Real Life™

Initial Findings CIRM CCCE Listening Sessions

**CIRM Medical Affairs & Policy Update to
Communications Subcommittee
Geoffrey Lomax, Dr PH
March 9, 2023**

CIRM
CALIFORNIA'S STEM CELL AGENCY

1
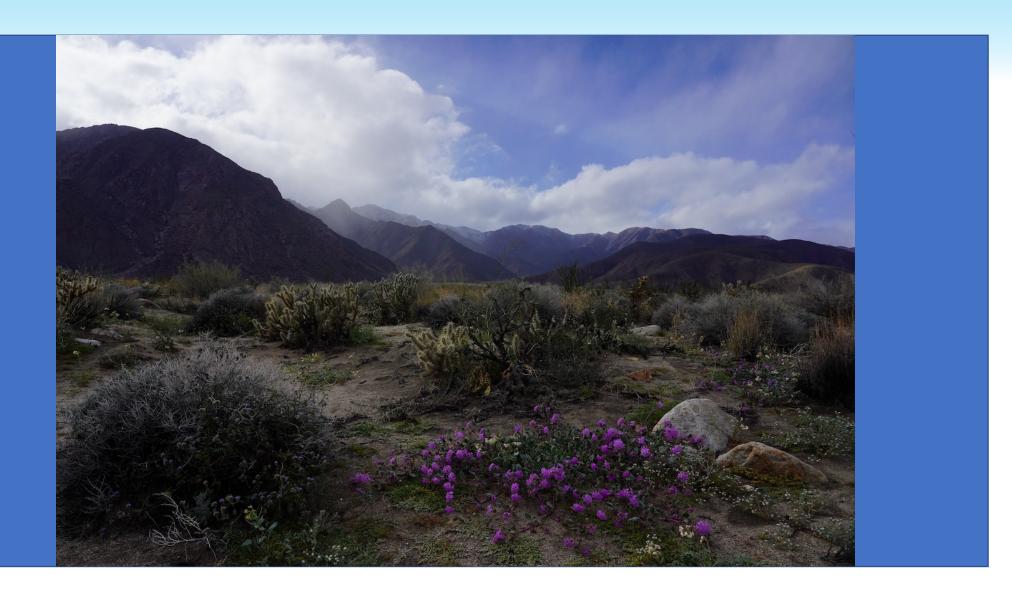
CCCE Regional Listening Sessions

A series of regional meetings to inform the CCCE concept plan

- Three sessions to date Fresno/Clovis, UC Riverside, and Palm Desert (Inland Empire)

- Understand the capacities of regional providers to support clinical research

- Identify workforce training needs to support patients in regenerative medicine

- Identify local needs and opportunities to partner with community-based organization

March in California's Desert

Inland Empire CCCE Listening Sessions

Overarching themes from sessions:

- Health and research organizations are eager to partner with CIRM programs

- Clinical research for "experimental" treatments is a stretch for populations that experience a primary care deficit (particularly in pediatrics)

- Engagement efforts need to build relationships and trust (relational not transactional / paternalistic)

- Create opportunities for innovative communications (comic books, video, etc.) involving younger generations, youth/student clubs or CBOs

- Provide resources of clubs, CBOs etc. to support engagement activities

Emerging Themes from Sessions: Clinical

Clinical Readiness

Fresno

- Context: Community Cancer Center

- High-capacity center for oncology, SCD and other conditions

- Focus on ways a CCCE can perform pre- and post-treatments in the local community

- Technical assistance and training in cell / gene therapy clinical operations is a need

- Alpha Clinic collaboration valuable

Inland Empire

- Context: UCR Center for Healthy Communities

- High-capacity center for community-based participatory research

- Focus on ways the local community can inform design of clinical research programs

- Resources available to CBOs to support "trust-building" engagement activities

- Patient assistance should include subsidies for initial physician consultation

Emerging Themes from Sessions: Training

Training

Fresno

- Work with medical associations

- Disseminate knowledge through grand rounds and continuing education

- Peer to peer networking preferred to residency programs (time / professional constraints)

- Train-the-trainer programs are valuable

Inland Empire

- Career paths need to be clear and compelling

- Literacy and understanding should be developed in early educational curricula

- Community Health Workers (Promotores de Salud) are potential messengers

- Workforce needs to be a reflection of the population

6

Emerging Themes from Sessions: Engagement

Real Life ™

Access & Engagement

Fresno

- Young professionals in the community as messengers

- Community leaders and elected officials knowledgeable

- Use local "entry point" places that are familiar to audience

- Train-the-trainer programs are valuable

Inland Empire

- Resources for student clubs and youth organizations to conduct engagement activities

- Make engagement activities rewarding for the messenger

- Foster innovation in communication format (multi-media)

- Tailor message and format (segment) towards the audience

Additional Outreach Through Alpha Clinics

Outreach & Education	Program Engagement	Intervention
• Alpha Clinics Websites	• Program Design, Development, Evaluation (Engagement Studio)	• Patient or Individual

CIRM Can Support Internally Consistent Communications Across the Continuum

UCI Institute for Clinical & Translational Science

Home / Community Engagement / Community Engagement Studio

Community Engagement Studio

Community input can increase the quality and relevance of research, improve recruitment and retention for clinical trials, and inform community engagement sections for grant proposals, but enhancing public participation is one of the central challenges facing clinical research activities today. Engaging community members, patients, caregivers, community health providers, advocates and policy makers in research is complex. Many researchers are not equipped to identify, recruit, convene, and engage these stakeholders, or prepare them for participation in research in an advisory capacity. The CE Studio provides a framework for stakeholders to give immediate feedback to researchers on specific areas of concern before a research project is implemented, or to assist a struggling project.

Thank You and Discussion