

# Real Life™

California Institute for Regenerative Medicine (CIRM)  
Public Outreach & Communications  
Communications Subcommittee  
June 10, 2024



# Marketing, Communications, & Public Outreach Team



**Koren  
Temple-Perry**

Sr. Director of Marketing  
& Communications



**Esteban  
Cortez**

Director of Marketing  
& Communications



**Aditi  
Desai**

Community Outreach  
Manager



**Katie  
Sharify**

Communications  
Team Coordinator



**Christina  
Smith**

Social Media &  
Content Specialist



Logo and Branding  
Update



Website Update +  
Social Media  
Updates



Community  
Outreach Highlights



Patient Access  
Newsletter



The communications team recommended updating our current CIRM logo for 3 key reasons:

1. Improve readability and visibility in our name
2. Increase clarity of CIRM in many communities
3. Strengthen our current brand

**C I R M**

**CALIFORNIA INSTITUTE FOR  
REGENERATIVE MEDICINE**

- ✓ Legible
- ✓ Approachable
- ✓ Clean
- ✓ Human

The CIRM logo suite includes four primary variations of the logo: full-color (sometimes referred to as “four-color”), white, blue, and Spanish.



Full-color logo



All-white logo variation



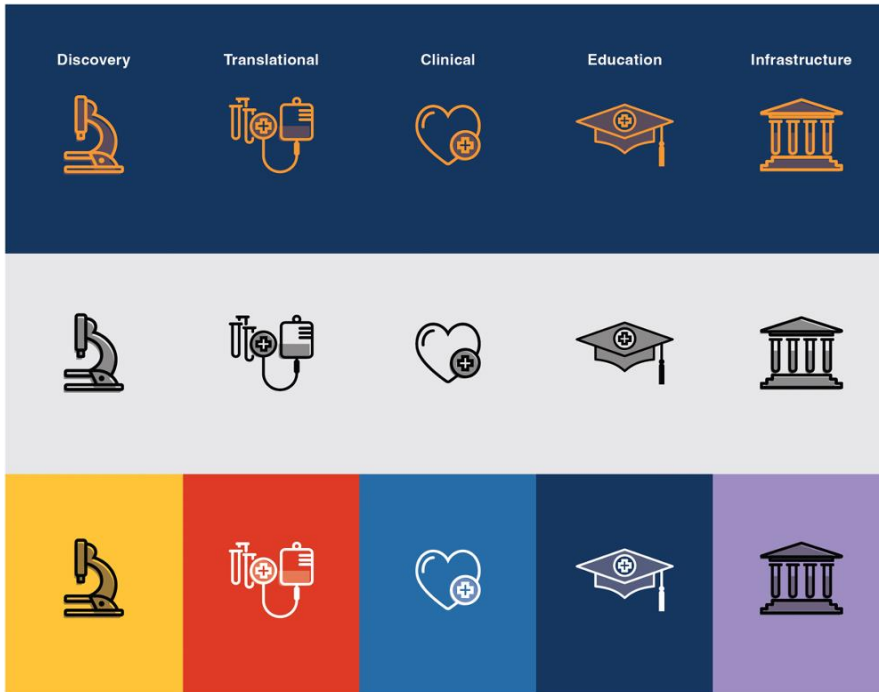
All-blue logo variation



Full-color Spanish Logo



Hosted internal brand workshop to ensure consistency before formal roll out



<p><b>DARK BLUE</b></p> <p>Pantone: 4151 CP CMYK: 100   52   0   0 RGB: 87   51   49 Hex: #17365f</p>	<p><b>MEDIUM BLUE</b></p> <p>Pantone: 7684 CP CMYK: 87   56   10   1 RGB: 40   109   168 Hex: #286da8</p>	<p><b>ORANGE-RED</b></p> <p>Pantone: 2027 CP CMYK: 0   80   79   0 RGB: 219   57   25 Hex: #db3919</p>
<p><b>PURPLE</b></p> <p>Pantone: 2086 CP CMYK: 39   46   0   0 RGB: 149   105   214 Hex: #9569d6</p>	<p><b>GOLD</b></p> <p>Pantone: 136 CP CMYK: 0   22   83   0 RGB: 255   161   68 Hex: #ffa144</p>	<p><b>YELLOW</b></p> <p>Pantone: 122 CP CMYK: 0   0   80   0 RGB: 255   195   56 Hex: #ffc338</p>



CIRM branded suite of 1-pagers, PPT templates, brochures, email signatures, branded letterhead, social media headers to align with updated design

**CIRM**  
CALIFORNIA INSTITUTE FOR REGENERATIVE MEDICINE

**CIRM's Mission**

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

**CIRM's Vision**

Since CIRM's inception in 2004, the Agency has invested \$4.2 billion to fund regenerative medicine research, infrastructure, and education programs. CIRM advances regenerative medicine in California through collaboration, innovation, and support for all stages of research, while also addressing manufacturing challenges and promoting inclusivity and diversity in the field.

**CONTACT US**

(510) 340-9101  
INFO@CIRM.CA.GOV

601 GATEWAY BLVD, SUITE 400  
SOUTH SAN FRANCISCO, CA 94080

CIRM.CA.GOV

**Accelerating Regenerative Medicine for California and the World**

CIRM

CALIFORNIA INSTITUTE FOR REGENERATIVE MEDICINE

**Innovation One Patient at a Time**

The California Institute for Regenerative Medicine (CIRM) accelerates the translation of groundbreaking discoveries into therapies, taking us one step closer to progress that can make a difference in people's lives.

**VERONICA MCDUGALL**  
**New Vision, New Hope**

Veronica was diagnosed with retinitis pigmentosa (RP), a rare degenerative condition of the retina that would eventually leave her legally blind. She enrolled in a clinical trial at UC Irvine funded by CIRM and led by the biotech company iCyte. In the trial, a dedicated research team injected retinal progenitor cells into her left eye, leading to steady vision improvement. Although her vision deteriorated during her senior year of college, she joined a second CIRM-funded iCyte clinical trial, resulting in even stronger vision in her left eye. Veronica and her partner, Robert, now embrace parenthood with their son, Elliott.

**HATAALII TISIYATONII ("HT") BEGAY**  
**Four-Year-Old Medical Pioneer**

Shortly after his birth in the Navajo nation, Hataalii Tisiyatonii ("HT") Begay was diagnosed with Artemis Severe Combined Immunodeficiency Disease (SCID). This meant he had no functioning immune system, leaving him at risk of deadly infections. HT was the first child to participate in a CIRM-funded UCSF trial where lead investigators collected his own blood stem cells, modified them with a healthy version of the defective gene, and then re-infuse the corrected cells back into his body to rebuild his immune system. Thanks to this CIRM-funded therapy, HT is an energetic and healthy little boy who is home and off his medications.

**ANNETTE ADKINS**  
**Potential to Suppress Seizures in a Single Dose**

Annette's life transformed after joining a CIRM-funded trial for drug-resistant epilepsy with Neurons Therapeutics. In the trial, she received a single dose of a neuronal cell therapy derived from human stem cells, known as NRTX-1001. In the past, Annette endured frequent seizures, but thanks to this groundbreaking therapy, she has had a greater than 90% reduction in seizure frequency, allowing her to do the activities she loves. CIRM has supported Neurons's research from the initial discovery research stage to the ongoing first-in-human clinical trial, which was supported with an \$8 million grant.

<b>Education Programs</b>	<b>Infrastructure Program</b>
<b>\$438 Million</b>	<b>\$578 Million</b>

Through education programs, CIRM is helping train the next generation of regenerative medicine scientists and technicians needed to advance the field.

CIRM's infrastructure program builds real and virtual centers that provide the resources, expertise, and information needed to advance CIRM's mission.

\*As of January 2024

**CIRM**  
CALIFORNIA INSTITUTE FOR REGENERATIVE MEDICINE

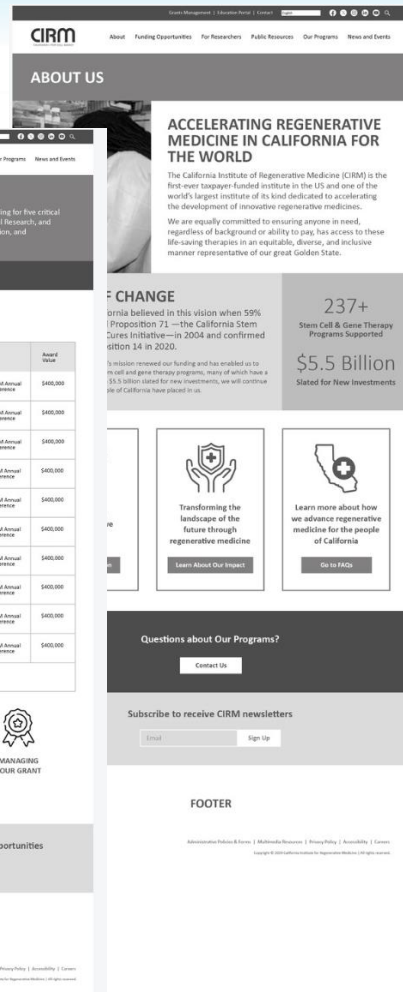
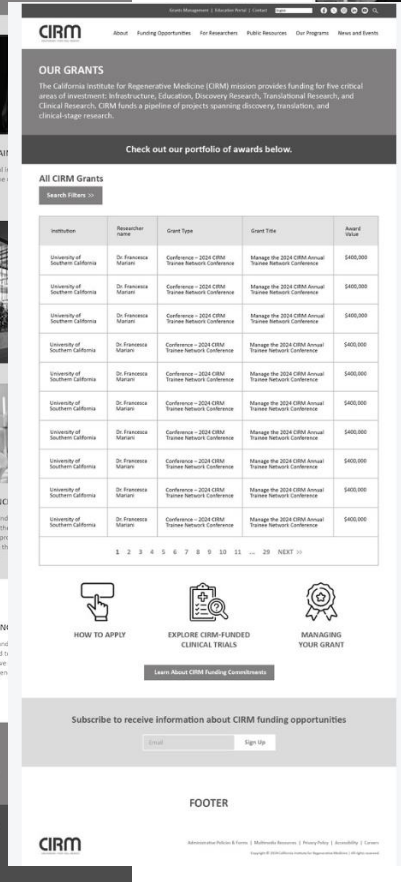
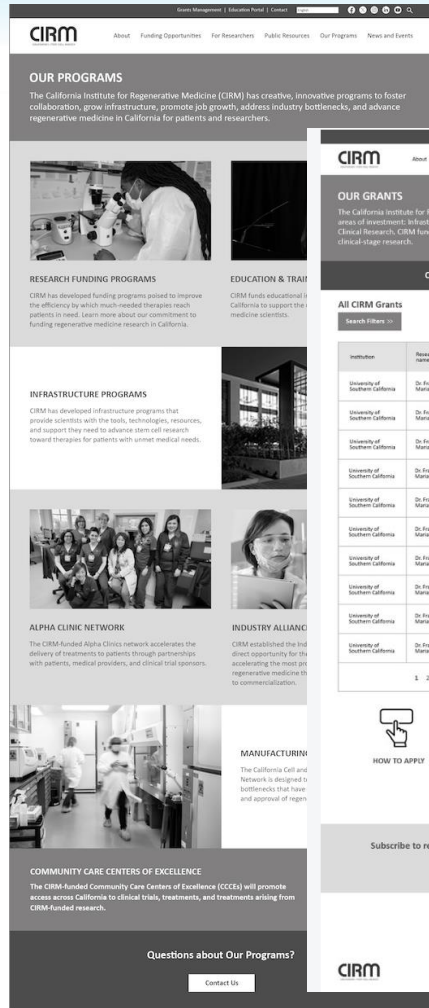
(510) 340-9101  
INFO@CIRM.CA.GOV

601 GATEWAY BLVD, SUITE 400  
SOUTH SAN FRANCISCO, CA 94080

(510) 340-9101  
INFO@CIRM.CA.GOV

601 GATEWAY BLVD, SUITE 400  
SOUTH SAN FRANCISCO, CA 94080

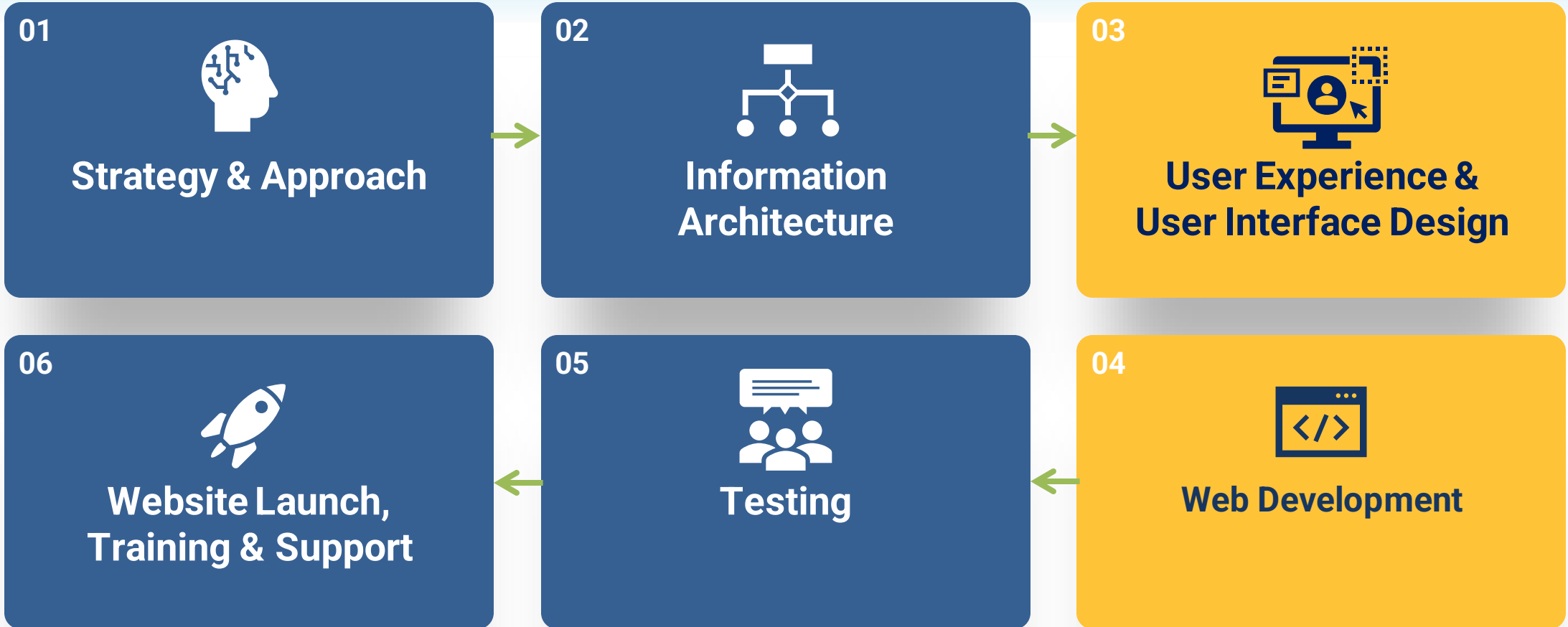




## Digital enhancement goals for cirm.ca.gov

- Improved navigation
- Fresh, modern design to enhance user experience
- Consistent branding for a cohesive look
- Addition of new and relevant content
- New widget will be installed to ensure accessibility compliance





**46.4K\* Followers**

4.8% increase since February 2024

## Facebook

**Content Interactions: 1.6K**

**33.1%** increase compared to  
July 2022 - May 2023 time period

**Accounts Reached: 171.7K**

**2K%** increase compared to  
July 2022 - May 2023 time period

## Instagram

**Content Interactions: 1K**

**100%** increase compared to  
July 2022 - May 2023 time period

**Accounts Reached: 9.3K**

**4%** increase compared to  
July 2022 - May 2023 time period

## LinkedIn

**Content Interactions: 5.4K**

**43%** increase compared to  
July 2022 - May 2023 time period

**Accounts Reached: 265.2K**

**160%** increase compared to  
July 2022 - May 2023 time period

\*now including 8.8K YouTube subscribers

## Igniting Innovation and Providing Opportunities

Video produced by Scientific Programs & Education team. Communications team supported with video launch.

**Email Total Opens: 1,030**  
**Email Open Rate: 24.4%**  
**Social Media Impressions: 7.7K**  
**Total Engagement Rate: 5.58%**  
**Video Views: 9K**  
**U.S. Local Gov't Feed/Newsire Reach: ~2M**





California Institute for Regenerative Medicine  
13K likes · 11K followers

**Intro**  
The California Institute for Regenerative Medicine (CIRM) is committed to inclusivity in regenerative medicine.

Page: Government organization  
601 Gateway Blvd, Suite 400  
+1 510-340-9101  
info@cirm.ca.gov  
cirm.ca.gov

Rating: 4.9 (212 Reviews)

## Social Media campaign

**California Institute for Regenerative Medicine**  
@CIRMTV · 8.8K subscribers · 618 videos

The mission of the California Institute for Regenerative Medicine (CIRM) is to accelerate...more

**Igniting Innovation: Bringing New and Diverse Perspectives into Regenerative Medicine**  
401 views · 1 month ago

The California Institute for Regenerative Medicine (CIRM) offers invaluable educational and training pathways in regenerative medicine tailored for students and young professionals representing the diverse tapestry of California's communities.

CIRM's education and training programs support the next generation of regenerative medicine scientists, ranging from...  
READ MORE

## Placement on program landing pages

**UCLA Broad Stem Cell Research Center**

About | People | Research | Training & Education | News & Events

### CSUN-UCLA STEM CELL SCIENTIST TRAINING PROGRAM

Each year, the CSUN-UCLA Stem Cell Scientist Training Program provides 10 Cal State Northridge undergraduate students with year-long, full-time paid internships in the laboratories of esteemed faculty from our center and the UCLA Health Jonsson Comprehensive Cancer Center.

Prior to beginning their internships, students accepted into this competitive program receive intensive training in stem cell biology, experimental design and advanced laboratory techniques.

As interns, students complete additional training through complementary coursework at CSUN as well as workshops and seminars covering career development, patient advocacy, ethics and regulatory affairs and science communications.

This program is designed to serve as a springboard for careers in stem cell research in academia and industry.

**TRAINING & EDUCATION**

**Training Programs**

- [Broad Stem Cell Research Center Training Program](#)
- [COMPASS Program](#)
- [CSUN-UCLA Stem Cell Scientist Training Program](#)

**Understanding Stem Cell Research**

**Glossary**

**Classes & Clubs**

**Program Director**

**Cindy Malone**  
[CMalone@csun.edu](mailto:CMalone@csun.edu)

**CIRM**  
CALIFORNIA'S STEM CELL AGENCY

At the California Institute for Regenerative Medicine (CIRM), we are dedicated to fostering a diverse workforce in regenerative medicine, from high school scholars to doctoral candidates and clinical fellows. By partnering with community organizations and support groups, we provide mentorship and support opportunities for students and professionals from our state's diverse communities. These programs guide students through mentorships and hands-on experiences to explore the wide array of career paths available, regardless of their educational background or skill level.

[Watch the video](#)

## Email Campaign - A/B Testing

**CIRM**  
CALIFORNIA'S STEM CELL AGENCY

At the California Institute for Regenerative Medicine (CIRM), we are dedicated to fostering a diverse workforce in regenerative medicine, from high school scholars to doctoral candidates and clinical fellows. By partnering with community organizations and support groups, we provide mentorship and support opportunities for students and professionals from our state's diverse communities. These programs guide students through mentorships and hands-on experiences to explore the wide array of career paths available, regardless of their educational background or skill level.

[Explore their stories](#)



1

**Enhance  
Awareness  
and  
Understanding**

2

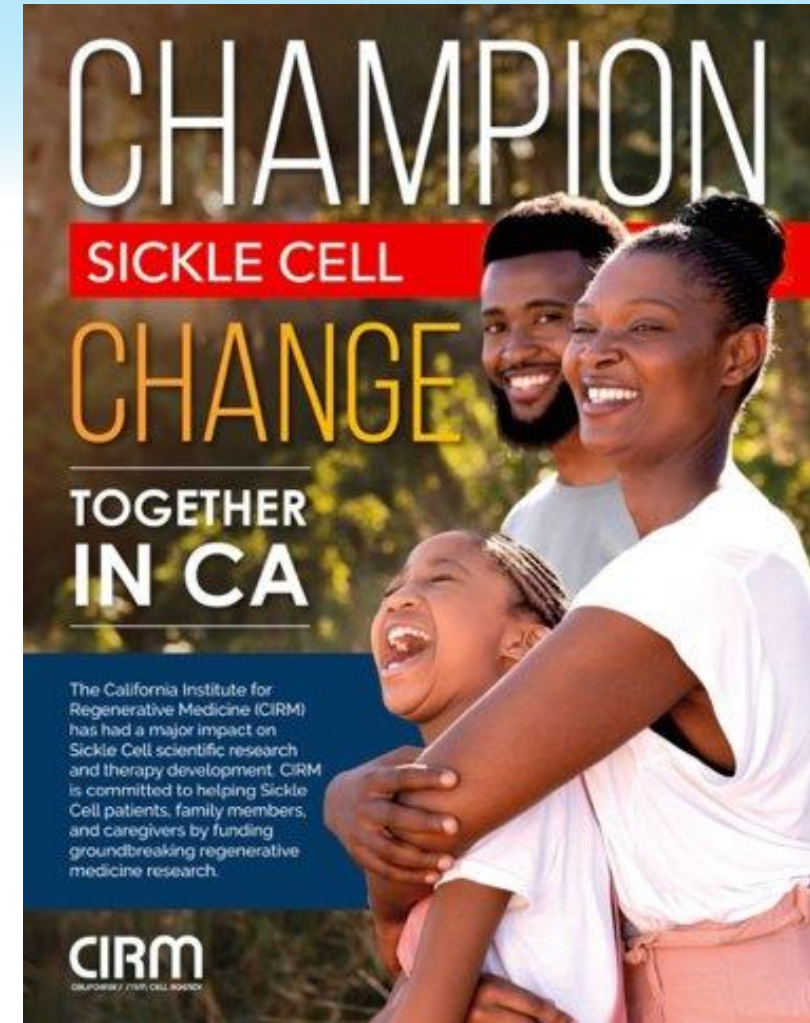
**Strengthen  
Collaborative  
Partnerships**

3

**Increase  
Geographically  
Focused  
Outreach**

## Campaign Launched Feb. 25

- **Email Alert—**
  - **Opens:** 1.5K
  - **Open Rate:** 31%
- **Blog Views:** 785
- **Earned Social Media—**
  - **Accounts Reached:** 13.5K
  - **Unique Engagements:** 260+
- **Digital Ad Unique User Views:**
  - **Meta:** 110,542
  - **Google:** 940
- ~150-200 views from events to date
- Four community events highlighting SCD Campaign info:
  - Black Joy Parade - Oakland
  - Talk into Action - Pacifica
  - Soul Stroll – San Mateo
  - Combined estimated visibility for CIRM and campaign: 30,500



**CIRM**  
CALIFORNIA'S STEM CELL AGENCY

## JUNTOS APOYAMOS EL CAMBIO

DE CÉLULAS FALCIFORMES EN CALIFORNIA

*The California Institute for Regen El Instituto de Medicina Regenerativa de California (CIRM, por sus siglas en inglés) ha tenido un gran impacto en la investigación científica y el descubrimiento de células falciformes, erative a major impact on h and discovery.*

JUNTOS APOYAMOS EL CAMBIO DE CÉLULAS FALCIFORMES

Visite [cirm.ca.gov/sickle-cell](http://cirm.ca.gov/sickle-cell) para obtener más información sobre cómo puede ayudar.

**CIRM**

**CIRM**  
CALIFORNIA'S STEM CELL AGENCY

**Tackling Sickle Cell Disease From Within**

Evie Junior participated in a clinical trial funded by the California Institute for Regenerative Medicine (CIRM) to find and accelerate a potential gene therapy for sickle cell disease.

# CHAMPION SICKLE CELL CHANGE TOGETHER IN CA

The California Institute for Regenerative Medicine (CIRM) has had a major impact on Sickle Cell scientific research and therapy development. CIRM is committed to helping Sickle Cell patients, family members, and caregivers by funding groundbreaking regenerative medicine research.

**CIRM**  
CALIFORNIA'S STEM CELL AGENCY

## WHAT IS SICKLE CELL DISEASE?

Sickle cell disease is a genetic disorder that causes red blood cells to assume a sickle shape under stress - clogging blood vessels, producing episodes of excruciating pain called crises, and causing organ damage. This disease disproportionately affects people of African American heritage.

Normal Blood Cell	Sickle Cell
Healthy red blood cells, flow freely within blood vessels.	Abnormal sickle cells block blood flow within blood vessels.
Rounded and pliable shape of healthy hemoglobin	Rigid cell-form strands that cause a sickle shape

**CIRM**  
CALIFORNIA'S STEM CELL AGENCY

## Championing Change for Sickle Cell in California

**Accelerating Research and Awareness of Sickle Cell Disease**  
The California Institute for Regenerative Medicine (CIRM) is funding regenerative medicine and gene therapy research to improve the lives of Sickle Cell patients in California and the world.

**WHAT IS SICKLE CELL DISEASE?**

Evie Junior was born with a life-threatening condition that affects most of them Black and Latino (sickle) rather than smooth and round (normal) causing intense pain, organ damage, and a shortened life span.

By 18, Evie experienced several hospitalizations. In his mid-20s, he took part in a clinical trial at UCLA, where researchers used stem cells and, in the lab, inserted healthy normal cells. The modification of the cells. The modification of the body to create a new blood supply.

Since the treatment, Evie has been able to live a normal life without requiring medications or transfusions.

**Our Mission for Sickle Cell**

Funding Research is Crucial

Working Together to Champion Change





## Soul Stroll

- 500 attendees
- 60-65 engagement touchpoints
- Primarily Black/AA attendees with some Hispanic/Latinx and Asian
- Shared information on SCD Campaign

## Parkinson's Foundation Moving Day SF

- ~20 engagement touchpoints
- 100 event attendees\*
- Primarily friends/families impacted by Parkinson's Disease
- Industry partners working in Parkinson's also present
- Shared information on funding for Parkinson's research





# Engaging with the Parkinson's Community



## Stem Cell Internships in Laboratory-based Learning (SJSU SCILL)

- Grad students + program directors
- 7 Bridges trainees
- Resource sharing
- Tips and inspiration for upcoming outreach events
- Promoted sickle cell disease campaign
- Feedback for outreach resources








## Los Angeles Bioscience Ecosystem Summit Twenty 24 (LABEST)

- ~1000 attendees
- Highlight impact in bioscience innovation in Los Angeles area
- Event co-sponsor
- Audience: scientists, entrepreneurs, biotech leaders, CIRM trainees

**CIRM**  
CALIFORNIA'S STEM CELL AGENCY

CIRM is a proud supporter of LABEST and bioscience innovation in Southern California.

## Making an Impact in Los Angeles



The California Institute for Regenerative Medicine (CIRM) accelerates various stages of research, funds infrastructure programs, and grows California's diverse workforce to advance therapies to patients.

### Accelerating Innovative Research

CIRM funds regenerative medicine research in three main stages that build upon one another: Discovery, Translational, and Clinical. To date, CIRM has invested **more than \$3 billion** in these areas to advance therapies to patients, including funding 100+ clinical trials for diseases and conditions like cancer and diabetes.

### Enhancing Stem Cell Research Training and Education

CIRM funds education and training programs in the Los Angeles region to help train the next generation of stem cell scientists, including high school, undergraduate, and graduate students to doctoral candidates and clinical fellows.

### CIRM'S IMPACT BY THE NUMBERS

- \$1.2 BILLION+** invested into the LA region over 381 CIRM awards
- \$126 MILLION+** invested in Education & Training Programs in the LA region
- \$144 MILLION+** invested in LA-based Infrastructure projects, including Alpha Clinics and Manufacturing Network sites

**CIRM** [CIRM.CA.GOV](http://CIRM.CA.GOV)







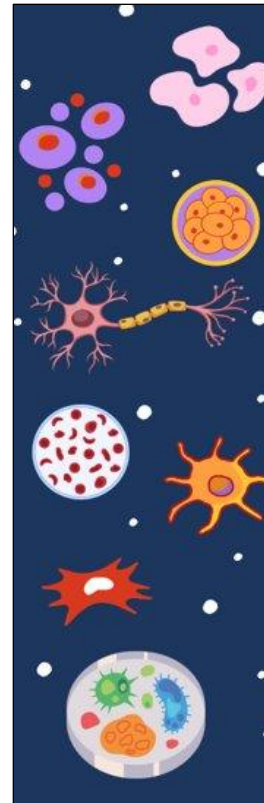


**WORD SEARCH**

CAN YOU FIND THE FOLLOWING 15 SCIENCE TERMS HIDDEN BELOW?

ACCESS EDUCATION LAB RESEARCH TECHNOLOGY  
CALIFORNIA GENETICS MEDICINE SCIENCE THERAPY  
DISEASE INFRASTRUCTURE PATIENTS STEM CELL TREATMENT

GENETICSMTREATMENT



**What are stem cells?**  
Stem cells are cells that have the ability to divide and create an identical copy of themselves, a process called self-renewal. They can also divide to form cells that mature and make up every type of tissue and organ in the body.

There are many different types of stem cells, each with very different potential to treat disease.

At CIRM, we envision a future where scientists can use the power of stem cells to treat diseases and conditions that affect millions of people.

The California Institute for Regenerative Medicine (CIRM) is a state agency that funds different opportunities to move stem cell and regenerative medicine treatments forward in California and the world.

**STEM CELLS**  
COLORING

**What are stem cells?**  
Stem cells are cells that have the ability to divide and create an identical copy of themselves, a process called self-renewal. They can also divide to form cells that mature and make up every type of tissue and organ in the body.

There are many different types of stem cells, each with very different potential to treat disease.

At CIRM, we envision a future where scientists can use the power of stem cells to treat diseases and conditions that affect millions of people.

**CIRM**  
CALIFORNIA'S STEM CELL AGENCY

The California Institute for Regenerative Medicine (CIRM) is a state agency that funds different opportunities to move stem cell and regenerative medicine treatments forward in California and the world.

## Publication Goals:

1. **Inform and Educate:** raise awareness about CIRM's mission, initiatives, and the importance of cell and gene therapy as well as educate on the public on the risks of stem cell tourism.
2. **Enhance Awareness:** promote CIRM's role as a resource hub and its various programs like the Community Care Centers of Excellence and the Patient Support Program. Share information about Alpha Clinic network trials
3. **Enhance Patient Engagement:** empower patients with knowledge and resources to participate in their care as well as broader events.
4. **Facilitate Relationship Building:** strengthen connections with patient advocacy groups, community-based organizations (CBOs), clinics, and other stakeholders.



What content should we feature in the upcoming publication?



How can you get involved?



Where should we distribute the publication?

**Thank you!**