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AGINGRESEARCH.ORG

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.

# Alliance THE NUMBERS FOR AGING RESEARC

530,909 YouTube views 26% were ages 65+

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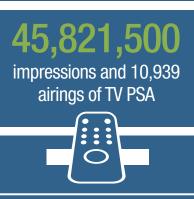
151,000 Facebook video views totaling 42,100 minutes

Only patient advocacy organization to testify before Congress on PDUFA VI and MDUFA VI.



2.5 million Twitter impressions

# **NACCINES**





Our Best Shot campaign printed materials distributed in both English and Spanish to >11,000 seniors through Area Agencies on Aging

# NATIONAL HEART VALVE DISEASE AWARENESS DAY

1<sup>st</sup> ever day raising awareness about the disease



More than 29 national organizations called on HHS to declare February 22<sup>nd</sup> National Heart Valve Disease Awareness Day

NATIONAL PARTNERS

27 letters to-the-editor

**123 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

## ALZHEIMER'S DISEASE

Held the **10<sup>th</sup> 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

Solution State DEGENERATION

Taking a Closer Look at AMD campaign reached 144,324 people on Twitter with a potential impact of more than 1.9 million

Roundtable consensus on 34 recommendations

OATRIAL FIBRILLATION STROKE PREVENTION



Estimated impressions of 69,977,500 Aired 10,858 times





### **Selection \$2,378,083** in total revenue

2 placements in 25 speaking engagements by print publications

## MENTAL HEALTH AND OLDER ADULTS

in public policy and health education

Convened a roundtable with representatives from 13 academic, provider, public policy institutions, 29 patient advocacy organizations, 8 companies, and 17 federal agencies.

#### AGING IN MOTION AGING IN AGING IN AGING IN AGING IN AGING **MOTION** ssfully advocated for an FDA public meeting on Patient-Focused Drug Development (PFDD) for sarcopenia.

Sarcopenia was one of 4 PFDD meetings selected for 2017.

## • OTC PAIN MEDICATION SAFE USE Safe Medication Use TV PSA

# VENOUS THROMBOEMBOLISM

# Living with VTE PSA

Aired 9,591 times on 105 radio stations Estimated Audience of 15,591,100