

Communications Subcommittee

September 18, 2024

C I R M
CALIFORNIA INSTITUTE FOR
REGENERATIVE MEDICINE



Marketing, Communications, & Public Outreach Team



**Koren
Temple-Perry**

Sr. Director of Marketing
& Communications



**Esteban
Cortez**

Director of Marketing
& Communications



**Aditi
Desai**

Community Outreach
Manager



**Katie
Sharify**

Communications
Team Coordinator



**Christina
Smith**

Social Media &
Content Specialist

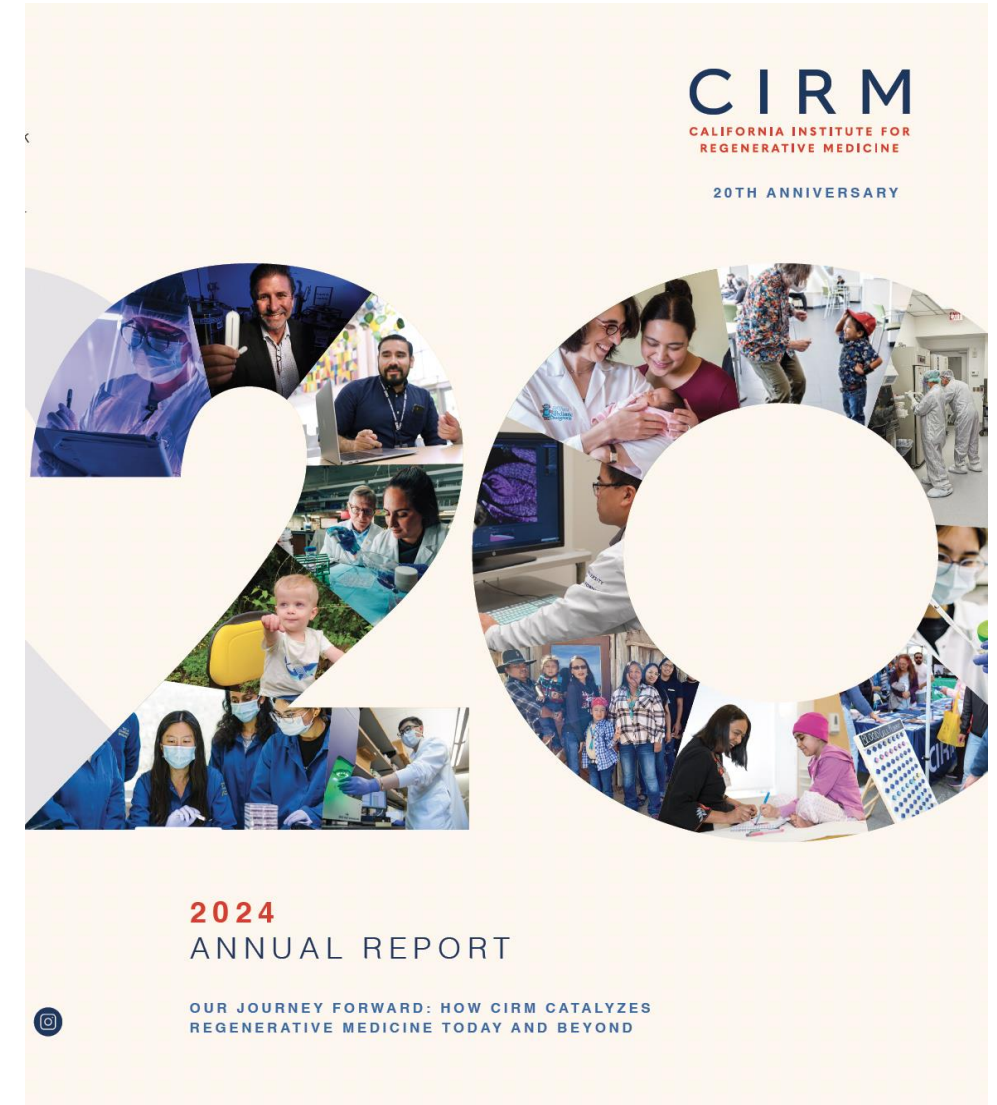


Agenda

- Communications project highlights
- Community outreach efforts
- Discussion

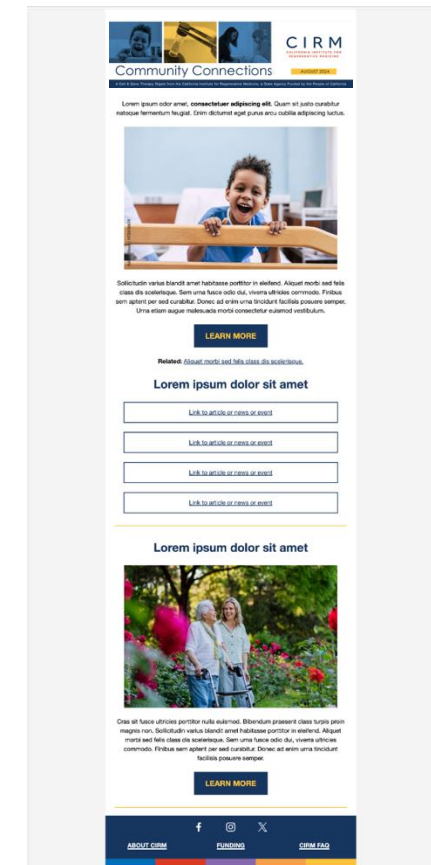
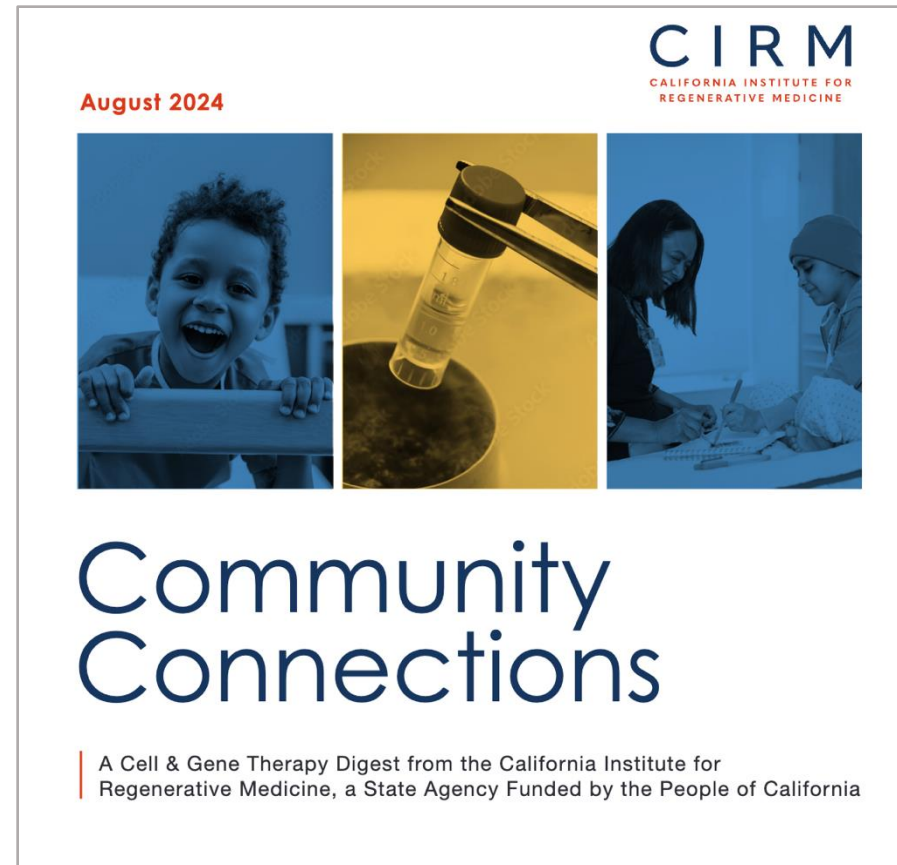
Showcasing 20 Years of Impact

- Our Journey Forward: How CIRM Catalyzes Regenerative Medicine Today and Beyond
- The annual report will showcase CIRM's 20-year impact across the field, illustrating how each step forward propels the field towards new horizons of discovery.



Introducing CIRM's New Publication

- **CIRM Community Connections** will engage and inform diverse patient communities, strengthen relationships, and promote CIRM's initiatives and research efforts
- Digital launch this Fall with focus on social promotion
- Quarterly print publication to patient advocate partners, Alpha Clinics in Winter 2025



■ Stories of Impact



Jake's Story

- Jake Javier reflected on the life-altering spinal cord injury (SCI) he experienced the day before his high school graduation.
- He shared his challenging yet transformative journey and where he is at in life now.

■ Stories of Impact



Connor's Story

- Diagnosed with a rare mutation in the SCN2A gene, Connor's life has been filled with challenges.
- Since receiving a CIRM-funded genetic therapy in multiple doses, Connor has seen improvements.
- He began typing on a wooden keyboard, sleeping better, and walking on his own.

■ CIRM Webinar

Exploring Advances in Eye Disease and Regenerative Medicine

- 135 registrants
- 62 live attendees
- 280+ post-event views on YouTube
- Two patient advocates and two physician researchers



Earned Media Highlights

Mentions
This year

17.7k ↑ 32%
Previous Period
13.4k

BioProcess
International

ClinicalTrials
Arena

California Institute for Regenerative Medicine (CIRM) Appoints New CEO

California Institute for Regenerative Medicine (CIRM)
Wed, Jul 10, 2024 • 4 min read

Jonathan Thomas, PhD, JD previously served as the Board Chair for 12 years, and most recently as CIRM's Interim CEO.

Jonathan Thomas, PhD, JD



Health Care

Familiar face to take over as CEO of California's stem cell research funding agency

Email Share Share Tweet Unlock URL Print Order Reprints



Jonathan Thomas has been chairman, interim president and CEO of CIRM.
ADAM PARDEE



News

By Ron Leuty - Senior Reporter, San F
Jul 10, 2024

Allogene's CAR T clinical trial advances with CIRM grant

The grant will fund the ongoing Phase I TRAVERSE trial to assess the safety, tolerability, and preliminary efficacy of ALLO-316.

April 29, 2024

Share



ALLO-316 utilizes Dagger technology to selectively eliminate CD70 positive, alloreactive host immune cells. Credit: Kateryna Kon/Shutterstock.com.



Earned Media Highlights

June 25, 2024

Advancing regenerative medicine therapies

Discoveries in the new GMP facility will expand novel gene and cell treatment options for patients

By Pat Harriman, UC Irvine



LongevityTechnology® News Investment Lifestyle Videos Store

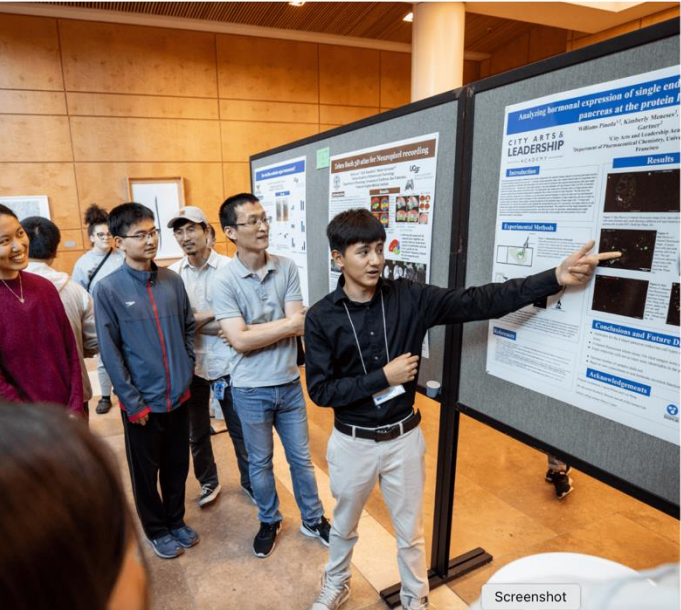
News

Home Biotech Investment Diagnostics Agtech Supplements Innovation AI/Digital Economy

News > Investment

Salk awarded \$3.6 million by the California Institute for Regenerative Medicine

Author: Eleanor Garth | Published on: August 2, 2024 | Last updated: August 2, 2024



Salk Institute receives CIRM funding for stem cell research on aging and neurodegeneration

1mo • 2 min read



The Salk Institute was awarded \$3.6 million by the California Institute for Regenerative Medicine (CIRM), one of the world's largest institutions dedicated to regenerative medicine. Salk Professor Rusty Gage will lead the new CIRM-funded Shared Resources Laboratory focused on stem cell-based models of aging and neurodegeneration.

Campus News • August 22, 2024

Inside the UCSF Internship Program Inspiring the Scientists of Tomorrow

By Eric Brooks

UCSF News Center

■ Earned Media Highlights



Los Angeles Times

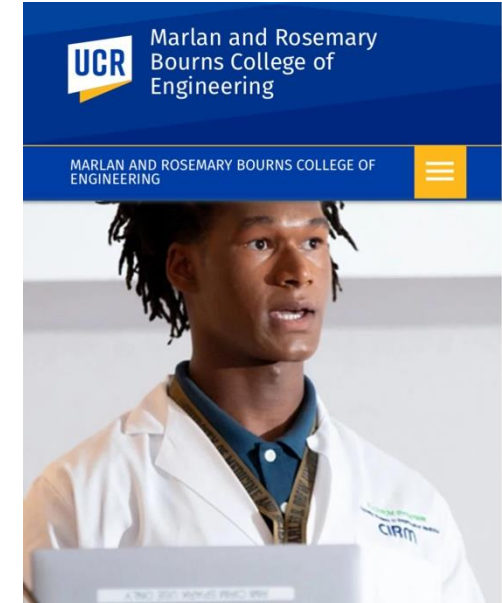
ORANGE COUNTY



Fresno & Central California

SPARK Conference

- SPARK intern social media challenge [sharing their internship experience](#)
- Hashtag #CIRMSPARKLab reached **4,064** accounts on X and Instagram during event
- Collaboration with UC Riverside media teams



New Horizons in Healing

UC Riverside's Marlan and Rosemary Bourns College of Engineering to host a stem cell conference to showcase future researchers and advances in regenerative medicine

May 31, 2024

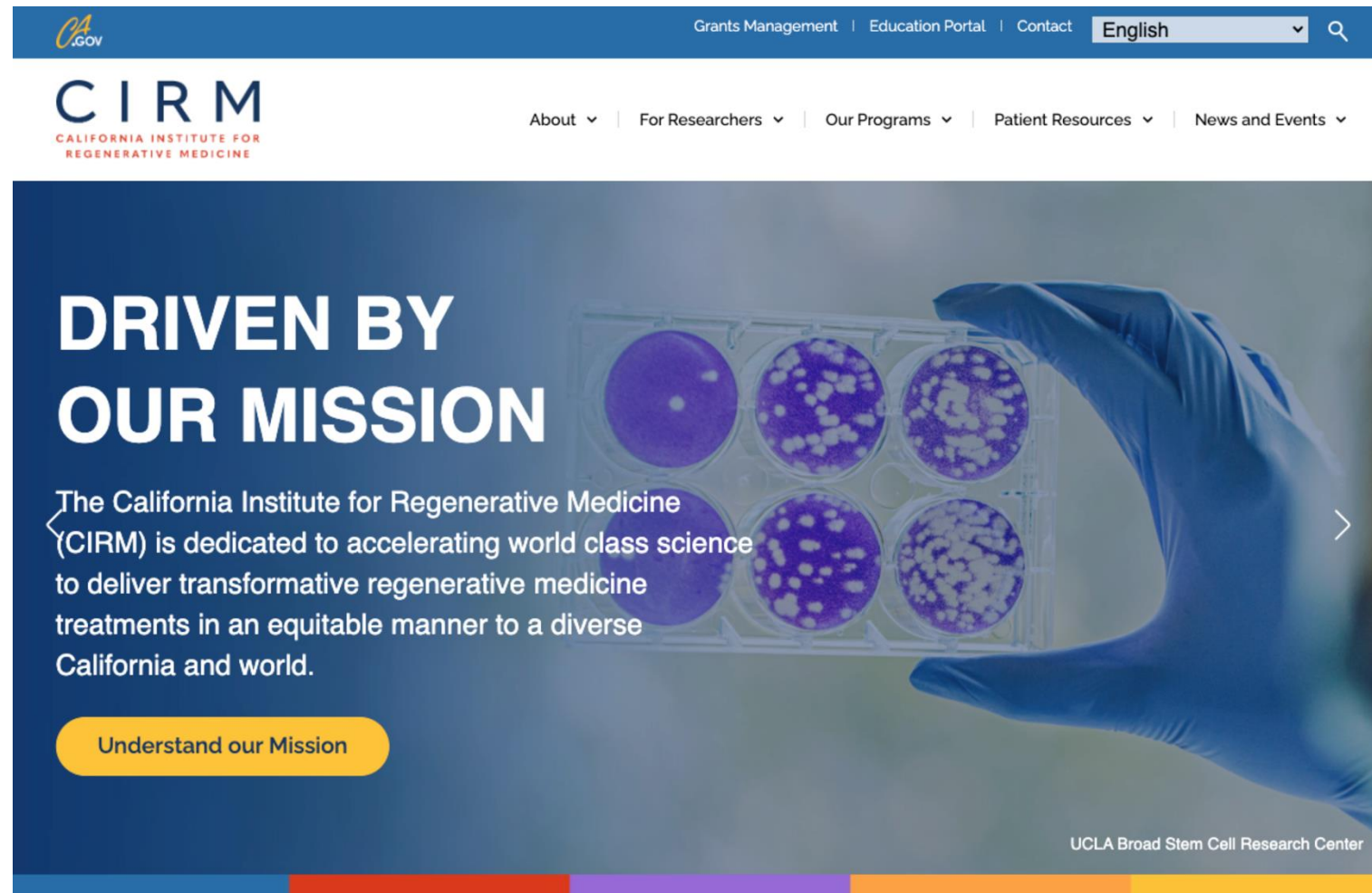
CIRM Trainee Networking Conference

#CIRMTraineeConference

- Hashtag #CIRMTraineeConference reached **17,375** accounts on X and Instagram during event
- CIRM COMPASS, Bridges, and Scholars trainees submitted [elevator pitches](#) to share
- Interviewed 10 CIRM trainees about their experience in their programs and research
- Earned media coverage post event



■ Website Preview





Outreach Efforts & Recent Event Highlights



■ Outreach Event Strategy

Priorities and Considerations	Strategy
Alignment with outreach priorities and CIRM-funded research	We prioritize events identified in the outreach calendar, ensuring consistency with our communications plan. Focus on events that align with research areas funded by CIRM.
Community Invitation	Communications prioritizes invitations from community groups and patient advocate organizations requesting our attendance, presentations, and talks.
Maximizing Potential Engagement	We focus on events that will allow the most opportunity to engage with specific communities (both on the ground or through media packages to maximize our exposure).
Community Diversity	There is an emphasis on reaching diverse communities, in particular communities historical underrepresented in clinical trials. We investigate the event and affiliated organization to ensure they are trusted messengers within the community.
Cost	We take into consideration cost-effective options like no-cost or low-cost events that are still organic in reaching communities, events that offer state agency discounts, and events hosted by community partners.

Bay Area Community Health Ohana Health & Resource Fair

- East San Jose community
- 150 – 200 attendees
- 60 booth interactions
- Spanish-speaking, AAPI



Bay Area Community Health Ohana Health & Resource Fair



Mid-Peninsula Widows & Widowers Association

- Los Altos Lutheran Church
- 50 individuals attended
- Elderly/senior citizens, primarily Caucasian



Mid-Peninsula Widows & Widowers Association

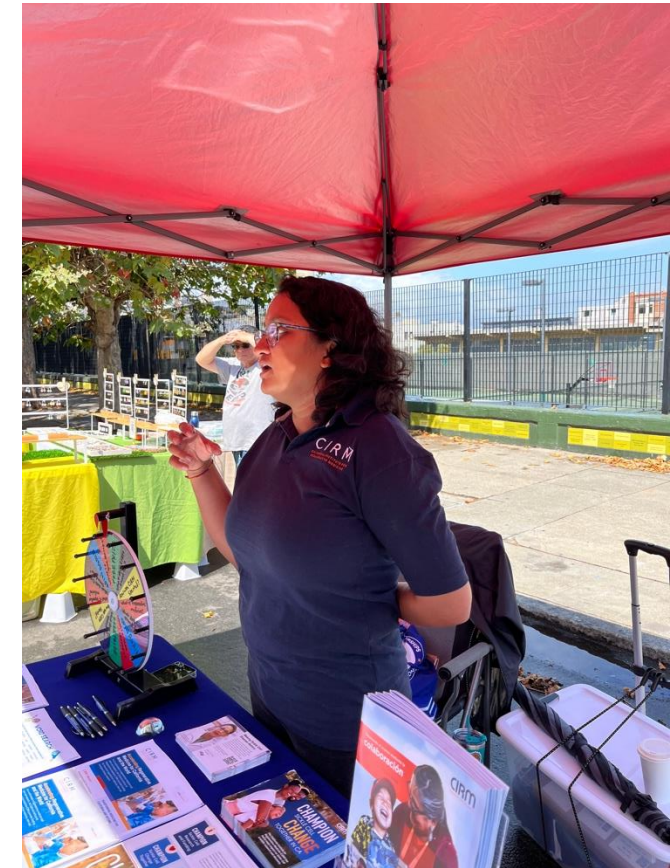


North Beach Farmer's Market

- 100+ attendees
- 15 booth interactions



North Beach Farmer's Market



Upcoming Events

- Kits Cubed STEM Fair—Oakland
- Alzheimer's Association Walk in Fresno/Madera
- Rotary Club Presentations
 - Campbell
 - San Francisco
 - Fremont





Thank You + Discussion

