The Alliance for Aging Research is the nation’s leading nonprofit policy and health education organization dedicated to furthering medical research that improves aging and health.
2018 BY THE NUMBERS

**NATIONAL HEART VALVE DISEASE AWARENESS DAY**
- National Partners: 43
- 100s of online contributors
- 3 op-eds and 35 letters-to-the-editors to audience of >1.5 million readers
- >275 million total impressions
- >6.8 million people reached through high-impact engagement

**AGING IN MOTION**
1. Helped define one national consensus definition of sarcopenia at the Sarcopenia Definition and Outcomes Consortium (SDOC)
2. HEART VALVE DISEASE
   - Flew in 31 TAVR-related Congressional meetings on Capitol Hill
3. OUR BEST SHOT
   - Distributed >24,000 print copies of the new Wellness Wisdom and Truth About Vaccines fact sheets

**OTC PAIN MEDICATION SAFE USE**
- Print PSA included in: NR, The New Yorker, USA Today, Golf Digest
- Spanish TV PSA reached ~2.6 million with a total ad value of $361,216

**PUBLIC POLICY**
- Initiated or signed on to 55 public policy comments and letters to Congress and federal agencies
- Organized 16 meetings with federal agencies to promote policies important to older adults

**MENTAL HEALTH**
- 2,270 geriatric psychiatrists and others concerned with older adult mental health issues read, “Promoting Wellness in Older Adults with Mental Illnesses and Substance Use Disorders: Call to Action to All Stakeholders,” in the June issue of American Journal of Geriatric Psychiatry

**ACCELERATE CURE/TREATMENTS FOR ALZHEIMER’S DISEASE**
- Led advocacy efforts that helped result in a $425 million increase in NIH funding for Alzheimer’s research in FY19
- Partnered with 19 experts and organizations to submit comments to the FDA on early Alzheimer’s disease

**CELEBRATING A YEAR WITHOUT A STROKE**
- Digital PSA placed 1,006,964 times

**AGE-RELATED MACULAR DEGENERATION**
- Full digital PSA campaign video views: 310,102

**SENIOR PATIENT & FAMILY CAREGIVER NETWORK TRAINING**
- 35 patients and caregivers trained in 4 condition areas
- 15 Advisory Council Members participated in the training

**REACH**
- Speaking engagements by Alliance leaders and staff: 33
- Over 90% of YouTube views by people ages 55+
- 5 million social media impressions