

7 strategies to better communicate the scientific consensus on GMO safety to skeptical millennials

The ... [genetically engineered crops study by the National Academies of Sciences](#) (NAS) is a true consensus on GMOs.

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How can you use the NAS report to communicate GMOs to millennials?

Tell it like it is

[J]ust level with millennials. All they want is plain talk. Just tell them the science. ... The report can help simplify some of the science, while still providing a reputable source.

Emphasize transparency

On the report's website, you can easily identify all the funding sources. You can also find a section called "responses to public comments." ... This is the perfect place to identify issues individuals have with GMOs and point them to the answer.

Get out of your echo-chamber

It can be easy for farmers and scientists to get stuck in their "echo-chamber." ... There's no point in preaching to the choir, get out there and talk to the actual consumer!

Keep learning

Know your facts. Know the science you're talking about. Read the report summary. Reach out to the experts.

[The full list includes: Establish the importance of the study, Follow the conversation online, Tell it like it is, Emphasize transparency, Set the stage for a conversation, Get out of your echo-chamber, Keep learning.]

The GLP aggregated and excerpted this blog/article to reflect the diversity of news, opinion, and analysis. Read full, original post: [7 strategies to communicate GMOs to millennials using the National Academies of Sciences report](#)

For more background on the Genetic Literacy Project, read [GLP on Wikipedia](#)