



California Institute for
Regenerative Medicine (CIRM)

2023-2024 COMMUNICATIONS PLAN & STRATEGIES

Prepared by CIRM Public Outreach Team

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CALIFORNIA INSTITUTE FOR REGENERATIVE MEDICINE (CIRM)

Communications Plan 2023-24



SUMMARY

The California Institute for Regenerative Medicine (CIRM) is dedicated to disseminating crucial information to the diverse audiences in California. CIRM's marketing, communications and outreach efforts are critical in ensuring the most relevant information reaches all our stakeholders. As a state entity, we recognize our responsibility to keep the public informed about our impact on the state's economy, our advancements in science, and our global influence.

This communication plan serves as our strategic blueprint for communicating how CIRM's efforts align with our organizational pillars of advancing world-class science, delivering real-world solutions, and providing opportunity for all.

MISSION STATEMENT

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

PRIMARY OBJECTIVES

- 1. Integrated Communication Support for Programs and Initiatives:** Provide robust communication support for all CIRM programs and initiatives, ensuring a cohesive and impactful narrative. Lead the strategic communication approach for public and community outreach programs, creating awareness, understanding, and affinity for CIRM's vision throughout California.
- 2. Position CIRM as a Trusted Authority:** Showcase CIRM as a foremost and reliable source of information on stem cell, gene therapy, and regenerative medicine. Enhance the organization's credibility by disseminating accurate, accessible, and up-to-date content across various platforms.
- 3. Forge Collaborative Partnerships for Amplified Impact:** Cultivate partnerships with patient advocates, community-based organizations, and scientific communities to expand our reach. Collaborate on awareness campaigns to effectively communicate CIRM's mission, services, and impact. Strengthen alliances to broaden our reach and enhance the resonance of our messages.

COMMUNICATIONS/MARKETING SWOT ANALYSIS

A SWOT analysis is vital for CIRM's marketing communications as it offers a strategic framework for leveraging strengths, addressing weaknesses, capitalizing on opportunities, and mitigating threats. This analysis serves as a foundational tool, guiding CIRM's communication efforts to foster understanding, support, and strategic positioning in the field of stem cell research and regenerative medicine.

Strengths	Weaknesses
<ul style="list-style-type: none">• Communications team members with extensive experience in marketing, communications, digital media, and journalism• World class, reputable, and loyal staff• Large social media following of 35,000+ followers• Diverse patient stories	<ul style="list-style-type: none">• Website is difficult to navigate• Staff geographical limitations• Linguistic barriers to reach CA communities• Small communications team of five• CIRM brand recognition is low outside scientific and patient advocate communities

<ul style="list-style-type: none"> • Lots of content from grantees, students, and programs • Well-funded agency • Education and training programs with hundreds of participants to spread awareness of CIRM • Strategic Plan with clear goals • Access to scientists who can tell stories • Direct staff experience with clinical trials and CIRM programs • Dedicated Community Outreach team member • Dedicated Social Media/Content team member • Strong ties and connections to patient advocate orgs • Digital agency support for high level initiatives/campaigns • Strong engagement across social platforms (LinkedIn, Twitter) and email marketing • Ample content to spread awareness of CIRM research, milestones, and patient stories 	<ul style="list-style-type: none"> • Core messaging inconsistent across organization • Lack of tools to organize content • Low engagement across some social media channels (Facebook) • Some SOPs need development/refinement for marketing/communication projects • Logo and brand identity needs updating • Progress often reliant on laws and processes set by external agencies (FDA, etc.)
<p>Opportunities</p> <ul style="list-style-type: none"> • Expand outreach to diverse, underrepresented communities in California • Grow digital communications/marketing • Leverage CIRM team to spread reach • Inform stakeholders of DEI initiatives • Use Alpha Clinics/Community Care Centers of Excellence to reach new audiences • Build a robust content strategy to grow our pool of relevant content and photography • Repurpose existing content across various channels • Utilize virtual/digital tools like Zoom webinars, Facebook Lives to reach audiences • Refine messaging to reach wider audience 	<p>Threats</p> <ul style="list-style-type: none"> • COVID-19 pandemic continues to place barriers around some in-person events and meetings • Growing distrust in science across communities • Low awareness of regenerative medicine outside of scientific community • Adverse media attention and coverage • People of California may not see the value in regenerative medicine research • Constantly evolving and shifting social media landscape (e.g. Twitter/X, TikTok) • Constant changes and shift in content prioritized by social media algorithms. • Inability of industry to overcome obstacles

<ul style="list-style-type: none"> • Utilize Bridge/SPARK students to share stories and experiences • Share updates and content in various languages (e.g. Spanish) to reach more people in California. • Use digital paid advertising (e.g., social media ads, Google Ads) to reach audiences across state • Boost traffic to blog via social media and community outreach strategies • Build social media ambassador program with CIRM staff, grantees, students, and patient advocates • Collaborate with CIRM-funded institution teams to amplify messages and campaigns 	<ul style="list-style-type: none"> • Predatory Stem Cell clinics share conflicting information with public • General misinformation about stem cells/gene therapies through word of mouth, social media, etc. • Changes to laws and regulations affecting stem cell/gene therapy research • Major political, legislative or judicial events with adverse impact • Patient injury or death in CIRM-funded research • Misconduct or misuse of funds by CIRM awardee
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Marketing, Communications and Outreach Team Roles

The following team members will oversee and execute the Communications Plan and Strategy.

- Koren Temple-Perry – Sr. Director of Marketing & Communications
 - Esteban Cortez – Director of Marketing & Communications
 - Aditi Desai – Community Outreach Manager
 - Christina Smith – Social Media & Content Specialist
 - Katie Sharify – Communications Team Coordinator
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WHAT CIRM HAS DONE SO FAR

In the past year, CIRM’s Public Outreach & Communication team has worked tirelessly to position the Agency as a trusted source of information on stem cells, gene therapy, and regenerative medicine. The team has worked to establish relationships with patient advocate and community-based organizations (CBOs) to raise awareness about

CIRM's impact, as well as gather valuable insights to support with reaching diverse California communities.

Community Outreach & Listening

In August 2023, the team hired and onboarded its first Community Outreach manager.

Another major achievement consisted of hosting several listening sessions across the state with the Medical Affairs team, including sessions in Central California, Riverside, Palm Desert, and Sacramento. There, we learned directly from community leaders the importance of establishing trust with communities and existing barriers to communication. More than 110 community leaders attended the sessions.

To establish partnerships, the team also participated in events hosted by organizations like Global Genes, Kits Cubed, and Society for the Advancement of Chicanos/Hispanics and Native Americans in Science (SACNAS).

The team conducted one-on-one conversations with CIRM's educational programs directors and participants (SPARK, Bridges, COMPASS, Scholars) to support with recruitment and community outreach initiatives. Many insights were gained, including learning that many participants are enthusiastic about doing community outreach and that toolkits are needed to support with outreach goals.

As a result of these conversations, CIRM is finalizing organization-wide messaging and audience development to support with external communication to various stakeholder groups and communities across the state.

Social Media & Digital Marketing

The CIRM team continued to utilize social media to share relevant updates and content, and saw engagement increase across several channels (Twitter, LinkedIn, Instagram). CIRM's LinkedIn audience saw significant growth, more than doubling from July 2022 to November 2023. To continue this momentum and drive our digital outreach strategies, the team onboarded a Social Media & Content Specialist in November 2023.

CIRM's email marketing also saw significant improvements, in many instances maintaining an open rate between 25-40%, well above the average open rate of 21%. To support with driving CIRM's digital strategies, the team onboarded new California-based digital agencies with extensive experience in marketing, graphic design, and community outreach. CIRM's new Social Media & Content Specialist will drive this strategy forward.

The team successfully completed the website migration project from Drupal to WordPress, and commenced the next phase to improve the look, feel, and navigation of

the CIRM website. CIRM will be working with a new California-based agency to complete the project.

Media & Press

CIRM funded-projects achieved several mentions in top-tier media outlets, including [CNN](#), [NBC](#), and the [MIT Technology Review](#). The CIRM team worked to establish partnerships with media contacts from various CIRM-funded institutions— including UCLA, City of Hope, and UCSF—to amplify news alerts and streamline press release procedures.

Summary

The valuable insights gained over the past year, as well as the development of toolkits and messaging to support outreach initiatives, will support the Public Outreach & Communication team in driving forward it’s mission and outreach goals. The previous year (2022) saw continued restrictions around public events, but with events resuming, the team will tap into opportunities to establish a community presence and drive our mission forward.

PRIMARY STAKEHOLDERS & MESSAGES

CIRM communications team has crafted tailored key messages for distinct audiences that effectively engage.

	The California Institute for Regenerative Medicine (CIRM) is the world’s largest institute dedicated to three key areas of regenerative medicine—research, education, and patient access.
OUR VISION	Our vision is to push the boundaries of what is possible in cell and gene therapy and regenerative medicine and to pave the way for a healthier, brighter future for diverse communities across California.
STAKEHOLDER	KEY MESSAGES
Californians + Community	CIRM is California’s driving force in bringing stem cell and gene-based therapies to patients – quickly, safely, and equitably.



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.

CIRM is funding important and innovative research that impacts your community, neighbors, friends, and family.

CIRM is committed to DEI across our scientific and educational programs and is working to make them more accessible to underrepresented communities.

CIRM has had great economic impact for the state and has created tens of thousands of jobs.

Scientific Community + Researchers



Some of the best scientists in the field of regenerative medicine are right here in California, focusing their research on treating diseases and conditions that have no known cures today.

CIRM is a catalyst for discovery, propelling forward the most advanced scientific endeavors in gene and cell therapy.

CIRM is not just a funding agency but an epicenter of knowledge sharing, educating both the scientific community and the public on the impact of regenerative medicine.

As a world leader in regenerative medicine and stem cell research, CIRM provides funding for innovative regenerative medicine, stem cell, and gene therapy research.

CIRM helps connect the scientific community to industry to accelerate the development and commercialization of their products.

CIRM connects scientists with experts to help them advance their projects and work with the FDA.

CIRM works to overcome barriers to advance the field, such as manufacturing problems.

Patient Advocate Community



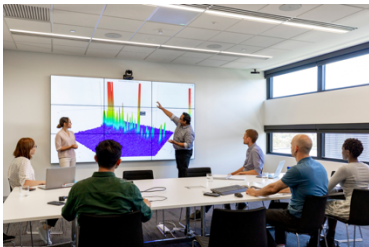
CIRM is dedicated to making science accessible, transforming complex ideas into the understandable, and inviting diverse voices to the conversation of innovation.

CIRM believes in the power of the patient's voice and its vital role in shaping the direction of regenerative medicine.

From our board to research guidance panels, patient advocates are included at every level to ensure these perspectives are included in development of our programs.

By aligning closely with patient advocates, CIRM ensures that research progress translates to hope and healing for Californians.

Industry



CIRM catalyzes change by fostering collaboration between academia, industry, and healthcare providers to accelerate the development of new treatments.

CIRM empowers the next wave of innovators by offering support and resources to startups and researchers pushing the boundaries of science.

CIRM has an Industry Alliance Program (IAP) that provides a direct opportunity for industry to partner with CIRM.

CIRM funding to California academic institutions has enabled the launch of more than 50 spinout companies.

CIRM has created one of the largest iPSC repositories in the world to help advance scientific research in California and worldwide.



Students/Trainees



Through CIRM's education programs, CIRM is growing the next generation of scientists right here in California.

CIRM-funded education programs aim to recruit participants from diverse backgrounds and perspectives who can bring fresh and valuable ideas to the field of regenerative medicine.

CIRM helps to empower the brightest minds in the state to prepare for careers in regenerative medicine where they can push the boundaries of what is possible.

	<p>Each new cohort of CIRM trainees empowers a new generation of Californians to rise as trailblazers in regenerative medicine.</p>
<p>Healthcare Professionals</p> 	<p>We were created for the people of California by the people of California to improve patient access to innovative therapies, stamp out disease, and to enhance the health of communities throughout our great state.</p> <p>We believe that regenerative medicine has the power to transform healthcare as we know it, allowing us to move away from the traditional model of treating symptoms and instead focus on restoring health and function.</p> <p>By supporting the most promising scientific endeavors, CIRM plays a pivotal role in shaping the future of medicine, fostering advancements that benefit diverse communities.</p>
<p>State Lawmakers</p> 	<p>CIRM has significantly contributed to the state's economic prosperity by generating tens of thousands of jobs in cutting-edge stem cell and regenerative medicine research.</p> <p>Through CIRM's important work, we continue to elevate California's reputation as a hub for groundbreaking scientific advancements, bringing both prestige and economic benefits to the state.</p> <p>CIRM works with lawmakers to crack down on predatory stem cell clinics and treatments to protect the people of California.</p> <p>Through CIRM's education programs, CIRM is growing the next generation of scientists right here in California.</p>

GOALS & KEY STRATEGIES

PHASE I	PHASE II	PHASE III
Optimize Channels & CIRM Brand	Build Momentum	Expand Reach
Q1 – Q2 2023	Q3- Q4 2023-2024	FY 2024 +
<p>Continuation of channel optimization and clean up, streamlining workflow</p> <p>Brand guidelines + style guide</p> <p>Messaging development</p> <p>Email list cleanup/segmentation</p> <p>Develop network of media/communications partners</p>	<p>Digital enhancements and website roll out</p> <p>Development of core materials + collateral</p> <p>Launch of key strategies to support communications goals across CIRM pillars</p> <p>Launch of public education campaigns</p>	<p>Build upon success of key strategies and patient education campaigns</p> <p>Launch of robust integrated outreach initiatives to align w/Patient Support Program (PSP), Community Care Centers of Excellence (CCCE)</p> <p>Future investments: Media relations + PR Internal communications</p> <p>Exploration of digital app for greater patient connectivity</p>

Phase II & III Goals and Tactics

Strategic Pillar: Advance World Class Science

Communications Goals	Potential Tactics
<p>Promote funding opportunities to broader California research communities</p>	<p>Advertise/publicize announcements for funding opportunities across all CIRM programs via email campaigns, social media, conference ad placement and press releases in collaboration with SPE and TD teams.</p> <p>Enhance visibility of funding opportunity pages on the CIRM website highlighting funding FAQs, application requirements, and benefits.</p> <p>Package and publicize a toolkit highlighting SPE and TD-developed funding FAQs, requirements, and benefits to share with scientific research community.</p> <p>Publicize webinars of funding opportunities and how to apply via email campaigns and social media.</p> <p>Enhance visibility on CIRM's review and funding cycle to grow applicant and reviewer pool</p>
<p>Elevate public visibility of CIRM-funded science and CIRM-supported grantees</p>	<p>Create digital presence for CIRM programs through website refresh, including dedicated landing pages for key programs.</p> <p>Highlight research projects or outcomes, highlighting trainees, research profiles throughout communications channels</p> <p>Develop social media/PR toolkit for CIRM grantees to further enhance visibility of CIRM's support and position</p> <p>Utilize simple infographics, cartoons, social media videos to illustrate the impact of science</p> <p>Develop thought leadership to position CIRM as authority in the fields of regenerative medicine and cell and gene therapy</p>

Strategic Pillar: Deliver Real World Solutions

Communications Goals	Potential Tactics
<p>Promote CIRM’s manufacturing network and Industry Alliance Program to encourage membership/partner growth</p>	<p>Build robust landing pages on CIRM’s website</p> <p>Develop messaging/talking points around programs</p> <p>Develop case studies and testimonials to promote programs, highlighting throughout channels including social media</p> <p>Building toolkit with flyers and one-pagers</p> <p>Develop and support with branding efforts for Manufacturing symposium and upcoming conference needs</p>
<p>Promote CIRM’s Alpha Clinics, Community Care Centers of Excellent (CCCEs), and Patient Support Program (PSP) to support patient access strategy</p>	<p>Develop and enhance Alpha Clinics, Community Care Centers of Excellent (CCCEs), and Patient Support Program (PSP) branding and messaging; distribute to network partners</p> <p>Create a microsite for CIRM Alpha Clinics to enhance each institution’s visibility</p> <p>Create a content sharing plan with key Alpha Clinic staff and personnel to highlight patient stories, milestones, clinical trial opportunities, etc.</p> <p>Develop email strategy/newsletter to promote Alpha Clinics, Community Care Centers of Excellent (CCCEs), and Patient Support Program (PSP)</p> <p>Elevate Alpha Clinics Symposium event by providing branding and event support to connect communities and researchers</p>

Strategic Pillar: Provide Opportunity for All

Communications Goals	Potential Tactics
<p>Launch multilingual campaigns to spread awareness of clinical trial access, participation, and stem cell treatments</p>	<p>Build a robust landing page on CIRM’s website, highlighting FAQs about stem cells, patient experiences, myths/ misconceptions, etc.</p> <p>Build a multilingual toolkit including flyers, postcards, QR codes, one-pagers highlighting FAQs about stem cells, patient experiences, myths/misconceptions</p> <p>Build digital and/or display ads directing traffic to landing page</p> <p>Host webinars and Facebook Live events highlighting patient experiences and FAQs about stem cell treatments</p> <p>Collaborate and partner with community educators to inform communities with relevant information about stem cell treatments</p>
<p>Increase awareness of opportunities available to individuals from diverse backgrounds within CIRM educational/training programs and infrastructure programs</p>	<p>Develop Communications toolkit for program directors and students to use to share about respective education program</p> <p>Develop messaging, integrated storytelling approaches, and outreach campaigns (in collaboration with Science and Education Team) for reaching communities that are underrepresented within CIRM education program opportunities, including the deployment of the Science and Education team-led outreach video campaign</p> <p>Support Education Infrastructure Network Portal with branding guidelines and best-practices in content development</p> <p>Provide branding support for upcoming conferences including SPARK 2024 and CIRM Annual PAN Trainee Network Conference</p>

KEY PERFORMANCE INDICATORS (KPIs)

KPIs will vary based on campaigns, stakeholders and how we measure conversion, but may include:

- **Community Engagement:** Track the number of community members engaged in CIRM's outreach initiatives, including attendance at events, enrollment in CIRM programs, and active involvement in online discussions.
- **Marketing Touchpoints:** Track email open rates, click through rates, subscriber rates
- **Website Traffic and Digital Engagement:** Evaluate impressions, reach, blog visits, web visits, demographic analytic data, including SEO
- **Social Media Impact:** Monitor social media metrics, including likes, shares, and engagement rates.
- **Engagement metrics:** Track content and flyer downloads, event sign-ups.

CALIFORNIA INSTITUTE FOR REGENERATIVE MEDICINE (CIRM)

Outreach Strategies and Campaigns 23-24

WHY COMMUNITY OUTREACH IS CRITICAL TO CIRM

As a state agency created by the People of California, 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 of California. This includes Community-Based Organizations (CBOs).

As CIRM's focus on Diversity, Equity, and Inclusion (DEI) grows, so too must CIRM's strategy for community outreach.

COMMUNITIES/AUDIENCES

CIRM will conduct outreach to historically underrepresented populations through this Community Outreach strategy, 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
- Youth of California

SUMMARY OF RECENT EFFORTS

The California Institute for Regenerative Medicine (CIRM) has prioritized community outreach, focusing on listening sessions and needs assessments over the past fiscal year. The CIRM team actively engaged with various community leaders, Community-Based Organizations (CBOs), and stakeholders to understand community needs and explore partnership opportunities.

In August 2023, the team hired and onboarded its first Community Outreach manager.

Another major achievement consisted of hosting several listening sessions across the state with the Medical Affairs team, including sessions in Central California, Riverside, Palm Desert, and Sacramento. More than 110 community leaders attended the sessions. Key conversations emerged from statewide listening sessions, highlighting the importance of building relationships and trust, innovative communication approaches involving younger generations, and the successful use of the *promotora*/community health worker model.

Conversations with students from CIRM Education programs revealed enthusiasm for community engagement, with students expressing a preference for digital outreach. Providing toolkits with templates and messaging, event listings, and examples of community outreach activities were identified as helpful resources.

Interactions with Community-Based Organizations, such as the Sacramento Chinese Community Service Center and Rotary Clubs, showcased interest in partnering for STEM activities and a desire to learn more about stem cells. Civic groups, retiree/senior organizations, and groups like the Society for the Advancement of Chicanos/Hispanics and Native Americans in Science (SACNAS) expressed eagerness for presentations, engagement activities, and potential partnerships.

CIRM Community Outreach will continue to foster increased awareness, establish and strengthen partnerships, and tailor strategies to reach diverse communities across California.

PUBLIC OUTREACH/COMMUNICATION EVENTS & PRESENTATIONS (7/22 – PRESENT)

- ✓ International Sunday Assembly Conference
- ✓ Bridges conference in San Diego (Esteban/Katie)
- ✓ Biotechnology Science Academy
- ✓ UCSF Summer High School Intern program
- ✓ Stem Cell Awareness Day Webinar
- ✓ Rotary Club (San Francisco, Menlo Park)
- ✓ Golden Gate Breakfast Club
- ✓ Rare-X conference San Diego
- ✓ Sanford Burnham Prebys State Legislative aides visit
- ✓ Sons in Retirement presentations (San Rafael, Santa Rosa, San Mateo)
- ✓ Huntington's Disease Society of America (HDSA)
- ✓ LA Promise/[Amgen Biotech Experience](#) (Ventura County School District)
- ✓ UC Riverside Stem Cell Core
- ✓ Black Health Trust
- ✓ Women in Science
- ✓ LA Promise/[Amgen Biotech Experience](#) (Pierce College)

- ✓ Pierce College BioTech Symposium
 - ✓ Long Beach Gray Panthers
 - ✓ Corte Madera Women's Improvement Club (CMWIC)
 - ✓ Santa Rosa East/West Rotary
 - ✓ HIV+ Aging Research Project
 - ✓ Reeve Spinal Cord Injury Awareness month
 - ✓ Lineage and the Christopher & Dana Reeve Foundation 1st Annual Spinal Cord Injury Investor Symposium
 - ✓ Kits Cubed Oakland STEM Fair
 - ✓ IPITA (International Pancreas and Islet Transplantation Association)-IXA-CTRMS Joint Congress 2023
 - ✓ Global Genes Rare Advocacy Summit
 - ✓ SACNAS National Diversity in STEM Conference
 - ✓ World AIDS Day (Upcoming Dec. 1st, Palm Springs)
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CIRM OUTREACH GOALS 23-24

1. **Enhance Awareness and Understanding:** Increase awareness and understanding of CIRM's mission and impact beyond scientific and STEM communities. Implement targeted outreach initiatives to address the general lack of awareness of cell and gene therapies and regenerative medicine among Californians.
 2. **Strengthen Collaborative Partnerships:** Continue to build and strengthen collaborative partnerships with Community-Based Organizations (CBOs) to establish meaningful connections with communities.
 3. **Increase Geographically Focused Outreach:** Focus on outreach in historically underserved/underrepresented regions of California where Community Care Centers of Excellence may be deployed. Develop and maintain relationships with community leaders and trusted members to serve as conduits for effective communication and outreach in different geographic areas.
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KEY STRATEGIES AND TACTICS

Strategy 1: Integration of outreach activities across its various teams, starting with Medical Affairs and their various initiatives such as Patient Support Program (PSP), Community Care Centers of Excellence (CCCE), and Alpha Clinics. The integration involves leveraging diverse outreach tactics, including newsletters, social media, and email blasts, to promote CIRM's programs and opportunities.

- Potential collaboration with the All In. Rare initiative to expand program to California and incorporate program tactics in CIRM outreach efforts
- Development of Patient Access, Outreach Publication to engage communities across California
- Enhanced branding and event support to elevate Alpha Clinic Symposium so it can become a nexus of community + researchers

Strategy 2: Develop and disseminate educational resources (brochures, flyers, banners, etc.) and engaging activities for booth and tabling events to build awareness of CIRM, our programs, and regenerative medicine. Utilize innovative communication tools, such as comic books, videos, and virtual engagement, to effectively reach diverse age groups, including younger generations, to highlight the importance of stem cells and regenerative medicine to communities across California.

- Creation of versatile toolkits for outreach, adaptable to diverse community needs. These toolkits will offer ready-to-use content with approved messaging and branded material.
- Exploration of community content advisory panel
- Development of engaging activities such as Plinko game to learn about stem cells, Spin the Wheel trivia, Microscope/slide demo, Bead DNA bracelet

Strategy 3: Continue to have conversations and conduct needs assessment with community groups, leaders, and stakeholders via 1:1s, surveys, events.

- Evaluate if listening sessions should be repeated to understand if any new challenges or barriers have surfaced.
- Develop learning sessions with CIRM program leaders to share wins, best practices, and resources.

PROPOSED INTERGRATED OUTREACH CAMPAIGNS

Campaign 1: Develop multilingual campaign to elevate awareness on Sickle Cell Disease (SCD) in diverse communities

- This potential campaign aims to shed light on sickle cell, a rare condition that disproportionately affects Black and Brown communities. The campaign strategically emphasizes CIRM's commitment to advancing SCD research and the significance of cell and gene therapies in the evolving landscape of treatment options.
- The campaign will utilize a multilingual approach, tailoring materials to resonate with communities across California. By highlighting the specific impact of SCD on these communities, the outreach aims to foster understanding and support.
- To enrich the campaign, patient advocacy groups and board members intimately connected with SCD will contribute insights and content, amplifying the campaign's reach and impact.

Campaign 2: Advancing Stem Cell Education for All

- This multilingual campaign aims to broaden stem cell education across diverse audiences, with a focus on creating content accessible to a wide range of individuals. The campaign will develop engaging teaching materials tailored for high school-aged youth and educators, aligning with the Next Generation Science Standards (NGSS) curriculum.
- By delivering accurate and clear information, the campaign seeks to dispel myths and promote a better understanding of the science behind stem cells. Utilizing various communication channels, including social media, blogs, and educational events, the campaign aims to reach a broad audience, to highlight the potential of stem cell research and therapies.

Campaign 3: Combating Stem Cell Tourism

- This campaign aims to educate the public on the risks of stem cell tourism and will emphasize the importance of informed decision-making regarding stem cell therapies and the potential hazards associated with unapproved treatments.
- Key campaign objectives include highlighting the potential dangers of unregulated stem cell treatments, debunking common myths, and advocating for the importance of seeking legitimate, evidence-based therapies. Through engaging content such as social media, informative blogs, and targeted

educational events, the campaign seeks to foster a better-informed public, discouraging participation in potentially harmful stem cell tourism practices.

POTENTIAL METRICS

- **Community Engagement:** Track the number of community members engaged in CIRM's outreach initiatives, including attendance at events, enrollment in CIRM programs, and active involvement in online discussions.
 - **Awareness Metrics:** Conduct pre- and post-campaign surveys or qualitative Q&A to assess changes in awareness levels and understanding of key messages related to stem cell research, rare diseases, and CIRM education programs.
 - **Digital Outreach Impact:** Monitor key digital metrics, including website traffic, social media metrics, and engagement rates.
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COMMUNITY OUTREACH CALENDAR (as of 12/2023)

Below are potential community outreach events that CIRM may participate in over the next few months.

Month	Event	Description
Dec 2023	World AIDs Day Palm Springs	Annual event honoring first person to be cured of HIV - resident of Palm Springs

	STEAM Leadership Summit	STEAM Leadership Summit: Advancing Diversity, Equity, and Inclusion
Feb 2024	UCLA Stem Cell Symposium	The UCLA Broad Stem Cell Research Center's Annual Stem Cell Symposia feature leading national and international scientists who are experts in the field of stem cell science and regenerative medicine.
	Black Joy Parade	The Black Joy Parade exists to provide the Black community and allies a live experience that celebrates our influence on cultures past, present and future.
March 2024	Emerging Researchers National (ERN) Conference in STEM	The conference is aimed at college and university undergraduate and graduate students who participate in programs funded by the NSF EES Unit, including underrepresented minorities and persons with disabilities.
	San Diego Festival Of Science & Engineering	The San Diego Festival of Science and Engineering EXPO DAY is the largest event of its kind in Southern California. It's a collective effort between industry, business leaders, government, community organizations, public outreach centers, academia, schools and school districts, and parents.
	Women Who Inspire Series	The conference will provide students with an opportunity to learn about the challenges and

		triumphs of women, both past and present, and will inspire them to become agents of change in their own communities.
	Expand Your Horizons	Expanding Your Horizons conferences are designed to introduce 5th-8th grade girls* to careers in science, technology, engineering, and mathematics (STEM).
	Monterrey STEM Expo	This exciting, free, one-day event will connect STEM industry leaders to talented students.
	AAUW-OML STEM Conference 2024	The STEM Conference invites 6th-8th grade girls interested in STEM. They can attend interactive workshops, meet professional women, hear speakers, and network.
April 2024	STEM Frenzy	San Francisco, CA- STEM Frenzy festival is our annual family/community celebration where we share in a day of exploration.
	Be STEM Spring Social - UCSF Black Excellence in STEM	The overall goal of BE-STEM is to increase Black representation in STEM and to mentor the next generation of Black scientists.
	Stem Cells in Human Development and Disease	This meeting will explore the many ways in which developmental and stem cell biology intersect, propelling basic biology forward and bringing translational efforts closer to clinical applications.
May 2024	ASGCT 27TH ANNUAL MEETING	The meeting is the best place for people in the field

		to learn from the latest scientific research, stay up to date on new technologies, and make career-advancing connections with peers.
June 2024	SF Pride	San Francisco Pride is one of the largest LGBTQ+ celebrations in the world.
	Bio International Convention	BIO 2023 brings together leading innovators across the biotech industry for four days of top-tier programming.
August 2024	Silicon Valley Pride	LGBTQ+ celebration in Silicon Valley
	CSU Fullerton Summer Research Symposium	The symposium showcases the summer projects that students in the Undergraduate Research Experience
September 2024	Oakland Pride	LGBTQ+ celebration in Oakland – largely BIPOC LGBTQ+ community event
	Kits Cubed STEM Fair	A community event for the whole Bay Area with hours of science activities, music, guest speakers, food, and more.
	St. Jude Run/Walk	Potential outreach event for Childhood Cancer Awareness Month (Sept)
	SPARK Conference	Annual conference for SPARK trainees to share experience, research, and network
	Pan-EDU Conference	Annual conference for educational program trainees to network, share experience, research, and learn about future research opportunities
October 2024	Cell & Gene Meeting on the Mesa	The Cell & Gene Meeting on the Mesa is the sector's foremost annual conference bringing

		together senior executives and top decision-makers in the industry to advance cutting-edge research into cures.
	Great Minds in STEM Conference	GMiS Conference has been to expand the knowledge-base and provide access to career growth opportunities to ALL STEM students within the United States and it's territories.
	WIB-SF Informal Networking HH	Join the Women In Bio San Francisco Bay Area Chapter for an informal networking event with local professionals.
	California Science Education Conference	The place to make connections, generate new ideas, energize their teaching, and learn, and grow as professionals.
	Diversity in STEM Conference	The largest multidisciplinary and multicultural STEM diversity event in the country, SACNAS' premier conference is a gathering which serves to equip, empower, and energize participants for their academic and professional paths in STEM.
	Oakland Dia de Los Muertos	The Oakland <i>Día de los Muertos</i> Festival is a free, outdoor festival that brings over 100,000 people to the vibrant, culturally-rich Fruitvale neighborhood to enjoy world-class live music, family-friendly games, rides and activities.
	American Public Health Association Annual Conference	Conference to share information about CIRM's public health interests and

		recruit for educational programs
November 2024	WIB-SF Informal Networking HH	Join the Women In Bio San Francisco Bay Area Chapter for an informal networking event with local professionals.
	Bay Area STEM Educators' Exchange	Bay Area STEM Educators' Exchange brings educators together to learn from each other's successes and co-design around our shared challenges.
December 2024	World AIDS Day Palm Springs	Annual event honoring first person to be cured of HIV - resident of Palm Springs
	STEAM Leadership Summit	STEAM Leadership Summit: Advancing Diversity, Equity, and Inclusion

APPENDIX: GLOSSARY OF TERMS

- **Community outreach** involves providing professional services, or services of a specific expertise, to a group of people who may not otherwise have access to those services. It is performed where those in need are located. [\[Source\]](#)
- **Community-Based Organizations (CBOs)** are public or private not-for-profit resource hubs that provide specific services to the community or targeted population within the community. CBOs include but are not limited to aging and disability networks, community health centers, childcare providers, home visiting programs, state domestic violence coalitions and local domestic violence shelters and programs, adult protective services programs, homeless services providers, and food banks that work to address the health and social needs of populations. CBOs are trusted entities that know their clients and their communities and want to be engaged. [\[Source\]](#)
- **Historically Underrepresented** - This term refers to groups who have been denied access and/or suffered past institutional discrimination in the United

States and, according to the Census and other federal measuring tools, includes African Americans, Asian Americans, Hispanics or Chicanos/Latinos, and Native Americans. This is revealed by an imbalance in the representation of different groups in common pursuits such as education, jobs, and housing, resulting in marginalization for some groups and individuals and not for others, relative to the number of individuals who are members of the population involved. [[Source](#)]

CALIFORNIA INSTITUTE FOR REGENERATIVE MEDICINE (CIRM)

Social Media Report 23-24

Social media plays a pivotal role in bringing CIRM's communications ecosystem to life, by building relationships, sharing narratives, and gaining insights about our audiences. Through our social media channels, CIRM has the opportunity to showcase our mission, engage with stakeholders, and contribute to the broader dialogue surrounding stem cell research and its transformative impact.

The CIRM team continued to utilize social media to share relevant updates and content, and saw engagement increase across several channels (Twitter, LinkedIn, Instagram). CIRM's LinkedIn audience saw significant growth, more than doubling from July 2022 to November 2023. The total number is now at 35,000+, with many of those followers coming from LinkedIn.

To continue this momentum and drive our digital outreach strategies, the team onboarded a Social Media & Content Specialist in November 2023. This report captures valuable data and insights from key social media campaigns throughout the year.

TOP SOCIAL MEDIA CHANNELS & CONTENT TYPES

- **LinkedIn:** Scientific articles, research-related updates, staff/people updates, research discoveries, CIRM grantee accomplishments, Institution/Agency partnerships, job posts, sharing CIRM's impact across California, economic impact (jobs created, etc.), industry events, polls, videos
- **Facebook:** Clinical Trial updates, disease-focused research, blog articles, personal stories (patients, patient advocates), science facts of the days, sharing CIRM's impact across California, economic impact, videos, Q&As
- **Twitter:** Scientific articles, engage in conversations, research updates, polls, science fact of day, funding updates, staff/people updates, research discoveries, CIRM grantee accomplishments, videos
- **Instagram:** People focused (tailored to younger audiences), high-quality images from CIRM's programs, scientist/lab photos, petri dish/cell photos, fun graphics, Instagram Stories, videos, Reels, carousel posts (swipe thru posts), hashtags, facts of the day
- **Youtube:** Showcase CIRM branded programs in simple video vignettes, illustrate impact of science, show CIRM's impact, engaging content, potential for robust video strategy

#GoGold Childhood Cancer Awareness Month (September 2023)

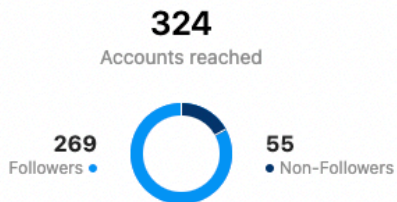


Instagram:

Overview ⓘ

Accounts reached	324
Accounts engaged	--
Profile activity	8

Reach ⓘ



Impressions **429**

From Home	343
From Profile	57
From Other	29

Engagement ⓘ

--
Accounts engaged

Post interactions **17**

Likes	15
Shares	1
Saves	1
Comments	0

Profile activity ⓘ **8**

Profile Visits	8
Follows	0



Comparison **Instagram** awareness post from November 2021


Overview ⓘ		Engagement ⓘ	
Accounts reached	140		
Accounts engaged	--	--	
Profile activity	1	Accounts engaged	

Reach ⓘ		Post interactions	
<p>140 Accounts reached</p> <p>91 Followers • 49 Non-Followers</p>		Likes	6
		Comments	0
		Shares	0
		Saves	0

Impressions		Profile activity ⓘ	
From Home	76	Profile Visits	1
From Profile	71	Follows	0
From Hashtags	6		
From Other	3		

Tweet activity

×



CIRM @CIRMnews
CIRM is committed to funding [#ChildhoodCancer](#) research. We have joined the [#GoGold](#) campaign to highlight our commitment and funding made towards therapies for childhood cancer.

Learn more:
<https://blog.cirm.ca.gov/2023/09/13/cirm-joins-gogold-childhood-cancer-awareness-campaign/> ... pic.twitter.com/rbQ1mCOu0s

Impressions	577
Total engagements	16
Likes	8
Detail expands	3
Link clicks	2
Retweets	1
Media engagements	1
Hashtag clicks	1

LinkedIn:

Post analytics

California Institute for Regenerative Medicine (CIRM) posted this · 1mo



CIRM is committed to funding [#childhoodcancer](#) research. We have joined the [#GoGold](#) campaign to highlight our commitment and funding made towards therapies for childhood cancer.

...


...show more

Targeted to: All followers

Organic discovery

1,290
Impressions

897
Unique impressions

 Engage with your target audience by boosting this post

Boost

Organic engagement

86
Engagements

6.7%
Engagement rate

Clicks **43**

Click-through rate **3.3%**

Reactions **35** →

Comments **0**

Reposts **8** →

Post analytics

California Institute for Regenerative Medicine (CIRM) posted this · 2mo

CIRM is joining the [American Childhood Cancer Organization \(ACCO\) #GoGold](#) campaign to help raise awareness about childhood cancer and our commitment to funding childhood cancer research. ... [...show more](#)



CIRM Joins #GoGold Childhood Cancer Awareness Campaign


blog.cirm.ca.gov · 3 min read

Targeted to: All followers

Organic discovery

594
Impressions

442
Unique impressions

 Engage with your target audience by boosting this post

[Boost](#)

Organic engagement

25
Engagements

4.2%
Engagement rate

Clicks	8
Click-through rate	1.3%
Reactions	14 →
Comments	1 →
Reposts	2 →

#Take6ForPD Parkinson's Awareness Month (April 2023)

LinkedIn:

Post analytics

California Institute for Regenerative Medicine (CIRM) posted this · 7mo

"It is critical that the stakeholders, Parkinson's Disease patients and California citizens understand the impact that new treatments and even a cure could have." — David Higgins, Parkinson's Patient Advocate ... [...show more](#)




#Take6ForPD: CIRM Board member David Higgins shares why Parkinson's awareness matters
blog.cirm.ca.gov · 3 min read

Targeted to: All followers

Organic discovery

1,164
Impressions

798
Unique impressions

 Engage with your target audience by boosting this post

[Boost](#)

Organic engagement

48
Engagements
Clicks

4.1%
Engagement rate

13

Click-through rate

1.1%

Reactions

29 →

Comments

4 →

Reposts

2 →

Post analytics

California Institute for Regenerative Medicine (CIRM) posted this · 7mo




To date, the [California Institute for Regenerative Medicine \(CIRM\)](#) has invested more than \$60 million in helping regenerative medicine research for Parkinson's Disease (PD) progress from a discovery level through clinical trials. ...
...show more

Targeted to: All followers

Organic discovery

1,527
Impressions

1,073
Unique impressions

 Engage with your target audience by boosting this post

[Boost](#)

Organic engagement

99
Engagements

6.5%
Engagement rate

Clicks	26
Click-through rate	1.7%
Reactions	64 →
Comments	1 →
Reposts	8 →

Facebook:



"It is critical that the stakeholders, Parkinson's Disease patients and California citizens understand the impact..."

Published by Esteban Cortez · April 25 ·

i Some insights are only available when the total is at least 100.

Post Impressions **i**

392

Post reach **i**

312

Engagement **i**

38

Interactions **i**



8



0



0



0



0



0



Reactions

8



Comments

8



Link Clicks

2



Shares

1



Other Clicks

19



To date, the California Institute for Regenerative Medicine (CIRM) has invested more than \$60 million in...

Published by Esteban Cortez · April 19 ·

i Some insights are only available when the total is at least 100.

Post Impressions **i**

315

Post reach **i**

234

Engagement **i**

86

Interactions **i**



19



2



0



0



0



0



Reactions

21



Comments

4



Link Clicks

15



Shares

3



Other Clicks

43

Stem Cell Awareness Day (October 2023)

CIRM @CIRMnews · Oct 9 1,002 38 3.8%

#StemCellAwarenessDay is this week! October 11th is the day we recognize how stem cells offer great promise for new medical treatments, including generating healthy cells to replace cells affected by diseases, testing new drugs for safety and effectiveness, and more. **#StemCells**
<pic.twitter.com/MyVlKl5lwA>

[View Tweet activity](#)

CIRM @CIRMnews · Oct 5 6,221 128 2.1%

The California Institute for Regenerative Medicine is proud to fund this important research for epilepsy.

Congratulations to the Neuron Therapeutics team on this cover feature in **@CellStemCell!**
[twitter.com/CellStemCell/s...](https://twitter.com/CellStemCell/status/1709985014639956016)


[View Tweet activity](#)

Tweet activity ×

<p>CIRM @CIRMnews</p> <p>The California Institute for Regenerative Medicine is proud to fund this important research for epilepsy.</p> <p>Congratulations to the Neuron Therapeutics team on this cover feature in @CellStemCell! https://twitter.com/CellStemCell/status/1709985014639956016</p> <p>...</p>	Impressions	6,221
	Total engagements	128
	Detail expands	89
	Likes	26
	Profile clicks	8
	Retweets	5

Important to note: Total number of impressions doesn't always determine the "success" of a post. A post may have few impressions but **high engagement**.

Tweet activity ×

 <p>CIRM @CIRMnews</p> <p>#StemCellAwarenessDay is this week! October 11th is the day we recognize how stem cells offer great promise for new medical treatments, including generating healthy cells to replace cells affected by diseases, testing new drugs for safety and effectiveness, and more. #StemCells pic.twitter.com/MyVlKl5lwA</p>	Impressions	1,002
	Total engagements	38
	Likes	15
	Detail expands	9
	Media engagements	5
	Hashtag clicks	4
	Profile clicks	3
	Retweets	2

Post analytics

California Institute for Regenerative Medicine (CIRM) posted this · 1mo



Stem Cell Awareness Day is this week! October 11th is the day we recognize and share how stem cells offer great promise for new medical treatments, including generating healthy cells to replace cells affected by diseases, testing new drugs for safety and effectiveness, increasing understanding of how illnesses occur, and more.show more

Targeted to: All followers

Organic discovery

2,126

Impressions

1,494

Unique impressions



This post doesn't qualify for boosting. [Learn more](#)

Boost

Organic engagement

126

Engagements

5.9%

Engagement rate

Clicks

57

Click-through rate

2.7%

Reactions

55 →

Comments

0

Reposts

14 →

Post analytics

California Institute for Regenerative Medicine (CIRM) posted this · 1mo



[#StemCellAwarenessDay](#) on October 11th is the day we recognize how stem cells offer great promise for new medical treatments.


...show more

Targeted to: All followers

Organic discovery

2,247
Impressions

1,541
Unique impressions

 Engage with your target audience by boosting this post

[Boost](#)

Organic engagement

114
Engagements

5.1%
Engagement rate

Clicks	39
Click-through rate	1.7%
Reactions	53 →
Comments	1 →
Reposts	21 →

Video performance

1,252
Views

1,015
Lifetime unique viewers

196.1
Minutes viewed

Email blast metrics from campaigns

\$60 Million To Fight Parkinson's

Switch report ▾

Overview Activity ▾ Click Performance Content Optimizer Social E-commerce Inbox Analytics360

2,947 Recipients

Audience: CIRM monthly digest

Delivered: Fri, Apr 28, 2023 11:00 AM

Subject: Dedicating \$60 Million to Fight Parkinson's Disease

[View email](#) · [Download](#) · [Print](#) · [Share](#)

653 Opened	24 Clicked	141 Bounced	4 Unsubscribed
---------------	---------------	----------------	-------------------

Successful deliveries	2,806	95.2%	Clicks per unique opens	3.7%
Total opens	1,056		Total clicks	49
Last opened	10/31/23 5:51AM		Last clicked	5/10/23 5:27AM
Forwarded	0		Abuse reports	0

Click performance

See how many times contacts clicked each of the links in your email.

[View Click Map](#)

Top links clicked

https://blog.cirm.ca.gov/2023/04/19/cirm-commits-60-million-for-parkinsons-rese...	17
https://blog.cirm.ca.gov/2023/02/01/california-agency-invests-4-million-in-stem-c...	15
https://blog.cirm.ca.gov/2023/04/25/take6forpd-cirm-board-member-david-higgins...	7
https://www.cirm.ca.gov/	5
https://blog.cirm.ca.gov/	4

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CIRM
CALIFORNIA'S STEM CELL AGENCY

The official newsletter of the California Institute for
Regenerative Medicine (CIRM)

Explore Our '22-23 Annual Report!

Switch report ▾

Overview Activity ▾ Click Performance Content Optimizer Social E-commerce Inbox Analytics360

2,953 Recipients

Audience: CIRM monthly digest

Delivered: Thu, Oct 19, 2023 10:30 AM

Subject: Explore Our '22-23 Annual Report!

[View email](#) · [Download](#) · [Print](#) · [Share](#)

693 Opened	50 Clicked	159 Bounced	7 Unsubscribed
---------------	---------------	----------------	-------------------

Successful deliveries	2,794	94.6%	Clicks per unique opens	7.2%
Total opens	1,097		Total clicks	117
Last opened	11/14/23 2:26PM		Last clicked	11/13/23 10:55AM
Forwarded	0		Abuse reports	0

0 Orders	\$0.00 Average order revenue	\$0.00 Total revenue
-------------	---------------------------------	-------------------------

Click performance

See how many times contacts clicked each of the links in your email.

[View Click Map](#)

Top links clicked

https://www.cirm.ca.gov/annual-report-2023/	85
https://blog.cirm.ca.gov/2023/06/19/cirm-invests-10-million-to-build-california-cell...	17
https://blog.cirm.ca.gov/2022/09/02/how-stem-cells-helped-veronica-fight-retinitis...	3
https://www.cirm.ca.gov/	3
https://www.instagram.com/cirmnews/	3

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CALIFORNIA'S STEM CELL AGENCY

The official newsletter of the California Institute for
Regenerative Medicine (CIRM)

Check Out Our '21-22 Annual Report!

Switch report ▾

Overview Activity ▾ Click Performance Content Optimizer Social E-commerce Inbox Analytics360

2,991 Recipients

Audience: CIRM monthly digest

Delivered: Thu, Sep 29, 2022 9:30 AM

Subject: Check Out Our '21-22 Annual Report!

[View email](#) · [Download](#) · [Print](#) · [Share](#)

758 Opened	129 Clicked	139 Bounced	1 Unsubscribed
---------------	----------------	----------------	-------------------

Successful deliveries	2,852	95.4%	Clicks per unique opens	17.0%
Total opens	1,297		Total clicks	608
Last opened	10/23/23 11:33AM		Last clicked	2/22/23 3:57PM
Forwarded	0		Abuse reports	0

0 Orders	\$0.00 Average order revenue	\$0.00 Total revenue
-------------	---------------------------------	-------------------------

Click performance

See how many times contacts clicked each of the links in your email.

[View Click Map](#)

Top links clicked

https://www.cirm.ca.gov/sites/default/files/files/about_cirm/CIRM-Annual%20Re...	336
https://www.cirm.ca.gov/sites/default/files/files/about_cirm/DISCO_Foundation%2...	88
https://www.cirm.ca.gov/	86
https://mailchi.mp/cirm/foundation-awards-nov-2022	47
https://cirm-ca.zoom.us/webinar/register/WN_zMbV1eIkSXOwp5Xim27BPQ	19

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