

[DRAFT]

Key Messaging Framework

California Institute for
Regenerative Medicine (CIRM)



How did we arrive at the messages?

- Bring mission and strategic initiatives to life
- Tell our story to more people/more diverse audiences
- Umbrella messaging, under which more specific talking points can be developed for various audiences on various topics

Why develop messaging?

- Establish framework for communicating concisely and in a way that is accessible and relevant – culturally and linguistically appropriate – for diverse audiences
- To help guide communications efforts of CIRM staff
- To help others (e.g., patient advocates, grantees, etc.) help talk about CIRM



Advance World Class Science

- Develop Competency Hubs
- Build Knowledge Networks



Deliver Real World Solutions

- Advance therapies to marketing approval
- Create a manufacturing partnership network
- Expand Alpha Clinics Network
- Create Community Care Centers of Excellence



Provide Opportunity for All

- Build a diverse and highly skilled workforce
- Deliver a roadmap for access and affordability

Accelerating **world-class science** to deliver

transformative regenerative medicine treatments

in an **equitable manner** to a diverse California and world.

The California Institute for Regenerative Medicine (CIRM) is a state agency investing in California in three key areas of regenerative medicine—research, education, and patient access.

CIRM's | Vision



CIRM was created **BY** the people of California **FOR** the people of California to advance regenerative medicine safely, equitably and efficiently.

equitable manner

We believe...

...Regenerative medicine can address serious health issues that today have no known cure—like cancer, diabetes, sickle cell disease, and heart conditions.

transformative
regenerative medicine
treatments

...Some of the best regenerative medicine researchers in the world are here in California.

world class science

...We can empower new generations of Californians to discover and prepare for careers in the growing field of regenerative medicine.

equitable manner

...Our ability to fund regenerative medicine benefits the people of California.

world class science

Accelerating **world-class science** to deliver

transformative regenerative medicine treatments

in an **equitable manner** to a diverse California and world.

Regenerative medicine is a field of medicine that can revive, repair or replace cells, tissues or organs that have been damaged due to disease, injury, or an inherited (genetic) problem.

Regenerative medicine includes **stem cell therapies** that help the body generate new healthy cells and **gene-based therapies** that replace or disable a disease-causing gene.

Just like how the cells in your body can grow new skin to heal a wound, stem cell therapies can repair and regenerate tissues and organs throughout the body. Gene therapies can correct or modify a person's genes to treat a disease or condition.

CIRM is a state agency that invests in **regenerative medicine** in California, with a focus on **research, education, and patient access.**

1

Regenerative Medicine

California – a global leader in this field of medicine

2

Research

Advancing world-class science

3

Education

Helping new generations learn about regenerative medicine

4

Patient Access

Equitable access to regenerative medicine for a diverse California

1

Regenerative Medicine

California – a global leader in this field of medicine.

Key Concept

CIRM is California's driving force in bringing stem cell and gene-based therapies to patients safely and equitably.

CIRM's ability to fund regenerative medicine benefits the people of California.

[refer to “About Regenerative Medicine” as needed]

2

Research

Advancing World-Class Science

Key Concepts

Some of the best scientists in the field of regenerative medicine are right here in California, focusing their research on treating diseases and conditions that have no known cures today.

Examples: diabetes, sickle cell disease, cancer, and heart conditions and genetic conditions

3

Education [and Workforce Development]

Helping new generations learn about regenerative medicine.

Key Concepts

California is the hub of regenerative medicine research and we're helping Californians learn about and prepare for careers in this growing field.

Our goal is to ensure that the next generation of regenerative medicine scientists represents the diverse communities of our state.

Examples: SPARK, BRIDGES, COMPASS, CIRM Scholars

4

Patient Access

Equitable access to regenerative medicine for a diverse California.

Key Concepts

We are helping Californians learn about regenerative medicine and CIRM-supported resources that may apply to them, their families, and their communities.

We are committed to making regenerative medicine accessible and affordable in California.

Examples: Alpha Clinics, Community Centers of Excellence, Access & Affordability, Patient Advocates, Medical Affairs.

CIRM is a state agency that invests in **regenerative medicine** in California, with a focus on **research, education, and patient access**.

Focus Area	Key Ideas
<p>REGENERATIVE MEDICINE California – a global leader in this new field of medicine</p>	<p>CIRM is California’s driving force in bringing stem cell and gene-based therapies to patients safely and equitably.</p> <p>CIRM's ability to fund regenerative medicine benefits the people of California.</p> <p><i>[refer to “About Regenerative Medicine”, as needed]</i></p>
<p>RESEARCH Advancing World-Class Science</p>	<p>Some of the best scientists in the field of regenerative medicine are right here in California, focusing their research on treating diseases and conditions that have no known cures today.</p> <p><i>Examples: diabetes, sickle cell disease, cancer, and heart conditions and genetic conditions</i></p>
<p>EDUCATION [and WORKFORCE DEVELOPMENT] Helping new generations learn about regenerative medicine.</p>	<p>California is the hub of regenerative medicine research and we’re helping Californians learn about and prepare for careers in this growing field.</p> <p>Our goal is to ensure that the next generation of regenerative medicine scientists represents the diverse communities of our state.</p> <p><i>Examples: SPARK, BRIDGES, COMPASS</i></p>
<p>PATIENT ACCESS Equitable access to regenerative medicine for a diverse California.</p>	<p>We are helping Californians learn about regenerative medicine and CIRM-supported resources that may apply to them, their families, and their communities.</p> <p>We are committed to making regenerative medicine accessible and affordable in California.</p> <p><i>Examples: Alpha Clinics, Community Centers of Excellence, Access & Affordability, Patient Advocates, Medical Affairs.</i></p>

CIRM

CALIFORNIA'S STEM CELL AGENCY

World-Class
Science

Real World
Solutions

Opportunity
For All