

# Real Life™

California Institute for Regenerative Medicine (CIRM)  
Public Outreach & Communications  
Communications Subcommittee  
Tuesday, September 19th, 2023



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

## Marketing, Communications & Public Outreach Team



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Director of Marketing &  
Communications



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Community Outreach  
Manager



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Communications Team  
Coordinator

# Highlights of Key Initiatives and Activities



## Centralized Dashboard

Monday.com board organized by channel

Measure metrics

Enhanced visibility

## Request Inbox

Feeds into larger workflow

Organized into simple, medium, complex tasks

Team cross-functional collaboration

## Editorial Templates

Creative briefs

Content template

Editorial calendars

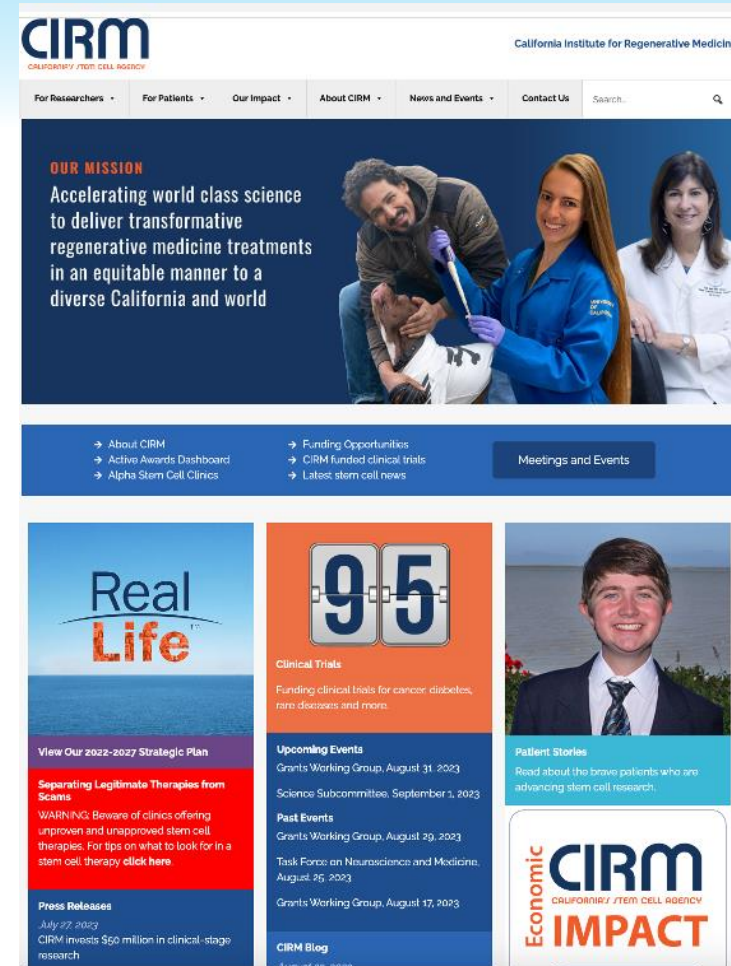
# Success of Annual Report Launch

This year's theme was **"Empowering Progress Through Partnership"**

- Content captures the diverse range of perspectives
- Features more color, more images of our state, more vibrancy
- Distribution plan
  - Digital landing page: [www.cirm.ca.gov/annual-report-2023/](http://www.cirm.ca.gov/annual-report-2023/)
  - Partners
  - Alpha Clinic Network
  - Community events & key conferences
  - Government officials



- Completion of multi-year process that gets us closer to meeting ADA compliance
- Migration from Drupal to WordPress
- Website now has functionality to support navigation improvements, enhancements look/feel and to content





- Social media selfie booth at SPARK conference
- "Going Gold" for Childhood Cancer Awareness Month
- LinkedIn alumni network
- #Take6ForPD campaign





- Follow up: Connect with more community colleges
- Introduction to Berkeley City College STEM Club, Bridges participants and personnel
- Opportunity to support with outreach at Oxnard College via UC Santa Barbara COMPASS Program



*Photo: Oxnard College / [oxnardcollege.edu](http://oxnardcollege.edu)*

- Needs assessment for SPARK program directors to discover their needs in recruitment and implement strategies to collaborate
- Feedback supports development of toolkits for all educational/training programs
- Toolkits: Flyers, web pages, testimonials, videos, outreach event listing and examples



Photo: ExStRM Cohort 2023

- Supporting development of informational video for educational programs
- Video highlights student/trainee experience, diversity
- Video will showcase internship and training opportunities that drive forward CIRM's mission



- Mission: to introduce youth to the wonders of science through fun, affordable, and accessible means
- Outcomes from KitsCubed event and importance of participating
- Spreading awareness of CIRM, building relationships



Photo: @kitscubed on Instagram

- 2023 California Science Education Conference
- National Diversity in STEM Conference hosted by Society for the Advancement of Chicanos/Hispanics and Native Americans in Science (SACNAS)
- Continuing to identify opportunities



Photo: California Association of Science Educators

- Updating Community Outreach Plan and goals
- Development of outreach materials for communities across California
- Deepening our relationship with patient advocacy groups and key stakeholders



## Discussion Item

- If you have participated in community outreach campaigns, what strategies and tactics have been most effective?
- Many in attendance are members of organizations that align with CIRM's mission. Are there initiatives coming up where we can partner?

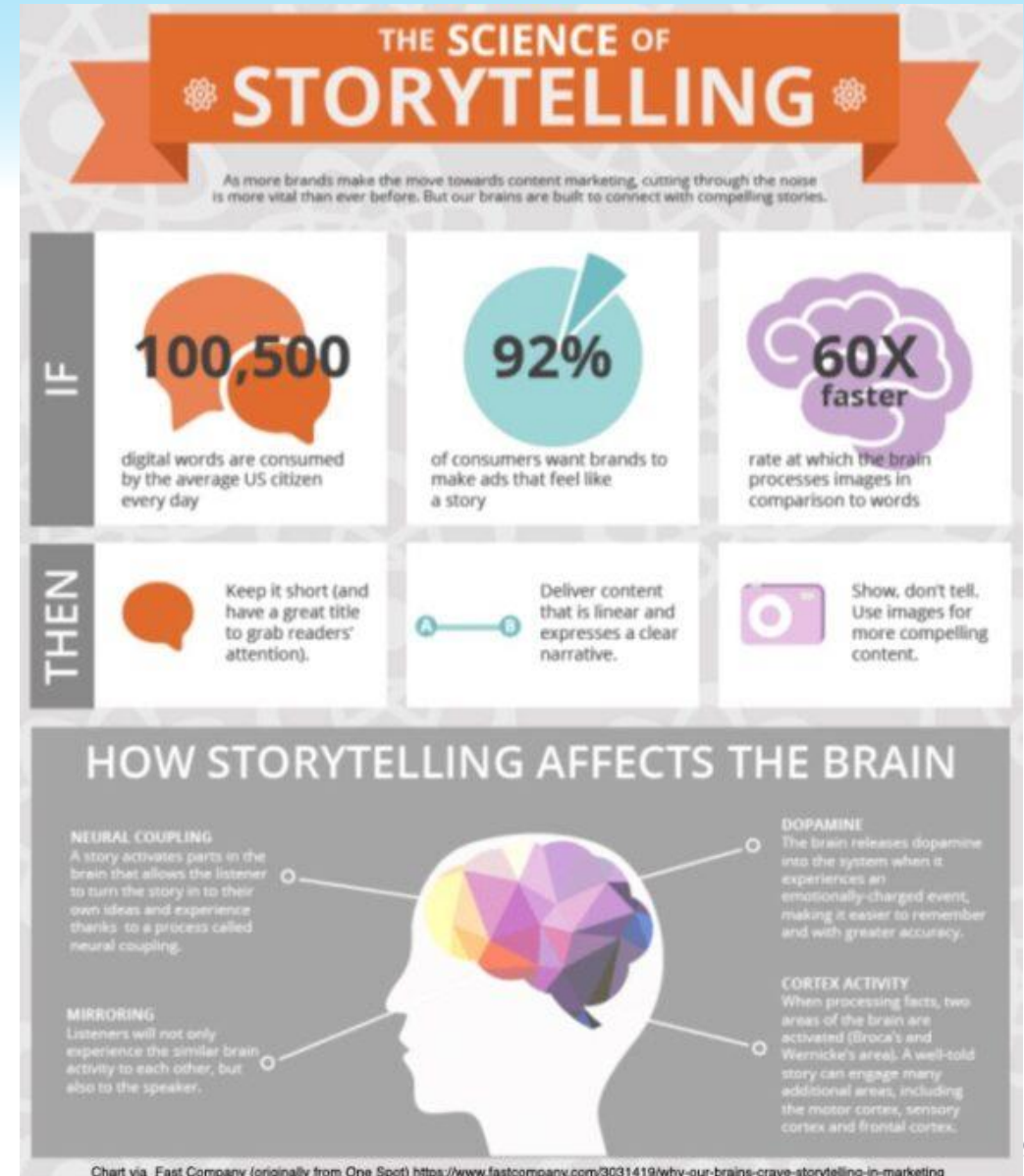


# Evolution of Messaging Framework



- The more complex the information, the more we need to use plain language to communicate
- Evolve our messaging to talk to everyday Californians
- Use of plain language underscores our community outreach and patient access strategies
  - The National Institutes of Health (NIH) recommends that health materials be written at a grade 6-7 reading level
  - Goal: create new creative assets written to "average Californian" describing CIRM benefits, programs and educational opportunities over the next year

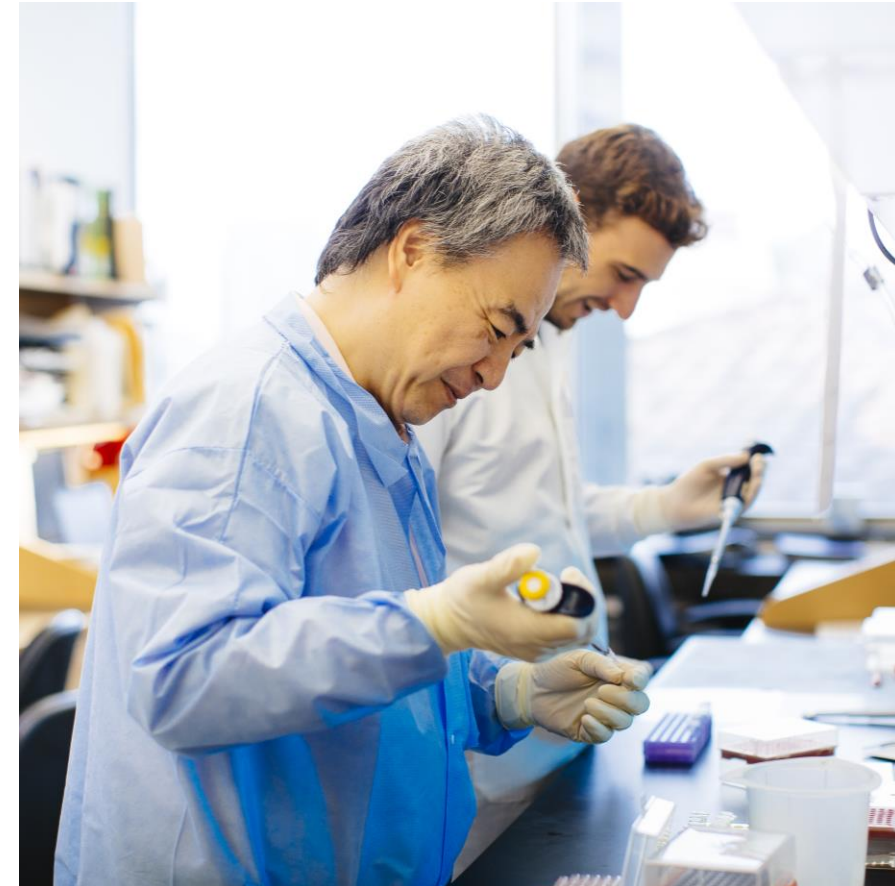
- Effective stories can transform complex ideas into digestible information and help "messages" stick
- With highly complex topics, storytelling helps the average person understand the information easier
- When showing stories that feature members from within communities, it makes information relatable and builds trust within communities



**Imagine a California where people from all walks of life have access to therapies to treat the most pressing diseases and health conditions.**

At CIRM, we are turning this vision into reality by investing in innovative research, educational programs, and infrastructure to advance the regenerative medicine field throughout our state.

As the world's largest institution dedicated to accelerating cell and gene therapies, we push the boundaries of what is possible. The collaboration with our partners continues to pave the way for a healthier, brighter future for communities.



*At the California Institute for Regenerative Medicine (CIRM), we believe regenerative medicine can transform the lives of Californians suffering from diseases and disorders that currently have limited treatments. We are working tirelessly to make this a reality by investing in innovative research, educational programs, and infrastructure to build upon those discoveries.*

The voters of California believed in this vision when they passed Proposition 71 to establish CIRM as the first ever state-funded institute to advance science for the people. This vote of confidence has allowed us to fund the most promising therapies and empower the brightest minds in the state to prepare for careers in regenerative medicine where they can push the boundaries of what is possible.

The passage of Proposition 14 in 2020 renewed our funding and assured our work was able to continue. With \$5.5 billion slated for new investments, and more than 237 active stem cell and gene therapy programs, we will honor the trust the people of California have placed in us.

We will strive to fulfill our mission of delivering transformative regenerative treatments in an equitable manner to all Californians throughout our Golden State.

## Discussion Items

- Does CIRM's new brand narrative effectively tell our story to our diverse stakeholders?
- How do we frame the message of who we are to different communities?
- Have you participated in communications campaigns where you messaged to different communities? What were your key takeaways?