

Virtual  
Seminar

**Dr. Lori Bradford**

University of Saskatchewan

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Brock University

11 am MT pm, December 3, 2025

**Genomics and Citizens:  
Cross-Country Insights from  
Canadians**



Genomics Research for Optimization of Constructed  
Treatment Wetlands for Water Remediation



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**ABSTRACT**

Our work identifies perceptions, concerns, and values about genomics, in general, and about the specific use of genomic approaches to deal with Oil Sands Processed Water (OSPW), a by-product of oil sands production. We obtained public views using different methods of engagement, from focus groups to Q-sorts to national surveys. In this talk, we briefly describe these methods and then present and discuss results that highlight what Canadian citizens think about the potential for genomic approaches to reduce pollution. This information can help inform educational and public policy directions for an important issue that is facing governments and regulators right now.

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