**2017**

**292 MILLION** impressions on-line, on TV, and in person

### CLINICAL TRIALS
- **Pay it Forward: Volunteering for a Clinical Trial** pocket film
- 113,115 YouTube views

### VACCINES
- **45,821,500** impressions and 10,939 airings of TV PSA

### NATIONAL HEART VALVE DISEASE AWARENESS DAY
- 1st ever day raising awareness about the disease

### NATIONAL PARTNERS
- **27** Congressional meetings created champions for the day

### MENTAL HEALTH AND OLDER ADULTS
- **21** NATIONAL PARTNERS
- **27** letters to-the-editor
- **123 MILLION** impressions on-line, on TV, and in person

### CLINICAL TRIALS
- **530,909** YouTube views
  - 26% were ages 65+
- **151,000** Facebook video views totaling 42,100 minutes
- **2.5 million** Twitter impressions

### ACCELERATE CURE/TREATMENTS FOR ALZHEIMER’S DISEASE
- Held the 10th Annual FDA/AD Allies meeting
- Led advocacy efforts with partner organizations that resulted in a $414M increase in NIH funding for dementia research in FY18

### AGE-RELATED MACULAR DEGENERATION
- **Taking a Closer Look at AMD** campaign reached 144,324 people on Twitter with a potential impact of more than 1.9 million

### ATRIAL FIBRILLATION STROKE PREVENTION
- 615,955 views of digital PSA

### VENOUS THROMBOEMBOLISM
- **Living with VTE PSA**
  - Aired 9,591 times on 105 radio stations
  - Estimated Audience of 15,591,100

### NATIONAL HEART VALVE DISEASE AWARENESS DAY
- More than 29 national organizations called on HHS to declare February 22nd National Heart Valve Disease Awareness Day

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