Communications Update

CIRM
CALIFORNIA INSTITUTE FOR REGENERATIVE MEDICINE

Presented by the Communications Team

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Our Mission

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

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Communications Strategy in Response to Federal Developments

Communications Strategy Overview

CIRM has an opportunity to emphasize our leadership in regenerative medicine and California's vital role in advancing innovative research.

Other opportunities:

- Address stakeholder questions
- Highlight CIRM's funding commitments
- Highlight inclusivity efforts and programs

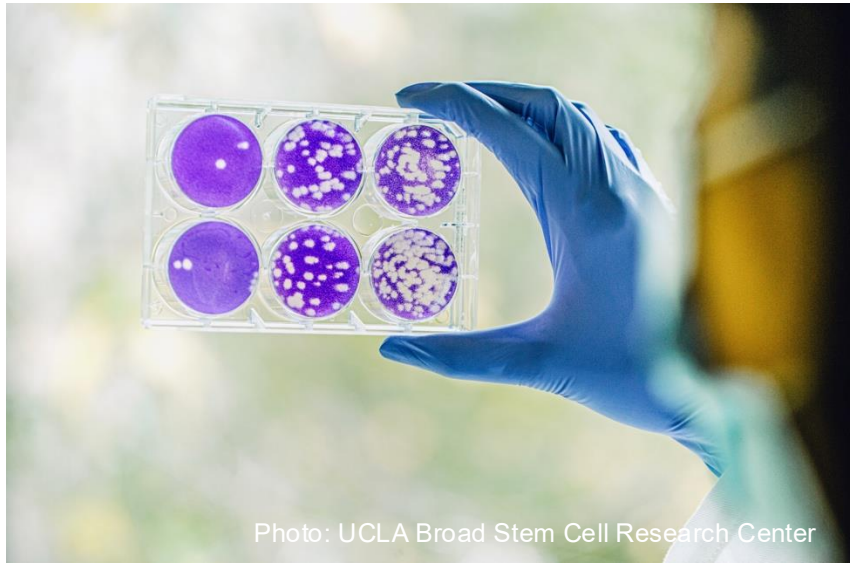
Photo: UCLA Broad Stem Cell Research Center

Communications Objectives

- **Emphasize** CIRM's leadership in regenerative medicine
- **Reassure** stakeholders CIRM's strategic goals and mission remain unchanged
- **Highlight** the value of science and importance of continued investment in research
- **Reaffirm** CIRM's commitment to inclusivity
- **Maintain and deepen** relationships with stakeholders and partners
- **Communicate** CIRM's ongoing dedication to working with legislators and policy partners
- **Strengthen** public trust in CIRM and regenerative medicine

Audiences

- CIRM staff and board
- CIRM awardees and applicants
- Regenerative medicine scientific community
- Principal Investigators and researchers
- CIRM-funded academic and research institutions
- Patients and patient advocacy groups
- Government officials, legislators, and policymakers
- CIRM education/training program trainees
- General California public

Key Messages

Note: See communications plan for additional messaging.

General Messaging	California's Leadership	Commitment to Mission
At CIRM, our mission has never been clearer: to accelerate world-class scientific research that improves patient outcomes, supports innovative research across the state, and drives California's leadership in biotech.	As a state of California agency, CIRM is uniquely positioned to lead the way in advancing regenerative medicine, even in the face of uncertain federal policies.	CIRM's position as a state agency, supported by California voters, provides a solid foundation for continuing to drive scientific progress independent of federal policy shifts.
CIRM's mission is steadfast and grounded in scientific integrity, patient access, and inclusivity. We will continue to lead the way in regenerative medicine and remain a reliable partner to our stakeholders, ensuring that our funding drives groundbreaking therapies to reach patients who need them most.	CIRM plays a key role in California's regenerative medicine leadership. Our work not only supports scientific innovation but also drives economic growth, creates jobs, and ensures that life-saving therapies reach the patients who need them.	CIRM's commitment to funding groundbreaking stem cell and regenerative medicine research, and ensuring equitable access to life-saving therapies, is grounded in the principles established when the Agency was founded 20 years ago. While the national landscape may change, CIRM's core goal to advance world class science remains constant and unshaken.

Key Messages (cont'd)

Note: See communications plan for additional messaging.

Commitment to Inclusivity	Importance of Evidence-based Research	Deepen Relationships with Stakeholders
CIRM is committed to creating an inclusive and equitable research environment in regenerative medicine, supporting research that benefits underrepresented communities, and ensuring diversity in scientific research outcomes.	Evidence-based regenerative medicine research is already changing lives, and CIRM is funding the science that makes these advances possible.	CIRM values collaboration with policymakers to continue supporting our mission as a vital force in driving California's economy and regenerative medicine progress. CIRM is integral to California's leadership in biotechnology and regenerative medicine, contributing to economic growth, job creation, and scientific innovation.
CIRM champions inclusivity in our programs, including patient outreach and clinical trial recruitment; our education and workforce development; and in research designed for a diverse California (*e.g., iPSC repository*).	CIRM has funded discovery research and clinical trials that have led to breakthrough treatments for diseases like sickle cell and Parkinson's disease, all based on years of scientific research.	CIRM works with federal agencies to navigate the regulatory environment and ensure that the latest scientific advances are aligned with federal policy standards, benefiting both patients and researchers.

Key Messages (cont'd)

Note: See communications plan for additional messaging.

Emphasize Value of Science & Investments in Research	Dedication to Improving Patient Outcomes
Some of the world's biggest health challenges—such as chronic diseases and genetic disorders—require scientific solutions. Regenerative medicine has the potential to offer treatments for conditions that have remained untreatable for decades. Investment in science is critical to developing solutions for these unmet needs.	CIRM remains committed to putting patients at the forefront and working with patient advocacy groups to ensure that the latest breakthroughs are accessible to those who need them most.
CIRM's research doesn't just impact California, it's setting the stage for advancements in regenerative medicine worldwide. By pushing the boundaries of science, CIRM's work is helping solve some of the most pressing health challenges, from rare diseases to widespread chronic conditions.	CIRM values transparency and is committed to keeping patients and advocacy groups informed about the latest research developments and clinical trial progress.

Strategies & Tactics

Public Relations	Social Media & Content
Create talking points and key messages to ensure alignment.	Publish recurring stories and real-time updates emphasizing key messages.
Engage with CIRM Board to develop testimonials or statements for digital channels.	Engage with CIRM trainees on social media to craft messages and amplify CIRM's social media updates.
Publish media statements (written and video formats) in alignment with Executive Team.	Identify online platforms, community groups, and forums to share relevant updates and join the conversation on trending topics (Facebook Groups, Reddit, etc).
Engage with journalists covering scientific research and biotech to encourage accurate coverage of CIRM's role in the field.	Produce graphics optimized for social media platforms, showcasing CIRM's efforts and statements in an engaging, shareable format.

Strategies & Tactics (cont'd)

Digital Tools & Publications	Stakeholder and Community Engagement
Create website landing pages for updates on policy and our ongoing commitment to scientific research.	Collaborate with policy partners in DC and CIRM's leadership to share relevant updates related to federal policy changes.
Regularly update our blog with research stories and content demonstrating CIRM's leadership in the field.	Collaborate with CIRM's Community Outreach Manager to incorporate approved key messages into outreach efforts.
Utilize email marketing to share relevant, timely updates, funding opportunities, and stories showcasing CIRM's commitment to continued research funding.	Collaborate with scientific organizations and patient advocacy groups to amplify CIRM's message.
Utilize CIRM's annual report to highlight CIRM's efforts in response to federal developments.	Host virtual or in-person meetings and webinars to engage directly with stakeholders and audiences, highlighting CIRM's efforts and addressing stakeholder questions.
Create info sheets, flyers, postcards to distribute at meetings and outreach events, including meetings with legislators and government officials.	

Discussion

1. Are there other important messages to emphasize?
2. Are there additional communication strategies to consider?

Thank You!