



CALIFORNIA INSTITUTE FOR  
REGENERATIVE MEDICINE

*The State Stem Cell Agency*

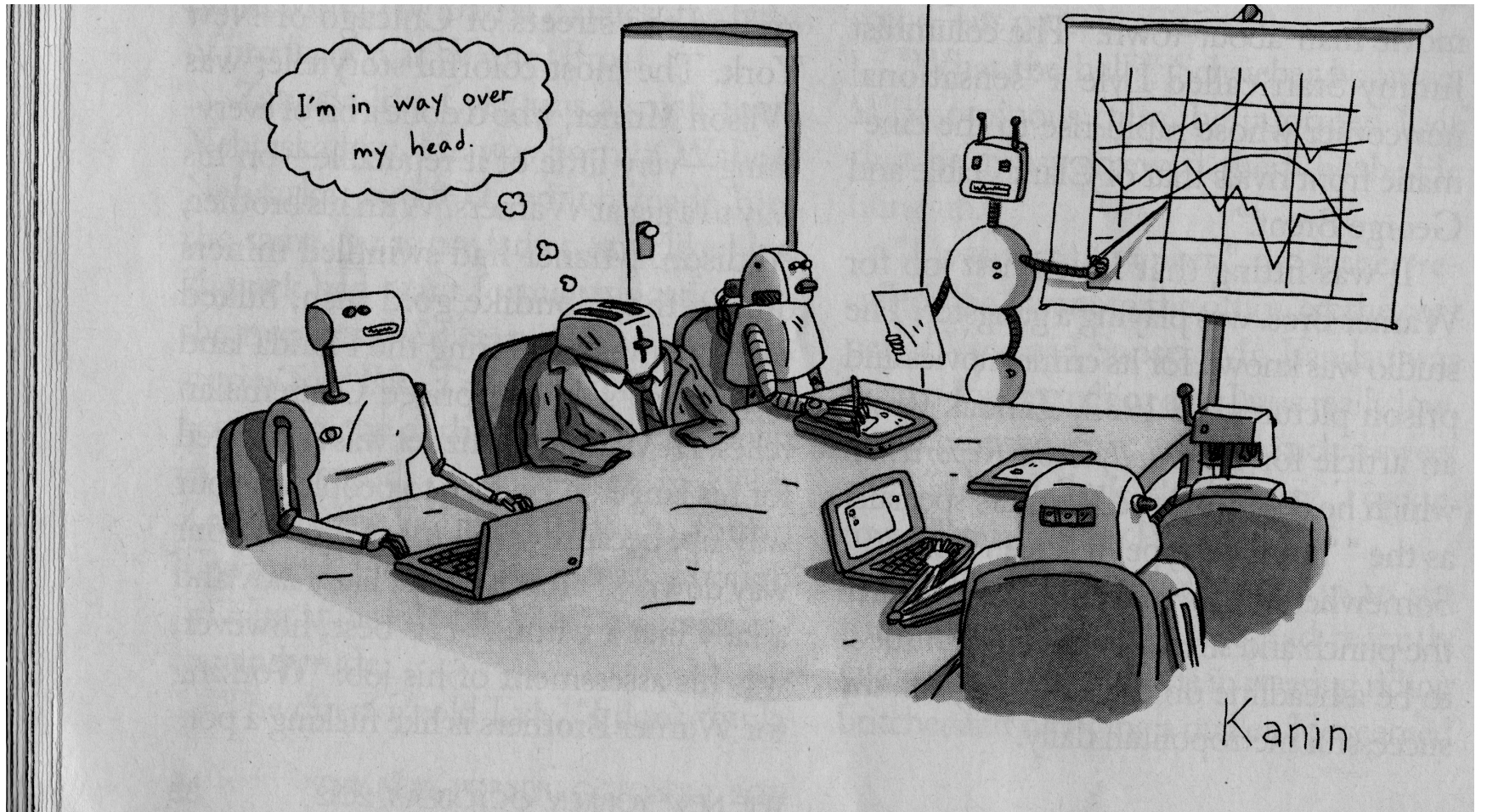
Communications Presentation to  
the ICOC Oct 25, 2012

Agenda Item #19

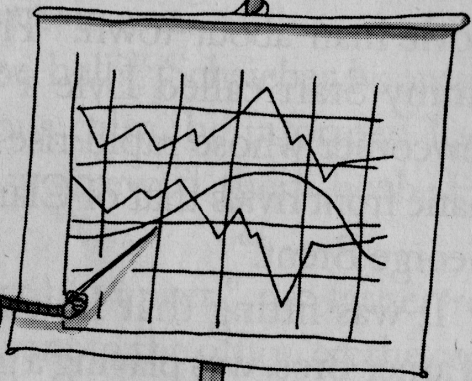
# Learning Curve

“Even with my medical training, the scientific material I had to learn about was a bit daunting. I had no idea when I joined the board that Sonic Hedgehog is a mammalian- signaling pathway and not just a video game. Furthermore, articles about long non-coding RNAs and Notch signaling rarely made it onto my reading list.”

Dr. Francisco Prieto



I'm in way over  
my head.



Kanin

# The great stem cell dilemma

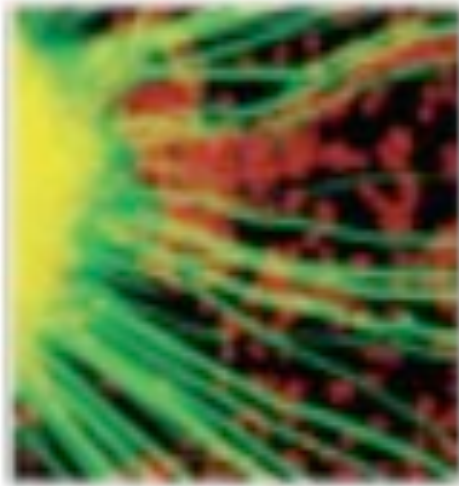
September 28, 2012



# Communications Workshop

- Give staff tools they need to tell our story
- Break down complex issues into readily accessible language
- Preparation on how to do media interviews, give lectures to the general public, talks to high school students

CIRM helped reach 150 classrooms,  
4,000 students



**STEM CELL**

**AWARENESS DAY**

# Student letters to Dr. Michael Teitell, UCLA

- I have always been a little confused about stem cells, but listening to your presentation has opened my eyes. Honestly, I thought it would be a boring experience. However, I was pleasantly surprised! I did not drift out of your presentation ONCE
- Today, you've inspired me more, to follow up to my dream/goal to be involved in science a bit more. Thank you for being an inspiration

# Students letters to Dr. Michael Teitell, UCLA

- The thing that interested me the most was the Japanese researcher that discovered how to take mature adult cells and turn them into stem cells. I find that backwards process fascinating. This presentation made me consider an occupation in stem cell research. I want to thank you again and I wish you all the best in stem cell research.