

Real


Life™

Ysabel Duron
Chair, Communications Subcommittee
June ICOC/ARS Meeting
Monday June 27, 2022

CIRM
CALIFORNIA STEM CELL AGENCY

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Kevin McCormack
Director of Patient Advocacy



Public Outreach Team



Esteban Cortez
Director of Marketing & Communications



Katie Sharify
Communications Team Coordinator

As a state agency, CIRM takes its responsibility seriously to educate the people of California about the programs that impact them, and to engage and inform them about participating in clinical trials and other scientific endeavors that CIRM supports.

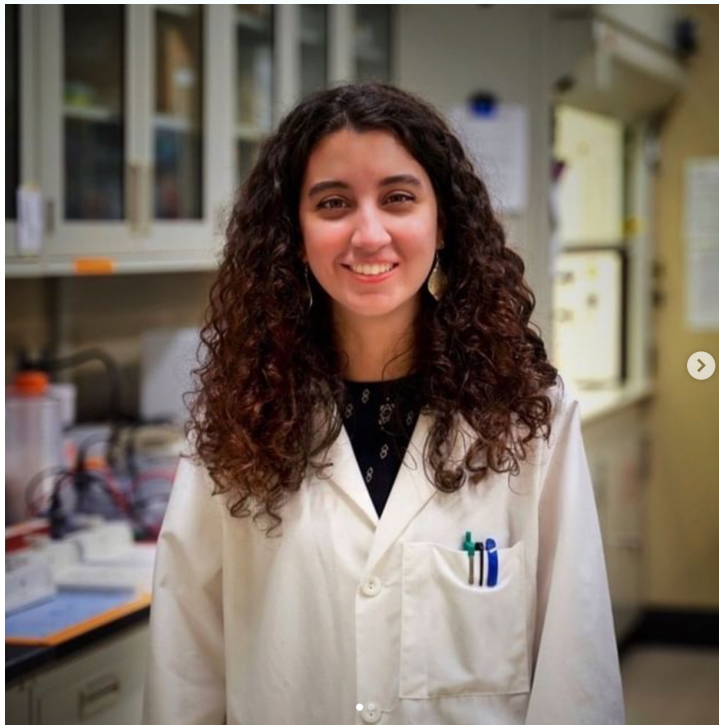
The Communications Subcommittee shall advise on communications with the people of California to help guide best practices. It will also provide recommendations to ensure effective, linguistically and culturally appropriate delivery of information to California's diverse audiences in an inclusive and equitable manner.

To fulfill this mission the Subcommittee will:

- Ensure its findings are communicated to the People of California.
- Share public feedback with the Board.
- Meet quarterly.
- Report to the Board at least twice a year.

- All-encompassing living document that will help guide us in achieving our mission. It includes:
 - Social Media Strategy
 - Media Relations Strategy
 - Patient Advocacy Strategy
 - Community Outreach Strategy





cirm_stemcells
Sacramento, California



cirm_stemcells Congratulations to [@yasmine.aarafa](#) (she/hers), who recently graduated from [@csusacramento](#), officially concluding her master's degree and [@fulbrightassociation](#) journey! 🎓🎉

Yasmine was a CIRM Bridges student intern at [@ucdavis](#) Institute for Regenerative Cures, where she conducted research with the aim of developing new therapeutic approaches for rare diseases.

She says:

"People in grad school tend to not celebrate their achievements as much, but I chose to celebrate mine.

As a graduate student who started their degree in 2020, it has been a rough journey for me. Coming to a new country on my own, away from my family and loved ones, during a pandemic,

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- Meaningful and targeted outreach in specific communities leveraging partnerships with CBO's
- Working with consultant to conduct outreach to existing contacts as well as new ones
- Pilot program (Fresno or Riverside) partnering with CBO(s) in the area to launch a "What is Regenerative Medicine" campaign
- Education specific event with African American churches in the LA area
- SF Pride

