

Communications Update

September 26, 2024





Key Highlights

- ✓ Upcoming CIRM Publication
- ✓ Patient Impact Stories
- ✓ Media Highlights
- ✓ Outreach Events
- ✓ Event Marketing (SPARK and USC Trainee Conferences)

Marketing Communications Support

CIRM
CALIFORNIA INSTITUTE FOR
REGENERATIVE MEDICINE

Accelerating Regenerative Medicine for California and the World

As a world leader in regenerative medicine and stem cell research, the California Institute for Regenerative Medicine (CIRM) provides funding for innovative regenerative medicine, stem cell, and gene therapy research.

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

TRANSFORMING MEDICINE FOR CALIFORNIA AND BEYOND
CIRM funds innovative research to explore what is possible in regenerative medicine to **pave the way** for a brighter future for **diverse communities** across California.

The voters of California believed in this vision when they passed Proposition 71 to establish CIRM as the first ever state-funded institute to advance science for the people.

This vote of confidence allowed CIRM to fund the most promising therapies and provide Californians with opportunities to prepare for careers in regenerative medicine where they can push the boundaries of what is possible.

The passage of Proposition 14 in 2020 renewed CIRM's funding and assured the work was able to continue. With \$5.5 billion slated for new investments, and more than 237 active stem cell and gene therapy programs, CIRM will honor the trust the people of California have placed in us.

FOUR UNIQUE CIRM-FUNDED EDUCATION & TRAINING PROGRAMS

HIGH SCHOOL
Summer Program to Accelerate Regenerative Medicine Knowledge (SPARK)
CIRM's past summer leadership program offers diverse high school students unique opportunities to visit lab research facilities, particularly students who might not otherwise have the chance to take part in internships due to economic constraints.

UNDERGRADUATE
Bridges to Stem Cell Research and Therapy (Bridges)
The Bridges program provides diverse undergraduate and master's students from California state universities and community colleges with full-time, paid research lab research opportunities in second-class labs across the state, allowing them to work on careers in biomedical sciences or pursue further graduate or professional studies.

POST-GRADUATE
Creating Opportunities through Mentorship and Partnership Across Stem Cell Research (COMPASS)
COMPASS provides opportunities with lab research to bring diverse and innovative regenerative medicine research to the forefront.

PH.D. AND POST-DOCTORAL
Igniting Innovation
Education, Training, and Workforce Development

CIRM-Funded Education Programs
SPARK, Bridges, COMPASS, and IM Scholars provide hands-on training in the technical skills critical to scientific and medical advancement and connect to real-world opportunities in the field.

The California Institute for Regenerative Medicine (CIRM) funds and provides valuable educational and training opportunities in regenerative medicine for students and young professionals from backgrounds that reflect the diverse communities of the state.

CIRM.CA.GOV

the next generation of regenerative medicine is here in California.

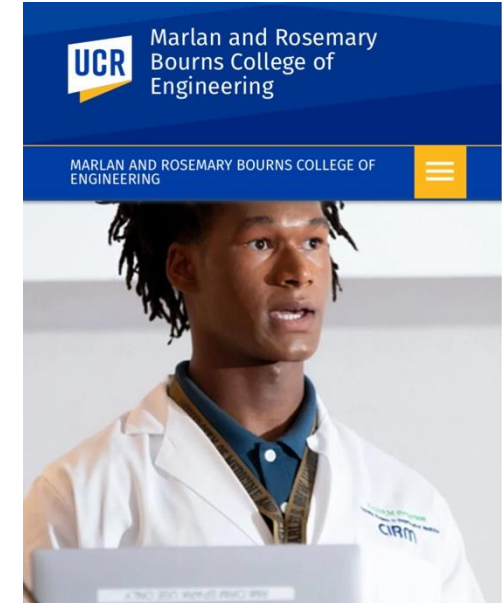
Learn more about each program and application criteria

Screenshot



SPARK Conference

- SPARK intern social media challenge [sharing their internship experience](#)
- Hashtag #CIRMSPARKLab reached **4,064** accounts on X and Instagram during event
- Collaboration with UC Riverside media teams



New Horizons in Healing

UC Riverside's Marlan and Rosemary Bourns College of Engineering to host a stem cell conference to showcase future researchers and advances in regenerative medicine

May 31, 2024

SPARK Social Media Challenge

- Invited SPARK interns to participate in a [social media challenge](#) that gave people a sneak peek into their internship
- Allowed interns to be creative and shares a behind-the-curtain look to the public on what it means to intern at a lab
- 10 interns from various programs participated



CIRM Trainee Networking Conference

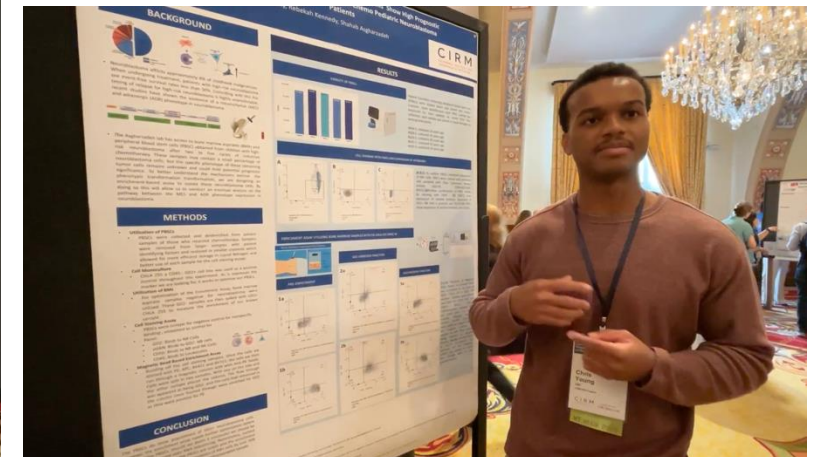
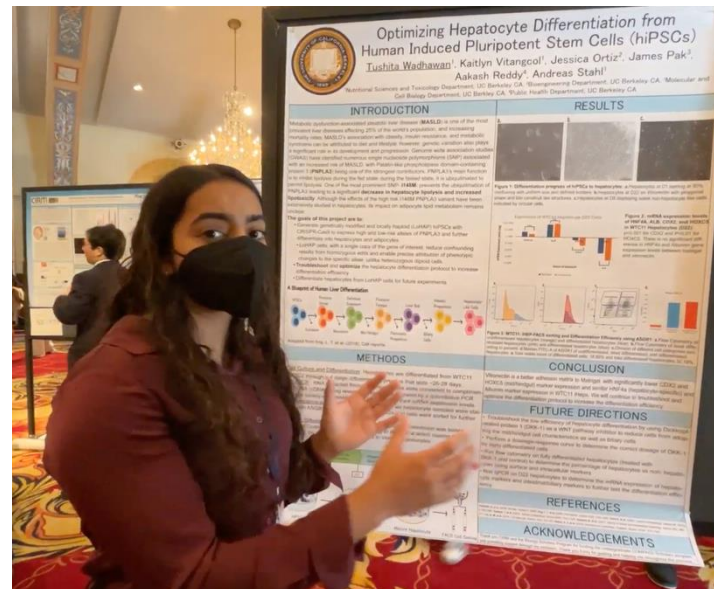
#CIRMTraineeConference

- Hashtag #CIRMTraineeConference reached **17,375** accounts on X and Instagram during event
- CIRM COMPASS, Bridges, and Scholars trainees submitted [elevator pitches](#) to share
- Interviewed 10 CIRM trainees about their experience in their programs and research



Igniting Innovation: The Research Pitch Challenge

- CIRM invited Bridges, COMPASS, and Scholar trainees to [practice elevator pitching their research](#)
- The challenge aimed to encourage trainees to practice their science communication and public speaking skills
- 14 trainees participated



Event Coverage

- Blog highlights
- Social media mentions
- Earned media

USC-hosted CIRM conference welcomes stem trainees from across California

BY [Cristy Lytal](#)
POSTED August 17, 2024 • READING TIME 5 minutes

At the inaugural California Institute for Regenerative Medicine (CIRM) Trainee Network Conference, over 400 students and postdocs from across California gathered for three days of learning, networking, and career development on USC's University Park Campus. The conference also hosted representatives from [CIRM](#), [the International Society for Stem Cell Research \(ISSCR\)](#), [the National Marrow Donor Program](#), and the cell manufacturing facilities at USC, Cedars Sinai, and Stanford University. The conference was organized by USC Stem Cell and funded by a grant from CIRM with additional sponsorsh



Poster session at U CIRM Trainee Netw Bianco)

Two Porterville women speak at regenerative medicine conference

SPECIAL TO THE RECORDER Aug 20, 2024

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Two Porterville natives met for the first time at an unlikely place — the Natural History Museum of Los Angeles, kicking off an event at the University of Southern California where The California Institute for Regenerative Medicine, CIRM, held its annual Trainee Network Conference in which Porterville's Kim Cade and Gabby Cox were asked to speak.

Cade, a 1990 Monache, and now a Morro Bay resident for a decade had her priorities shifted in 2021. Her two younger brothers, Jeff and Joseph were diagnosed with a rapidly progressive and fatal neurological condition, adult-onset leukoencephalopathy with axonal spheroids and pigmented glia, ALSP. While Kim carries the mutation to the CSF1R gene that can result in ALSP, she remains asymptomatic.

Kim is a Board Director for the Sisters' Hope Foundation, SHF, the only organization that helps patients and their families suffering from ALSP. The SHF also raises money to help fund research, which Kim has played a personal role in, donating her blood for further testing, and taking part in the Natural History Studio at SHF's San Francisco.

IN THIS :

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- > [Video](#)
- > [Impac](#)

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California Institute for Regenerative Medicine reposted

Ryan @BrainOrganoids · Aug 14

It was very cool to spend the last few days talking science with @CIRMnews folks at USC.

I'm proud to be part of such an exciting movement! It feels great to be so aligned with my career path and the people and institution that have made it possible!



Next Generation of Regenerative Medicine Scientists and the Golden Era of Biomedical Innovation

AUGUST 23, 2024 / CHRISTINA SMITH



Kits Cubed Fair (KITS)³

- 4th Annual STEM Fair at Oakland Technical HS
- +1,600 Elementary age students and families
- Hands-on activities
 - DNA bracelet making
 - Plinko board
 - CIRM-branded coloring pages and crossword puzzles



Upcoming Events

- Alzheimer's Association Walk in Fresno/Madera
- Vision Walk LA
- Rotary Club Presentations
 - Campbell
 - San Francisco
 - Fremont





Thank You

