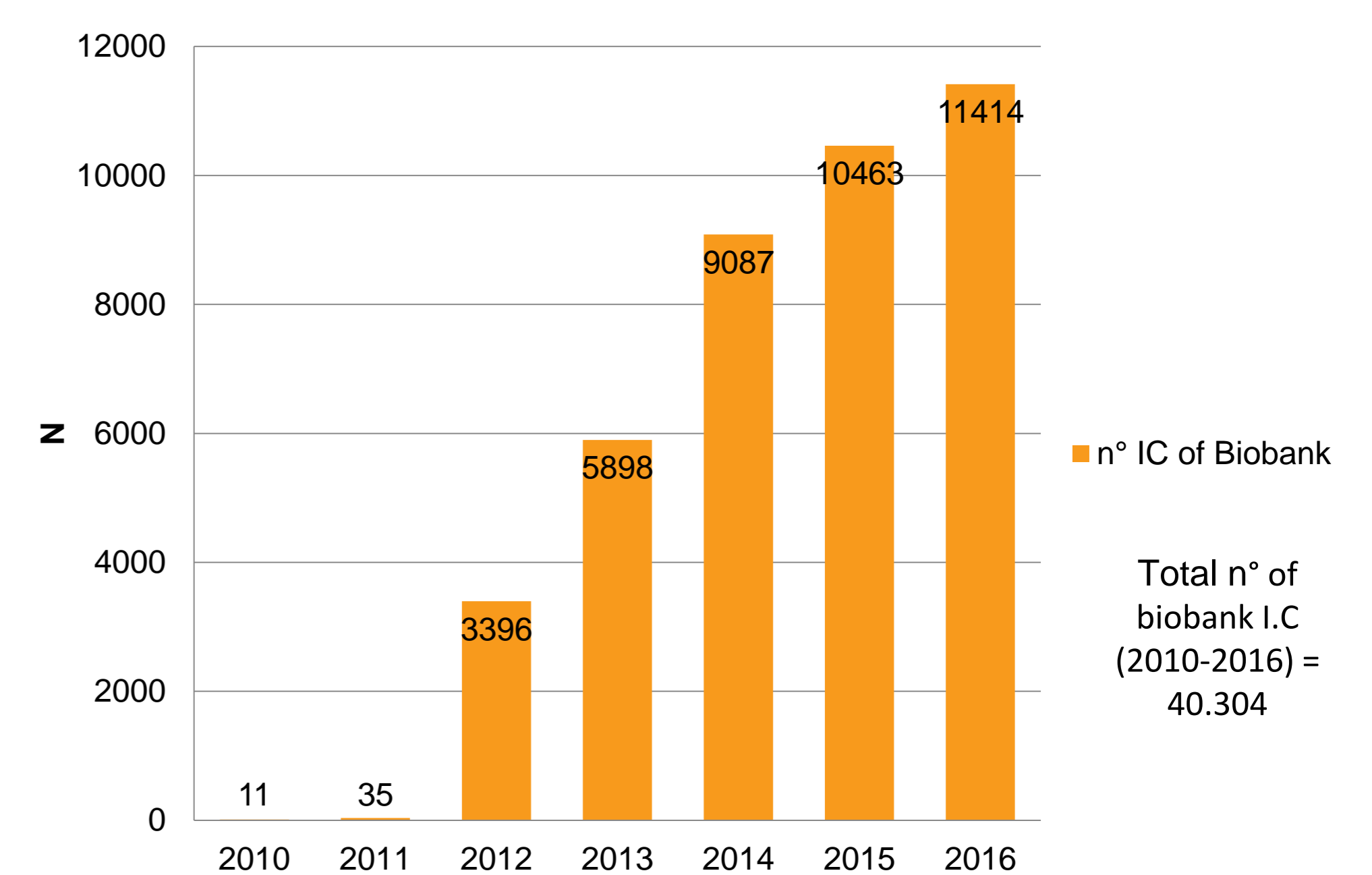


Fig.5. Total number per year of biobank I.C year since the operation of MARBiobanc.

CONCLUSIONS

Thanks to the different synergetic communication strategies adopted and the implication of the healthcare personnel, the number of biobank I.C achieved has increased significantly.

Society shows a remarkable predisposition to donate their diagnostic residual tissues after being informed.

Communication is an invaluable tool: Face to face communication and interactive activities are the most effective way to create a constructive dialogue based on trust and confidence between biobanks and society.

The implication of the healthcare personnel in this process is decisive, and as therefore, we held informative sessions to consolidating common efforts to increase society's awareness of its active role in the progress of research.

Biobanks play a crucial role in consolidate the cooperation between society and biomedical science.