

Communications/ Outreach

Objectives



CIRM Mission

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



Communications/Outreach Mission

Driving **awareness of** and **support for** CIRM's programs and accomplishments (mostly in California)

Why?

“We must include others who can influence decisions, such as business leaders, service providers in health, education, and human welfare, advocates, and, importantly, members of the public. Effective science communications can create new partnerships among members of these disparate groups and advance science’s ability to enrich and improve the quality of life for all people.”

Driving awareness of and support for CIRM's programs and accomplishments

Why communicate about CIRM's programs and accomplishments?

- CA citizens to **support** CIRM and the idea of funding for research
- Lawmakers to **support** CIRM directly and in communications with people in their districts
- Patients to **participate** in clinical trials and **do outreach** for CIRM
- Scientists to **apply** for funding and **do outreach** for CIRM

Other audiences that fit within the primary four

Driving awareness of and support for CIRM's programs and accomplishments

Do

CA citizens
support

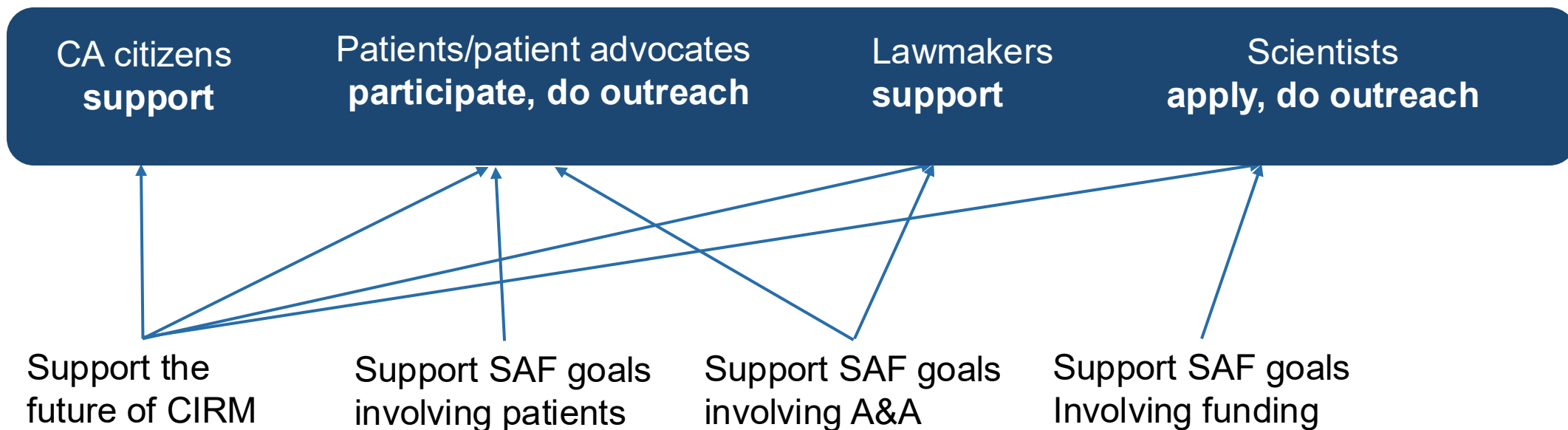
Patients/patient advocates
participate, do outreach

Lawmakers
support

Scientists
apply, do outreach

Driving awareness of and support for CIRM's programs and accomplishments

Do



Driving awareness of and support for CIRM's programs and accomplishments

Do

CA citizens
support

Patients/patient advocates
participate, do outreach

Lawmakers
support

Scientists
apply, do outreach

Think/Feel

Hope

Pride

Confidence

Trust

Excitement

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Excitement

Channels

Emails

Social Media

Newsletters

Outreach events

1:1 Meetings

Website

Content

Press release

Blog

Videos

Web content

Email

Webinars

Annual Report

Flyers

Driving awareness of and support for CIRM's programs and accomplishments



Driving awareness of and support for CIRM's programs and accomplishments



Communications/Outreach goals

1. Increase support for CIRM among the CA public

Driving awareness of and support for CIRM's programs and accomplishments



Communications/Outreach goals

1. Increase support for CIRM among the CA public
2. Increase support for CIRM's accessibility programs among patient advocates

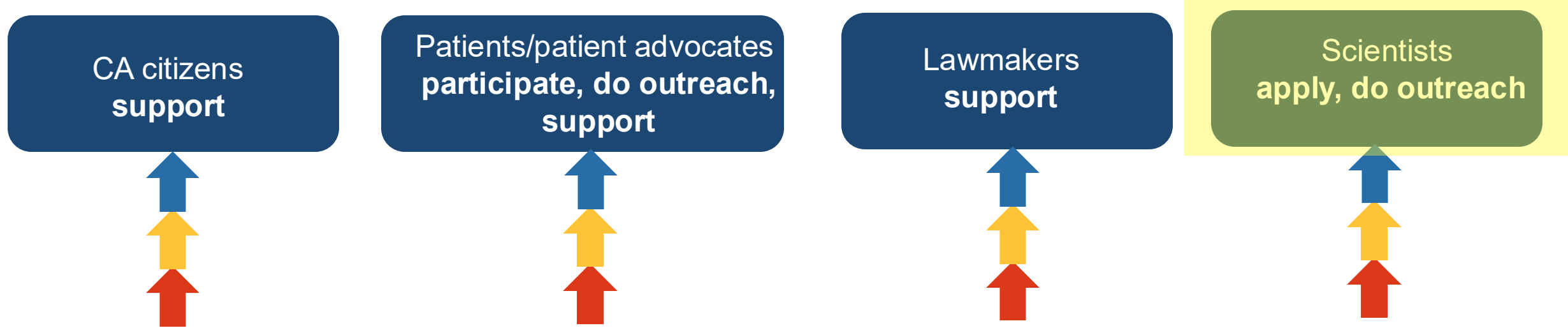
Driving awareness of and support for CIRM's programs and accomplishments



Communications/Outreach goals

1. Increase support for CIRM among the CA public
2. Increase support for CIRM's accessibility programs among patient advocates
3. Increase support for CIRM among lawmakers

Driving awareness of and support for CIRM's programs and accomplishments



Communications/Outreach goals

1. Increase support for CIRM among the CA public
2. Increase support for CIRM's accessibility programs among patient advocates
3. Increase support for CIRM among lawmakers
4. Position CIRM as a leader in driving discoveries toward therapies

Driving awareness of and support for CIRM's programs and accomplishments

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Patients/patient advocates
participate, do outreach

Lawmakers
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Communications/Outreach objectives

1. Increase support for CIRM among the CA public
2. Increase support for CIRM among lawmakers
3. Position CIRM as a leader in driving discoveries toward therapies
4. Increase support for CIRM's accessibility programs among patient advocates
5. Streamline communication processes around objectives

Communications/Outreach Objectives

- 1 Increase support for CIRM among the CA public
- 2 Increase support for CIRM among lawmakers
- 3 Position CIRM as a leader in driving discoveries toward therapies
- 4 Increase support for CIRM's accessibility programs among patient advocates
- 5 Streamline communication processes around objectives

Communications/Outreach Objectives SAF Alignment

- 1 Increase support for CIRM among the CA public
Future of CIRM
- 2 Increase support for CIRM among lawmakers
Future of CIRM Goals involving A&A
- 3 Position CIRM as a leader in driving discoveries toward therapies
Future of CIRM Goals involving funding
- 4 Increase support for CIRM's accessibility programs among patient advocates
Future of CIRM Goals involving clinical trials & accessibility
- 5 Streamline communication processes around objectives
Future of CIRM All SAF goals

How does communications help CIRM achieve its mission?