



California Institute for Regenerative Medicine (CIRM)

Public Outreach & Communications Team

Independent Citizens' Oversight Committee Meeting

Tuesday, March 28, 2023





Esteban Cortez (he/him/his)
Director of Marketing & Communications

Katie Sharify (she/her/hers)
Communications Team Coordinator

Goals set through plan presented in 2022:

- To position CIRM as a trusted source of information on stem cell, gene therapy and regenerative medicine
- **To work with patient advocate and community-based organizations (CBOs)—who already hold a position of trust with their members and communities—to raise awareness and share relevant information about CIRM's work, services, and impact**



Conversation Highlights



Society for the Advancement of Chicanos/Hispanics and Native Americans in Science (SACNAS) — Promotes diversity in STEM to advance the academic, professional and leadership qualities of students, especially those with underrepresented backgrounds.



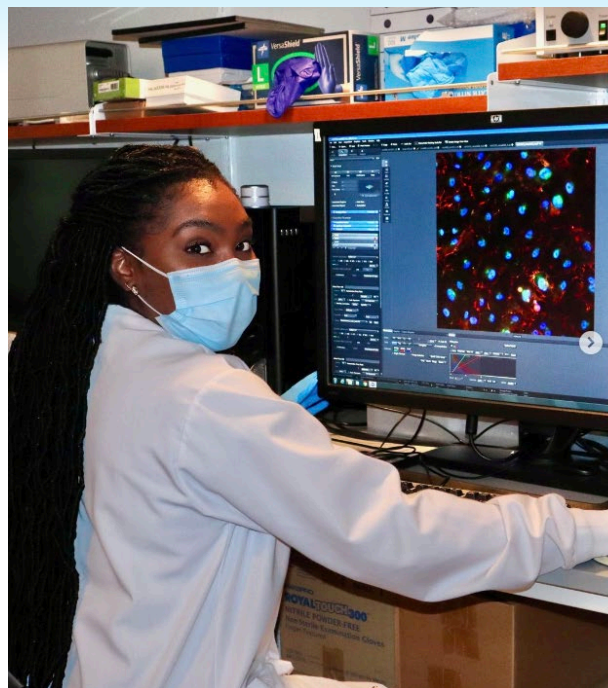
Sacramento Chinese Community Service Center — Nonprofit serving 15,000 children and young adults in 5 school districts throughout Sacramento Area.



Rotary Clubs — Network of clubs that provide service to others, promote integrity, and advance world understanding, goodwill, and peace through our fellowship of business, professional, and community leaders.



Health Assessment and Research for Communities (HARC) — Nonprofit that advances quality of life by helping community leaders use objective research and analysis to turn data into action



CIRM cirmnews Aaliyah Staples-West didn't originally envision becoming a stem cell researcher.

As a student at @sandiegostateuniversity, she admits that she sometimes struggled with reading protocols or finishing experiments on time.

She also was originally studying chemistry, a very distinct scientific field from regenerative medicine.

But when she saw a post on Instagram about @cirm_stemcells's Bridges internship program, she stepped up to pursue the opportunity.

"Everything I was looking for aligned with what I wanted to do. I applied and I was greeted with open arms to an acceptance about a week later," she says.

She completed her internship at the California Consortium for Regenerative Medicine (CCRM) and modeled a rare disease case (CSB).

Fast forward to one year later, she is now confident and has learned various complete research projects.

She now works for biotechnology as a research associate working with

[View insights](#)

101 likes
OCTOBER 25, 2022



The California Institute for Regenerative Medicine (CIRM)

@CIRMnews

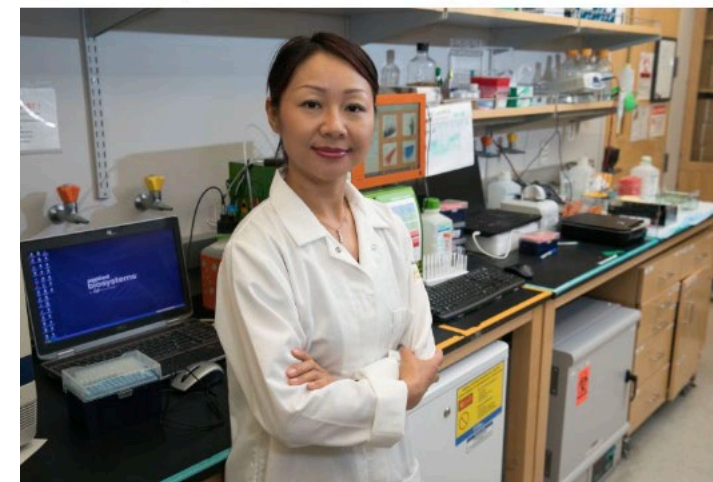
Here's an update in the CIRM-funded Neurona Therapeutics clinical trial for a drug-resistant form of #epilepsy.



California Institute for Regenerative Medicine (CIRM)

4,454 followers
4mo · Edited ·

Dr. **Lili Yang** and her team at UCLA have developed stem cell-engineered invariant Natural Killer T (iNKT) cells, a kind of specialized immune system cell that has the ability to attack and kill a broad range of cancerous ce ...see more



322

3 comments · 14 reposts

Like

Comment

Organic impressions: 17,637 Impressions

Show stats

SOCIAL MEDIA STATS

CIRM social media account growth metrics (July 2022 - Dec. 2022)

LINKEDIN

108%

Increase in followers

Increase in
impressions

200%

Increase in avg
monthly followers

170%

INSTAGRAM

106%

Increase in
impressions

Increase in account
reach

87%

Avg monthly
impressions

5,000

FACEBOOK

7%

Increase in followers

Avg accounts
reached monthly

2,300

TWITTER

173%

Increase in
engagement rate

**1.5% last year vs
4.1% engagement
rate this year**

**Good engagement
rate is
.02 - .09%**

Snapshot of CIRM event participation in 2021-2022:

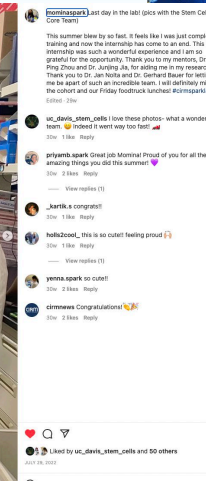
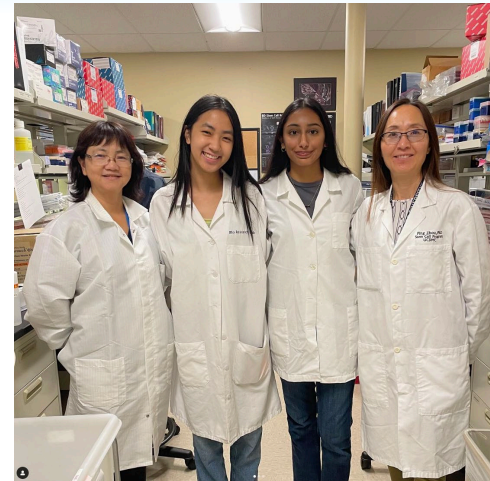
- Clovis/Fresno, Riverside, Palm Desert Listening Sessions
- LA Promise Fund (Educators in Ventura Unified)
- Bay Area Leeds Biotechnology Science Academy
- San Francisco Pride Parade
- VI Palo Alto (Retirement Community)
- Palo Alto Fellowship Forum
- ALS Association
- Summit for Stem Cell Foundation (Parkinson's)
- Rotary Club (Various locations)
- Leukemia and Lymphoma Society Central Valley
- Bridges student group at San Jose State
- Ultragenyx Rare Disease Bootcamp
- Sons in Retirement (Senior group, various locations)
- World Stem Cell Summit - Patient Advocate Panel
- Sunday Assembly (Los Angeles & Bay Area)
- Bridges Conference (San Diego)
- UCSF High School Intern Program
- SPARK Conference
- ISSCR (San Francisco)
- Golden Gate Computer Club
- Golden Gate Breakfast Club
- Rare-X Conference (San Diego)
- CIRM Stem Cell Awareness Day Webinar
- Sanford Burnham (State legislative aides visit)
- UC Davis Students for Rare Diseases
- Translation Medicine & Stem Cell Conference (Undergrads, Berkeley)
- Huntington's Disease Society of America (Orange County, San Deigo)
- Amgen Biotech Experience – Greater Los Angeles Area

PLUS: Dozens of conferences, events and presentations attended by President, Therapeutics, Science and Business Development teams

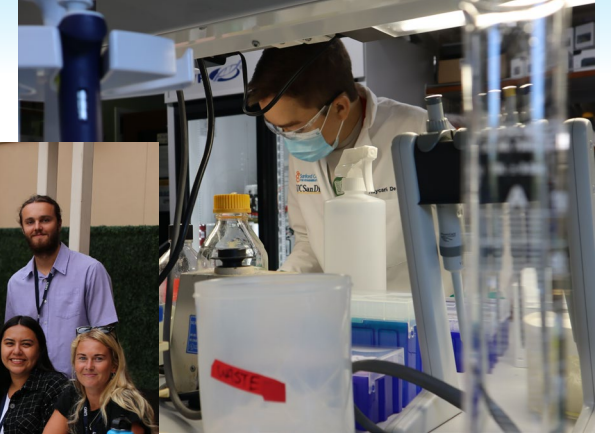


Community outreach and education activities required across all CIRM education programs

- **Types of engagement events**
 - STEM Saturday
 - Booths at community fairs
 - Science fairs
 - Disease awareness marathons
 - Classroom presentations
 - Outreach to lawmakers
- **Social media**
 - Trainees and students active on social media



- Enthusiasm among students and CBOs to engage with CIRM and communities
- Successful connection with CBOs that have similar missions or initiatives
- Building trust w/ communities is key
- Requests for templates and guidance on doing community outreach and communication
- Idea sharing on ways to reach officials or communities
- More networking and mentorship opportunities with peers in CIRM education programs
- Use social media for community outreach
- Messaging template development



THANK YOU!