

Real Life™

California Institute for Regenerative Medicine (CIRM)
Public Outreach & Communications
Communications Subcommittee
Thursday, March 9th, 2023

CIRM
CALIFORNIA'S STEM CELL AGENCY

OUR MISSION

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





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

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



Goals set through plan presented in May 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.

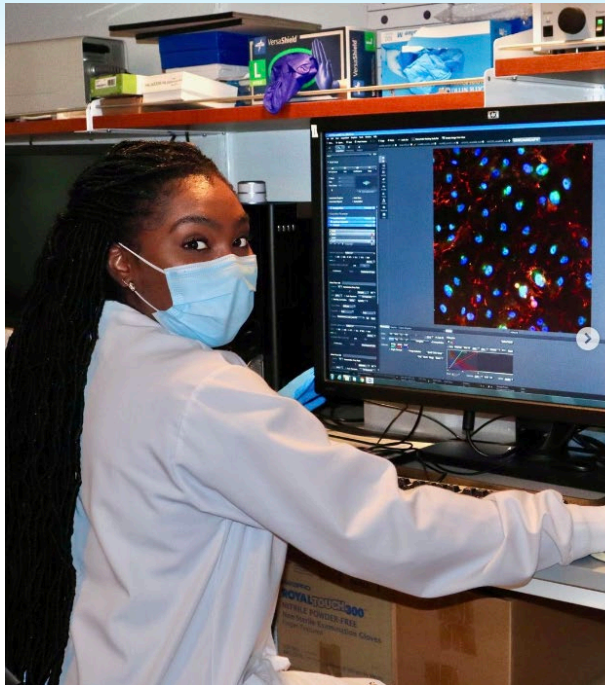


Health Assessment and Research for Communities (HARC) — Nonprofit that advances quality of life by helping community leaders use objective research and analysis to turn data into action

Key Takeaways from Outreach



- Lots of enthusiasm from patient advocate, science (STEM) and education-focused organizations/clubs
- High interest in learning more about stem cells and CIRM's impact on economy
- Successful connection with CBOs that have similar missions or initiatives
- A trusted community member very helpful in establishing connection
- Lots of events remained postponed in 2022 or virtual. Many events resuming in 2023.



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 center (CSB).

Fast forward to one year later, she is more confident and has learned various skills to 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.

CIRM 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 likes · 3 comments · 14 reposts

Like Comment

Organic impressions: 17,637 Impressions Show stats

SOCIAL MEDIA STATS

CRIM 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%

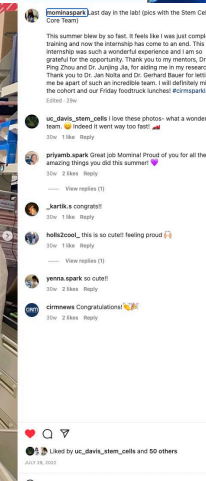
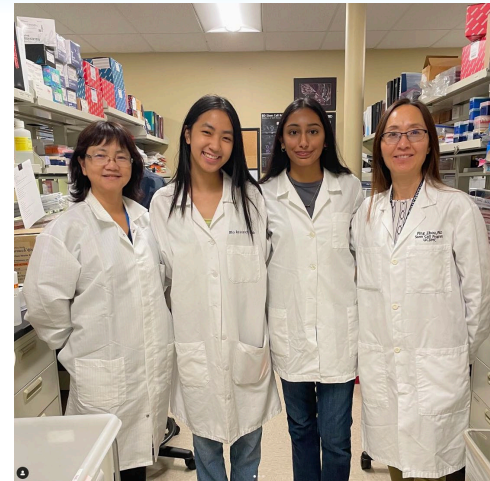
Snapshot of CIRM event participation in 2021-2022:

- 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



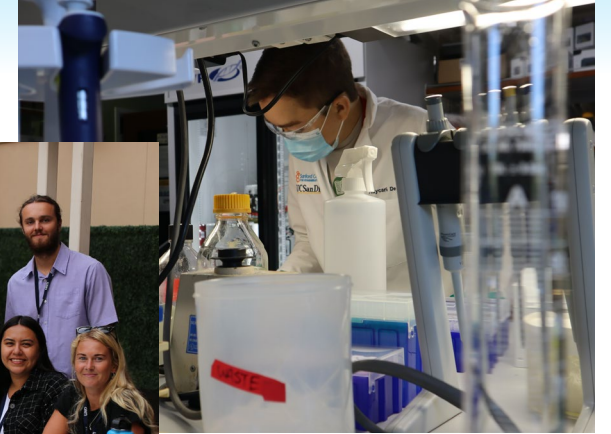
Community outreach and education activities required across all CIRM education programs

- 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



Key Takeaways

- Lots of enthusiasm to engage with communities and do outreach
- Mentorship opportunities
- Requests for templates and guidance on doing community outreach
- Idea sharing on ways to reach officials or communities
- Some students find science communication challenging
- More networking opportunities with peers in CIRM education programs
- Use social media for community outreach



Listening Sessions Recap

