

# Communications & Outreach Update

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Senior Director, Communications

ICOC/ARS Meeting

December 11, 2025



## CIRM Mission

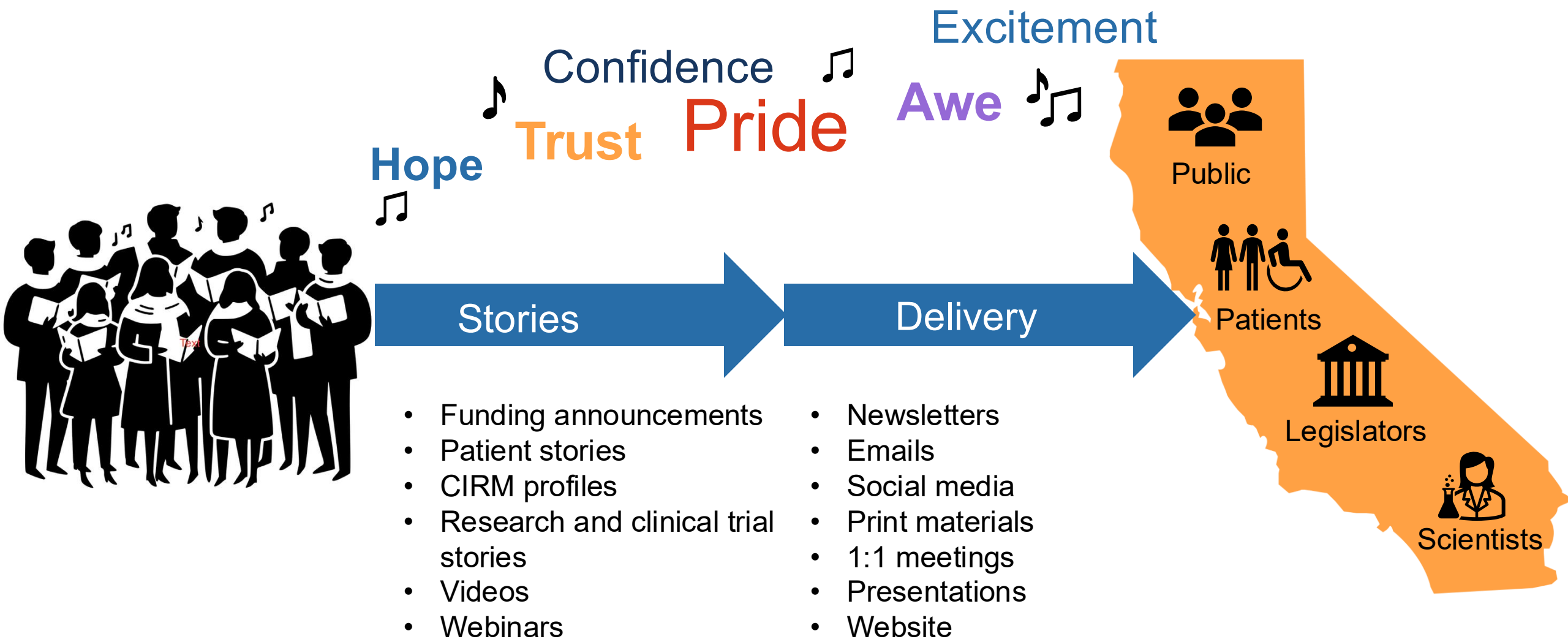
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Accelerating world class science to deliver transformative regenerative medicine treatments in an equitable manner to a diverse California and world.

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# Driving **awareness of** & **support for** CIRM's progress & accomplishments





Create the  
story

Tell the  
story

Deliver  
the story

Measure  
the impact



Create the story

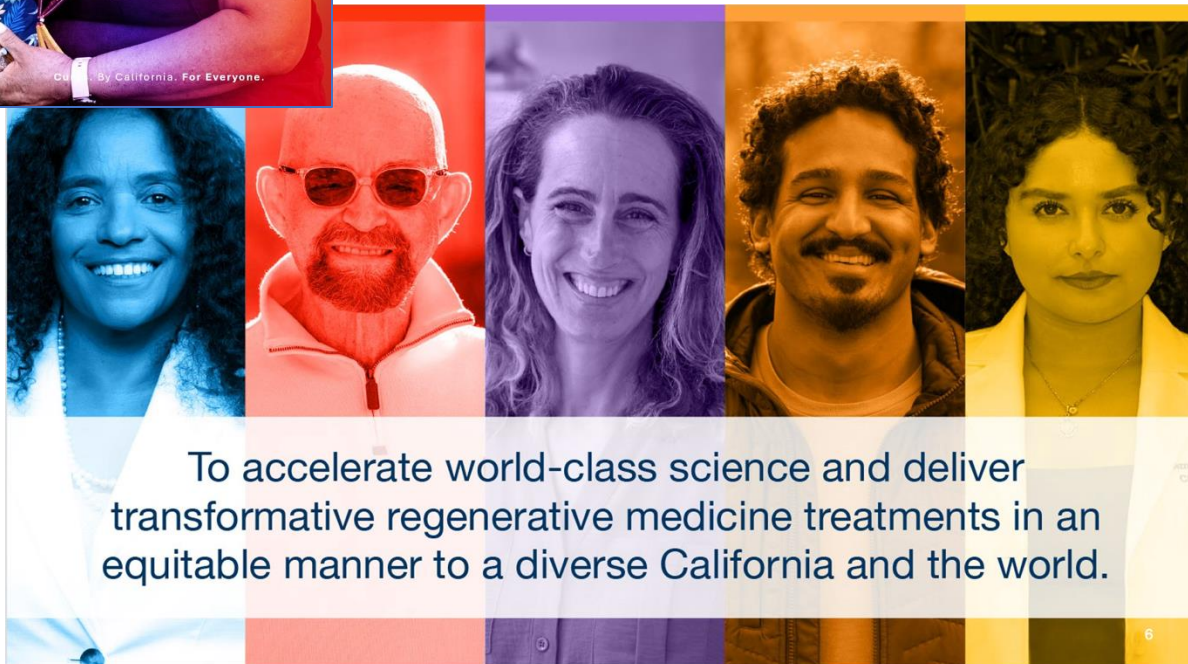
Tell the  
story

Deliver the  
story

Measure  
the impact



**Cures. By California. For the World.**



To accelerate world-class science and deliver transformative regenerative medicine treatments in an equitable manner to a diverse California and the world.




Create the story

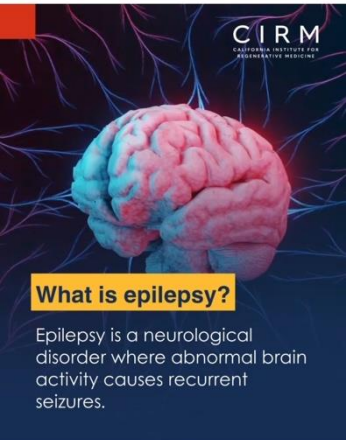
Tell the story

Deliver the story

Measure the impact



cirmnews  
2 days ago




### What is epilepsy?

Epilepsy is a neurological disorder where abnormal brain activity causes recurrent seizures.

6
4

cirmnews Epilepsy is one of the most common neurological disorders in the world, affecting more than 3 million people in the U.S. alone. For one-third... more





### Epilepsy

Justin Graves

In 2007, avid SCUBA diver Justin was diagnosed with epilepsy, forcing him to give up diving and driving. Medications couldn't stop his seizures, but in 2023, he joined a Neurona Therapeutics trial of NRTX-1001, a CIRM-funded stem cell therapy. Within a month of his treatment, his severe seizures ended, and today he only experiences occasional mild seizures called auras.


Other patients have also seen lasting improvements, and the approach has been well tolerated. With new CIRM funding, Neurona is advancing to larger trials, offering new hope for people with drug-resistant epilepsy.

### Diabetes

Katy Digovich

Katy has lived with Type 1 diabetes for over 25 years. Like many of the 1.6 million adults who rely on insulin to survive, she describes managing it as a full-time job. This inspired her to co-found Minutia, Inc., a cell therapy company focused on finding lasting solutions for diabetes.

With a \$1.2 million CIRM grant, Katy's team developed a minimally invasive transplant of insulin-producing cells equipped with nanosensors—tiny particles that track success and detect rejection. Minutia's approach is delivered under the skin, potentially reducing or eliminating the need for insulin. Their goal is to restore pancreatic function, reduce transplant variability, and improve outcomes.







## CCCE media outreach

Total placements: 1,880



A CRAIN FAMILY BRAND

*"This program is key to [CIRM's] long-term vision to ensure that every Californian, regardless of where they live or their socioeconomic status, has access to cutting-edge cell and gene therapy," Rosa Canet-Aviles.*



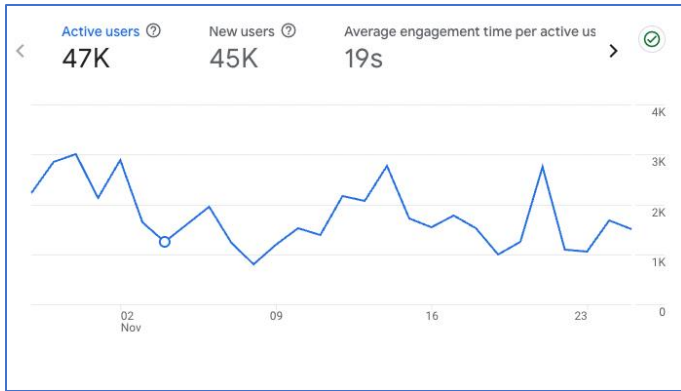


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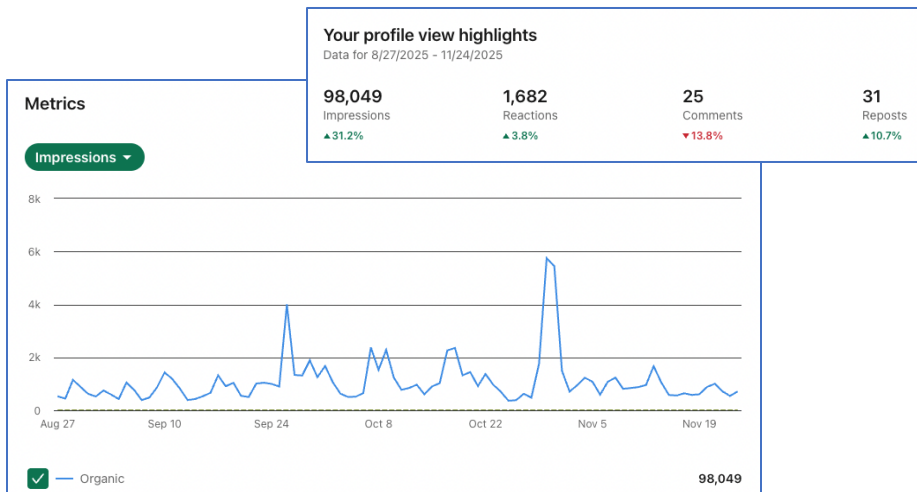
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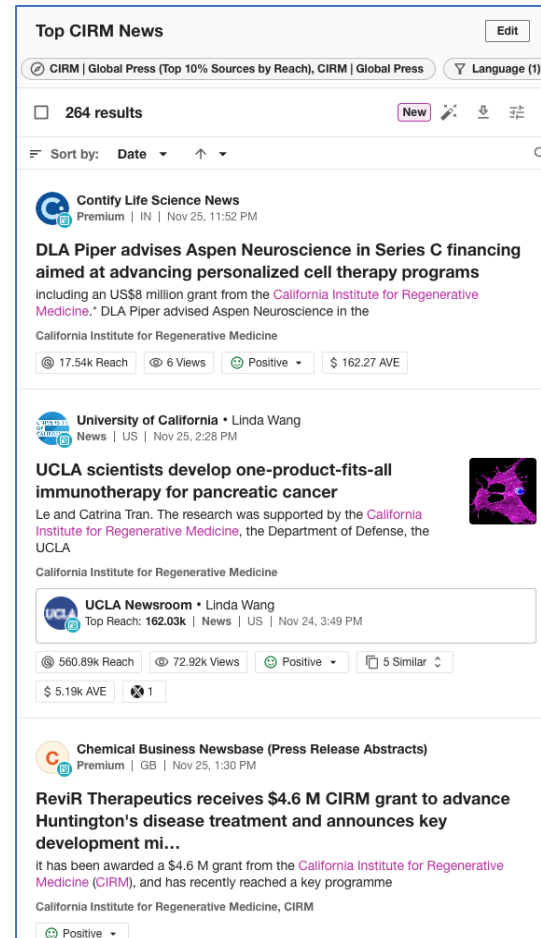


## Website Analytics

MUCK  
RACK



## Social Media Insights



## Meltwater Media Monitoring



# Thank You!