

Real Life™

CIRM Public Outreach & Communications
Communications Subcommittee
Monday, May 2nd, 2022



OUR MISSION

Accelerating world class science
to deliver transformative
regenerative medicine treatments
in an equitable manner to a
diverse California and world



Hello from the Public Outreach Team!



Kevin McCormack

Director of
Patient Advocacy



Esteban Cortez

Director of Marketing &
Communications



**Maria Gonzalez
Bonnevill**

Vice President,
Public Outreach & Board
Governance



Katie Sharify

Communications Team
Coordinator

Communications Plan

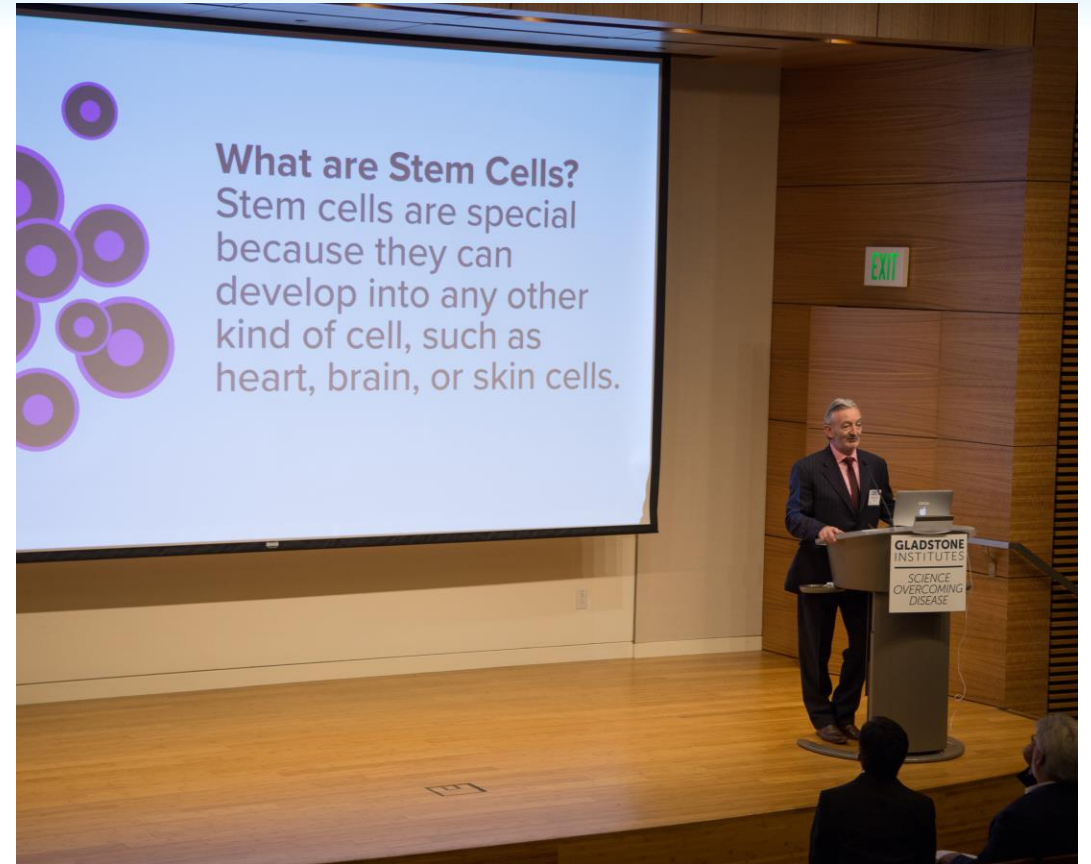


- Share impactful and relevant information with the People of California
- Duty as a state agency to report back on economic benefits to the state, scientific progress and its global impact
- Raise awareness about CIRM and its commitment to the voters of California
- Share updates on CIRM's enormous impact in regenerative medicine, scientific and educational programs



Through this communications plan and strategy, our goals are:

- To position CIRM as a trusted source of information on stem cell, gene therapy and regenerative medicine
- To work with patient advocate and community-based organizations—who already hold a position of trust with their members and communities—to raise awareness and share relevant information about CIRM's work, services, and impact



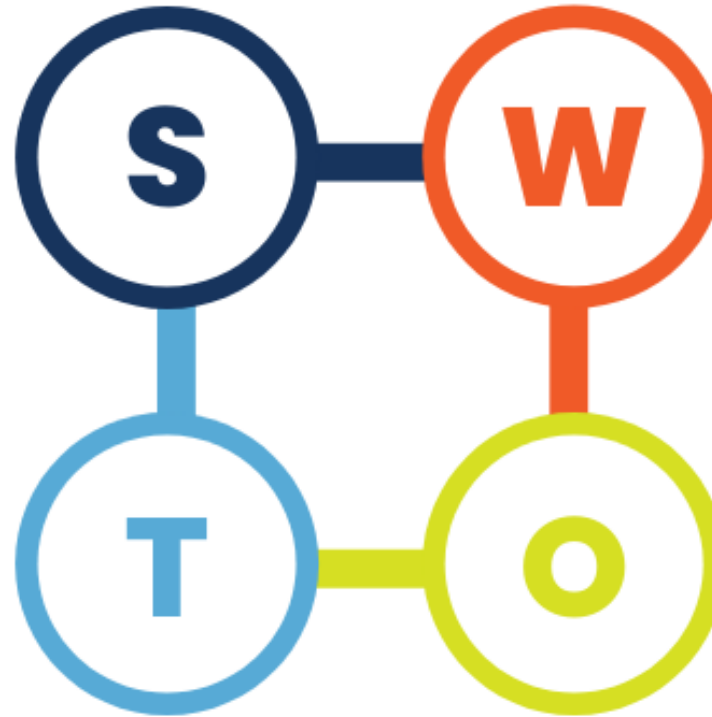
SWOT Analysis will help guide communications planning and initiatives

STRENGTHS

- Reputable and loyal staff
- 30,000+ social media following
- Diverse patient stories
- Lots of content from grantees, students, and programs
- Direct staff experience with clinical trials

THREATS

- Events limited due to COVID-19
- Growing distrust in science across communities
- Constantly evolving and shifting social media landscape
- Adverse media attention and coverage



WEAKNESSES

- Website difficult to navigate
- Staff geographical limitations
- Linguistic barriers
- Small communications team of 3
- CIRM brand recognition is low outside scientific and patient advocate communities

OPPORTUNITIES

- Expand outreach to underrepresented communities
- Leverage team to spread reach
- Build a content strategy to grow our pool of stories and photos
- Repurpose existing content across various channels

The People of California

- Key Messages
 - CIRM was created by the people of California and its funds are invested in California.
 - CIRM is funding important and innovative research that impacts your community, neighbors, friends, and family.
 - CIRM has had great economic impact for the state and has created tens of thousands of jobs.
 - What is Regenerative Medicine and why is it important to me?
 - CIRM brings clinical trials and cutting edge therapies to California.



Patient & Patient Advocate Community

- Key Messages
 - CIRM believes the voice of the patient is an essential part in everything it does.
 - CIRM works to ensure that the treatments and cures funded by CIRM are accessible and affordable to them.
 - CIRM includes patient advocates at every level of decision making, including its board.
 - CIRM provides resources for patients to navigate stem cell and regenerative medicine therapies and clinical trials.
- CIRM will continue to leverage relationships to learn more about patient communities and the information they want to hear



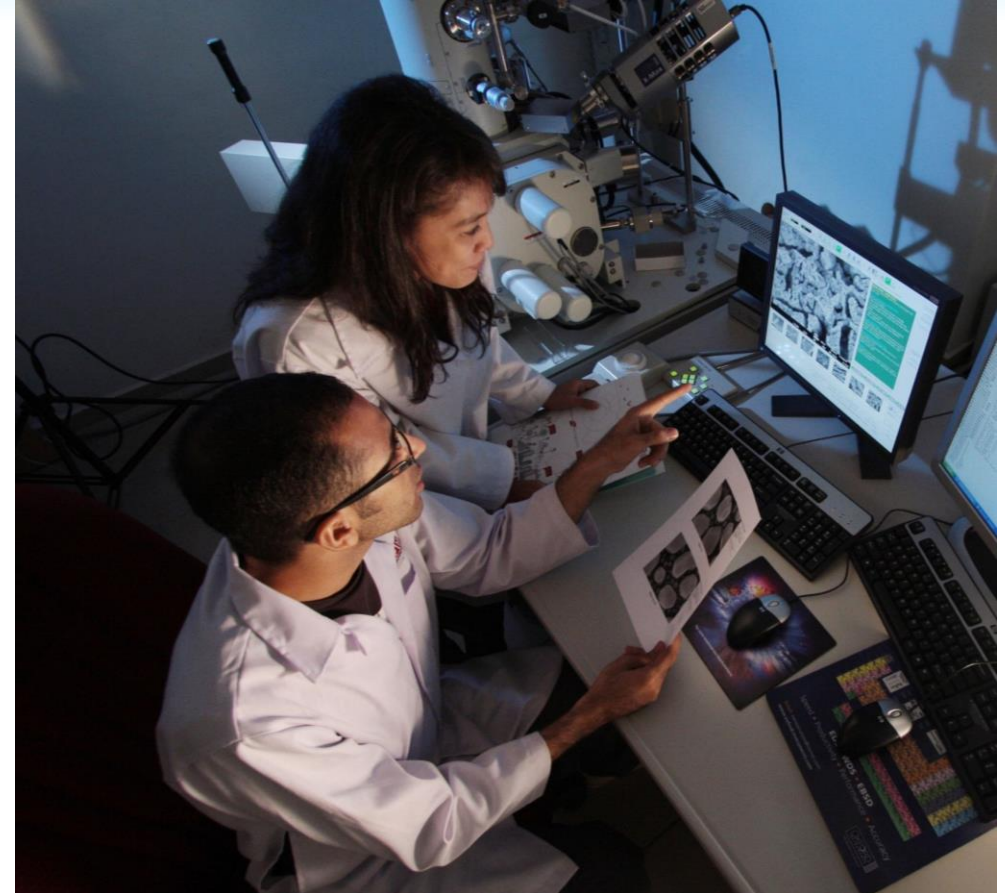
The Media

- Includes TV news outlets, newspapers, reporters, bloggers, podcasters, community publications, etc.
- Key Messages
 - CIRM is California's top trusted source in the regenerative medicine and stem cell research field.
 - CIRM is a world leader in regenerative medicine and stem cell research.
 - CIRM has helped more than 100 projects reach the clinical trial stage.
 - CIRM has had great economic impact for the state and has created thousands of jobs.



Scientific Community

- Key Messages
 - CIRM provides funding for innovative regenerative medicine, stem cell, and gene therapy research.
 - CIRM is a world leader in regenerative medicine and stem cell research.
 - CIRM provides a platform for scientists and researchers to share stories and spread awareness of the innovative research their institutions are doing.
 - CIRM funds a wide variety of education and research training programs to train the next generation of scientists, with an emphasis on DEI.



Industry

- Key Messages
 - CIRM is a world leader in regenerative medicine and stem cell research.
 - CIRM can connect industry with stem cell and regenerative medicine research at different levels.
 - CIRM has an Industry Alliance Program (IAP) that provides a direct opportunity for the industry to partner with CIRM.
 - CIRM funding to California academic institutions has enabled the launch of more than 40 spinout companies (economic growth).
- Outreach will be done in collaboration with Business Development team.



Local, State & Federal Lawmakers

- Key Messages
 - CIRM was created by the people of California and our money is invested in California.
 - CIRM has had great economic impact for the state and has created tens of thousands of jobs.
 - Thanks to CIRM, California is a global leader in stem cell and regenerative medicine.
 - Through education programs, CIRM is growing the next generation of scientists right here in California.
 - CIRM is funding important and innovative research that impacts your community, neighbors, friends, and family.



Medical Community

- New CIRM Hire — Sean D. Turbeville, PhD, Vice President, Medical Affairs and Policy
- Strategy and key messages to be developed in collaboration with Medical Affairs and Policy team



Immediate Initiatives & Strategy



CIRM's duty is to educate the public about our impact across the state, the importance of regenerative medicine, and how our work/services benefits California's diverse population

CIRM has done a lot of work to reach scientific and patient/patient advocate communities but recognizes that it needs to expand outreach to historically underrepresented communities and geographic areas across the state.

This includes Community-Based Organizations (CBOs).



CIRM will conduct outreach to historically underrepresented populations, including but not limited to:

- Latin/Hispanic
- Black/African-American
- Asian American and Pacific Islander (AAPI)
- Native American
- People with disabilities
- Retirees
- LGBTQIA+
- Economically disadvantaged



CIRM will target the following and similar CBOs to gain insights about the needs of their communities and partnership opportunities.

Bay Area

- 100 Black Men of the Bay Area, Inc.
- Alliance of Californians for Community Empowerment (ACCE) Institute
- Asian Pacific American Community Center
- Centro Legal de La Raza
- East Bay Asian Youth Center
- La Clinica

Los Angeles/Orange Country

- 100 Black Women Los Angeles chapter
- Asian Americans Advancing Justice – Los Angeles
- Asian Youth Center
- California Community Foundation
- EmpowHer

Fresno/Central CA

- California Rural Legal Assistance Foundation
- Community Alliance (newspaper)
- Fresno Building Healthy Communities
- Fresno EOC LGBTQ+ Resource Center
- Fresno Metro Black Chambre of Commerce
- Madera Coalition for Community Justice
- Radio Bilingue
- West Modesto Community Collaborative

San Diego/Southern CA

- BIPOC Support Foundation
- Logan Heights CDC
- San Diego Black LGBTQ Coalition
- San Diego Latino Health Coalition
- Southern California Care Community Free Clinic
- The Asian Pacific American Coalition (APAC)

CIRM will target the following and similar CBOs to gain insights about the needs of their communities and partnership opportunities.

Sacramento/Northern California

- Access Humboldt (community media)
- Arcata Chamber of Commerce
- Asian Pacific State Employees Association (APSEA)
- Black Humboldt
- Rise, Inc. (Yolo County)
- Sacramento Chinese Community Service Center
- Sacramento LGBT Community Center

Statewide

- Black Futures Lab
- California Alliance for Retired Americans (CARA)
- California Girls in STEM Collaborative
- California Native Vote Project
- Equality California
- Latino Community Foundation

California Desert/Palm Springs/Riverside

- AIDS Assistance Program – Food Samaritans
- Council on Aging Southern California
- Desert AIDS Project Health
- FAIR Foundation
- Golden Rainbow Center (SAGE)
- One Future Coachella Valley
- SMaRT Education
- Society of Extraordinary Women (SOEW)

National

- Association of American Indian Physicians
- Institute for Women's Policy Research
- Latin American Youth Center
- Latino Coalition Against COVID-19
- Salud Con Tech
- Vision y Compromiso
- Zocalo Health (launched in 2022)

How will we conduct outreach and meet our goals?

- Leverage existing relationships with CBOs, patient advocate organizations, and community leaders
- Utilize services of **Jacqueline Hantgan, Senior Advisor, Community Outreach and Engagement** to conduct outreach
- Develop survey and share with CBOs and community leaders via social media, direct email, and one-on-one conversations.
- Leverage social media to gain community feedback and insights
- Community Care Centers of Excellence (CCCE)
- Assess and measure success/challenges periodically, and update strategy often
- Deploy additional outreach tactics based on community/CBO insights and partnership opportunities



Sample questions to help guide conversations with CBOs and community leaders, and CIRM's outreach to communities:

- Which languages are primarily spoken by your communities/constituents?
- What do you know about the California Institute for Regenerative Medicine (CIRM)?
- What are disease/research areas that are important to your community/constituents?



- Goal = Position CIRM as a trusted resource for communities
- Asking for and listening to community feedback — first step in building trust and relationships
- Feedback will give CIRM better understanding of messages and information that communities value
- Review and assess feedback to help guide our future outreach and marketing campaigns



Why is social media important to CIRM's marketing/communications efforts?

- Community outreach and listening
- Widest outreach to the most diverse audience
- Able to tailor messages to different audiences
- No cost to use most platforms
- Able to use it any time



Through this audit, we aimed to find out:

- What's working, and what's not?
- Who is engaging with us?
- Which networks do our target audience use?
- New opportunities to grow and engage our audience

To - dos	People	Status
General discussion about CIRM's social media	ME +3	Done
Identify team roles in social media audit		Done
Set audit dates/timeline		Done
Identify and record all existing social media channels	KS +2	Done
Ensure consistent branding across social media channels		Done
Gather audience and stakeholder feedback	KS +2	Done
Review social media channel demographic and define audiences		Done
Review and record top social channel analytics	KS EC	Done
Review and record CIRM website and blog social media referral traffic	KS EC	Done
Conduct a content audit	KS EC	Done
Competitors/Industry friends social media research	KM +2	Done
Evaluate social media channel performance	KS EC	Done
Decide which channels to prioritize and opportunities	KM +2	Done
Create or find system to track results/metrics	EC KS	Done
Set goal for each social media channel	KS EC	Done
Create a social media content calendar	KS EC	Done
Set schedule for follow-up audits	KS EC	Done



The California Institute for Regenerative Medicine has done important work to trai...

January 25, 2022 at 9:01 AM

ID: 10159085326532144

Interactions

👍 32 reactions

💬 2 comments

➦ 2 shares



Performance

Reach ⓘ

Total

1,833



This post reached more people than **100%** of your 50 most recent Facebook posts and stories.

Reach 1,833

Reactions, comments and shares ⓘ

Total

36



This post received more reactions, comments and shares than **88%** of your 50 most recent Facebook posts and stories.

Reactions	32
Comments	2
Shares	2

Results ⓘ

Total

76



This post received more link clicks than **100%** of your 50 most recent Facebook posts and stories.

Link clicks 76



Patient focused, personal stories, patient and patient advocate focused



Scientific articles, research-related updates, staff/people updates



Scientific articles, engage in conversations, research updates, polls



People focused (tailored to younger audiences), high-quality images

- Develop a content strategy
- Community Outreach
- Gain audience insights
- Monitoring & assessment





Immusoft Receives \$4M in Funding from the California Institute for Regenerative Medicine (CIRM)



UCLA gene therapy gives new life to girl born with fatal immune disorder



Research topics to expand as California passes stem cell measure





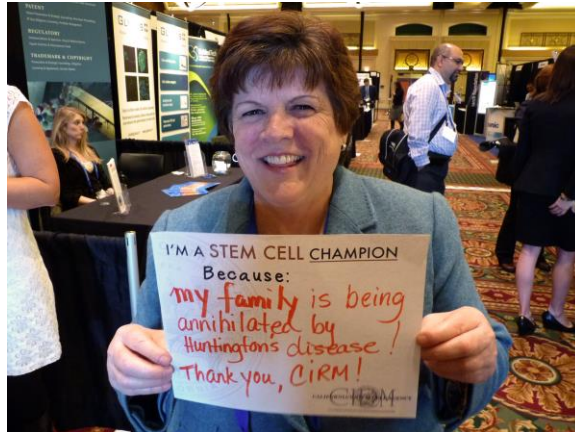
**San Francisco
Chronicle**



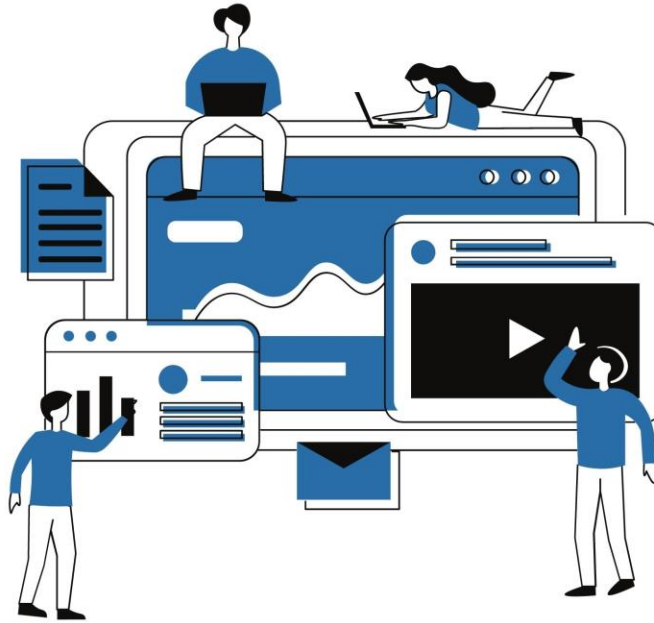
The San Diego
Union-Tribune.







Ongoing Initiatives & Projects



Other ongoing projects and initiatives we are working on:

- Email Marketing
- Stem Cellar Blog
- Podcast
- Website
- Brand strategy
- Display marketing
 - Flyers
 - Info sheets
 - Expo booths



QUESTIONS & DISCUSSION