

FT16 - Advocating for Change: Promoting Advocacy and Education Through an Age-Friendly Webinar Series (Fast Track)

Monday, July 21st | 3:45pm-4:15pm

Presenters: Bob Blancato, Orion Bell, Jess Bibbo, Megan Huth

Presentation Notes – Advocacy Webinars

- Launched in 2021, with 16 webinars to date
- Quarterly Zoom-based webinars around 60 minutes in length with 10-15 minutes slated for Q&A
- Designed for aging professionals, educators, legal experts and community members
- Total # of Attendees across all sessions
 - Registered: 4,502
 - Attended: 2,594
 - Avg. 57.6% attendance rate
- Total # of YouTube views across all sessions: 1,944 views
- Participant demographics: Aging service professionals, policy advocates, older adults and caregivers of older adults, legal and healthcare professionals
- Reach: National, plus Bonaire (Caribbean Netherlands), Sint Eustatius and Saba (Caribbean Netherlands), Puerto Rico, Argentina, Austria, Armenia (Asia), Ghana (Africa), United Kingdom, American Samoa, India, Angola (Africa), Australia, Cyprus (Asia), Slovenia (Europe), Albania (Europe), Barbados, Jamaica, and Brunei Darussalam (Asia)
- 97.2% survey respondents rated webinars as good or excellent, according to post-session evaluation survey
- Most popular program: Navigating Change in the New Administration
- Top 3 Most Popular Topics by Live Attendance
 1. The new administration (Navigating Change in the New Administration)
 2. Anniversaries of Aging Policies (Celebrating Milestones in Eldercare)
 3. Forecasting election cycle (Storm Clouds or Calm Seas)
- Top 3 Most Popular Topics by Registration
 1. The new administration (Navigating Change in the New Administration)
 2. Anniversaries of Aging Policies (Celebrating Milestones in Eldercare)
 3. Post-election debrief (Election 2024 – After the Dust Settles)
- Typical range of 5-15 questions per webinar. Sometimes we will throw in questions to get Q&A started, and after that people warm up and start putting their own questions into chat.

Advocacy Webinar Topic	Registered/Attended (%)	Date
Washington Update 1	174/110 (63.2%)	1/28/2021
Washington Update 2	56/27 (48.2%)	6/30/2021
Senior Center Policy	178/112 (62.9%)	4/28/2022
Affordable and Accessible Housing*	129/77 (59.7)	8/30/2022
Midterm Elections	87/? (?)	11/17/2022
White House Conference on Hunger, Nutrition and Health	71/177 (40.1%)	12/15/2022
Ohio State Plan on Aging	206/109 (52.3%)	4/26/2023
Workforce and Staffing	144/58 (40.3%)	5/18/2023
Healthy Aging and NORC	279/109 (39%)	8/31/2023
Baseline APS Funding	418/242 (57.9%)	12/7/2023
Storm Clouds or Calm Seas	453/283 (62.47%)	2/29/2024
CAPGI	141/72 (62.5%)	3/20/2024
Age Discrimination in Employment	249/119 (47.8%)	10/2/2024
Election 2024 – After the Dust Settles	457/273 (59.7%)	11/6/2024
New Administration	932/512 (54.9%)*ran out of room	3/11/2025
Anniversaries	528/314 (59.5%)	4/15/2025