

Communications & Outreach Update

Amy Adams
Senior Director, Communications
ICOC/ARS Meeting
December 11, 2025





CIRM Mission

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





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



Confidence Trust Pride Awe Hope

Excitement

Delivery









Legislators



Stories

- Funding announcements
- Patient stories
- CIRM profiles
- Research and clinical trial stories
- Videos
- Webinars

- Newsletters
- **Emails**
- Social media
- Print materials
- 1:1 meetings
- **Presentations**
- Website





Tell the story

Deliver the story

Measure the impact





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.

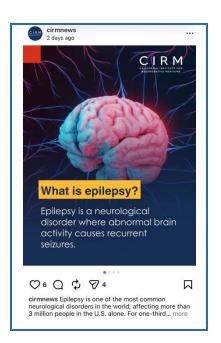


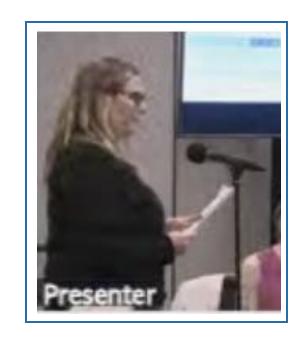


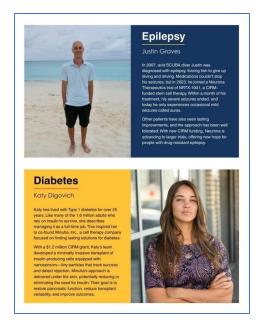
Tell the story

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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.



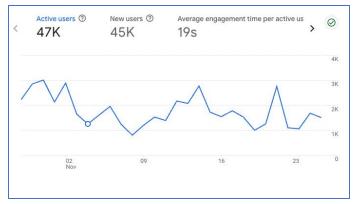




Tell the story

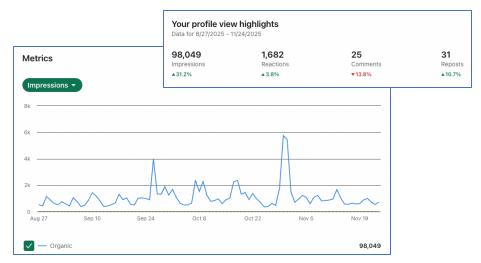
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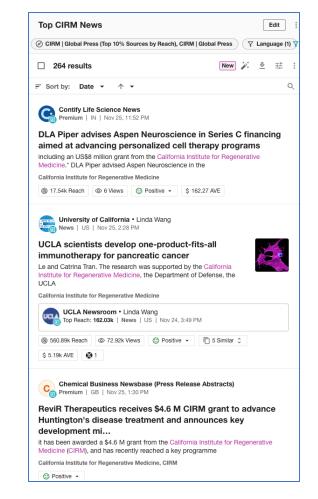




Website Analytics



Social Media Insights



Meltwater Media Monitoring





Thank You!