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## STAFF

### **Sue Peschin, MHS**

President and CEO

For a full staff list, visit:  
<https://www.agingresearch.org/about-us/staff>

## FINANCIALS

FY18 TOTAL REVENUE:

**\$2,665,737.76**

For more information about the  
Alliance's financials, visit:  
<https://www.agingresearch.org/about-us/reports-and-financial-info>



# 2018 BY THE NUMBERS



**REACH**  
speaking engagements by Alliance leaders and staff  
**33**

**Over 90% of YouTube views** by people ages 55+  
**5 MILLION** social media impressions

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

## NATIONAL HEART VALVE DISEASE AWARENESS DAY

**43** NATIONAL PARTNERS

**100s** of online contributors

**NEWS** 3 op-eds and 35 letters-to-the-editors to audience of **>1.5 million readers**

**>275 MILLION** total impressions

**>22** in-person and online educational events

**>6.8 MILLION PEOPLE** reached through high-impact engagement

## 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*

Panel talk, *Healthy Aging in Mental and Substance Use Disorders: Not an Oxymoron*, attended by **618 public health** professionals at the Healthy Aging Summit

## AGING IN MOTION **AGING IN MOTION**

**1** Helped define one national consensus definition of sarcopenia at the Sarcopenia Definition and Outcomes Consortium (SDOC)

### HEART VALVE DISEASE

Flew in **8** patient advocates for **31 TAVR-related Congressional meetings on Capitol Hill**

### 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** 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

## 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

**310,102** full digital PSA campaign video views



Successfully advocated for an increase in overall NIA aging research funding for the 6<sup>th</sup> consecutive year, for a **total increase of 195%**