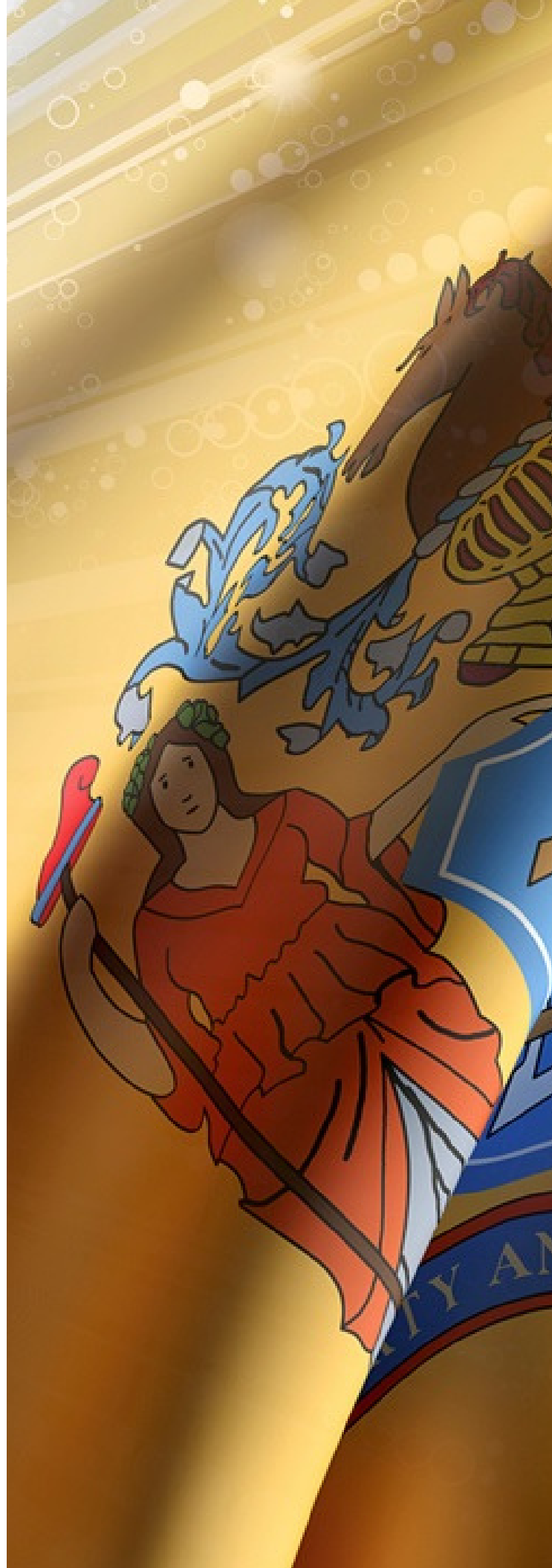

WELLNESS WEDNESDAYS

with fchs

JANUARY - DECEMBER 2024 REPORT

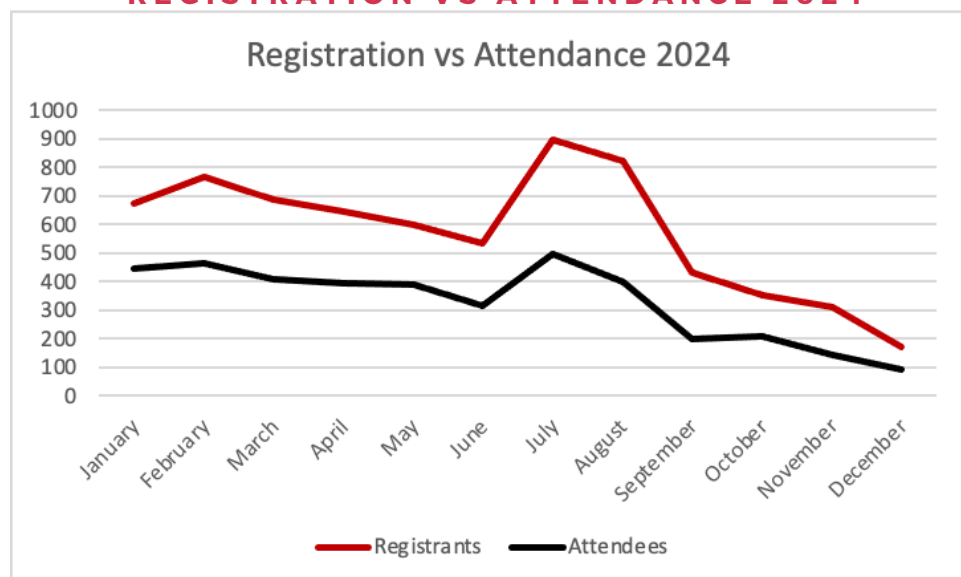
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PROGRAM OVERVIEW

Wellness Wednesdays with FCHS webinars series continued to be a reliable source of evidence-based information in 2024 with the department of Family and Community Health Sciences (FCHS) conducting 45 live presentations between January 10, and December 11, 2024. The program had a total of 6,882 registrations and 3,945 live webinar attendees. Registration increased in 2024 with 196 additional people registering in 2024 than did in 2023 and with 50 more attendees. The percentage of registered who actually attended (57%) remained unchanged from 2023. Average live webinar attendance in 2024 (88) saw a slight increase from 2023 (81), with peak attendance of 131 for the "Let's Get Physical: Easy Movements for Balance and Flexibility" webinar on January 10th, 2024. In 2020 when the webinar series was introduced, average attendance was 70 demonstrating consistent attendance over the three years of programming. Webinar recordings that were posted to the FCHS webpage (via Playposit) had 2669 views and averaged 59 views per individual webinar, which was substantially higher than 2023 (42). The most views of a recorded webinar was 160 for the January 10th presentation of Let's Get Physical: Easy Movements for Balance and Flexibility. In 2023, 10% of viewers were new to FCHS programming. In 2024, that number rose to 32%, demonstrating the continued value of the webinar series to introduce new users to FCHS programming. In 2024 the Wellness Wednesdays with FCHS website continued to be utilized with a total of 4,523 visits to the main site and 5,038 visits for the subpages from January to December 2024. Since its inception in May of 2020, the website has received 31,408 views.

REGISTRATION VS ATTENDANCE 2024

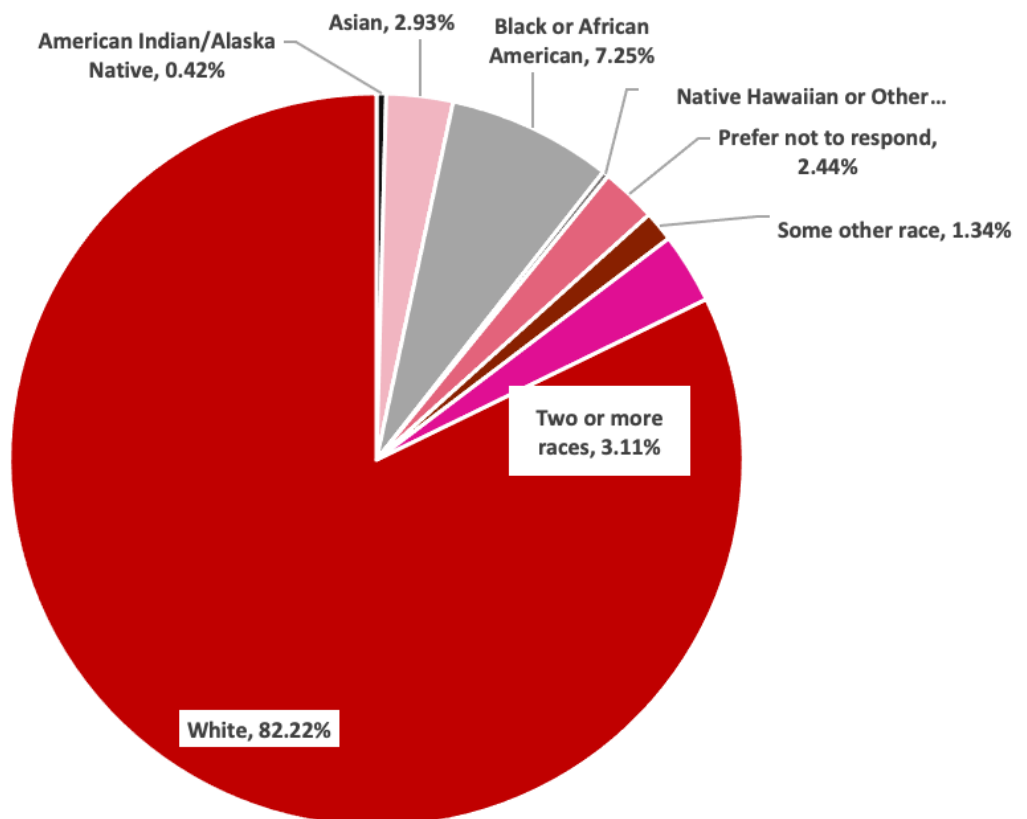


ATTENDANCE DEMOGRAPHICS

The average age of Wellness Wednesday participants in 2024 were as follows: 44.5% were 50-64 and 24.4% were between 35-49, while 17.9% were 65 and older, and 11.3% were 18-34. Of the 2,832 participants who responded, 87% self-identified as female, and 13% identified as male. The highest proportion of males attended the The 10 Warning Signs of Alzheimer's, and the largest number of folks ages 18-34 attended the Nutrition for Immune Health presentation. Of the 2,829 participants who responded, 17.8% identified as a race other than white. The chart below illustrates the distribution of participants by race.

Notable trends on new participation show that 57% of participants were new to FCHS during the "A Closer Look at Sourdough Bread and other Fermented Foods" presentation, with a close second (56%) for the The Gut Microbiome and Cancer presentation. Both average attendance per webinar (105 per session for January - June and 68 per session for July - December) and greatest number of new attendees joined in the first half of the year. This is the opposite for 2023 in which more new attendees joined in the second half of the year.

DISTRIBUTION OF PARTICIPANTS BY RACE, 2024



GEOGRAPHIC REACH

In 2024, a total of 3945 people attended the live Wellness Wednesdays webinars with FCHS, with viewers logging in from all 21 NJ counties, all states except Wyoming, Washington DC, Canada, and three United States territories (Guam, US Virgin Islands, and Puerto Rico). Since its inception, the program has reached people far and wide with viewers in all 50 states, the aforementioned territories and countries, plus Norway.

MAP OF WELLNESS WEDNESDAY ATTENDEES

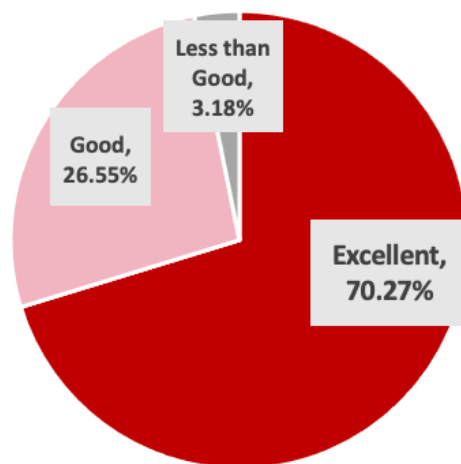


PARTICIPANT FEEDBACK

Participant input has remained an important component of the Wellness Wednesdays with FCHS program series. The assessments provide feedback to the presenters as well as the organizers on the quality of presentations, lessons learned, and potential subject matter. Feedback has recommended topics such as challenges related to food, nutrition, health, and wellness. Participant evaluation of the program in 2024 were overwhelmingly positive. These results indicate 97% of viewers found the teaching quality and program content showed to be good or excellent. These ratings hold from 2023, where 97% of viewers also indicated the teaching quality and content to be good or excellent.

Rating of Instruction & Teaching Quality

2024



Rating of Program Content & Presentation

2024



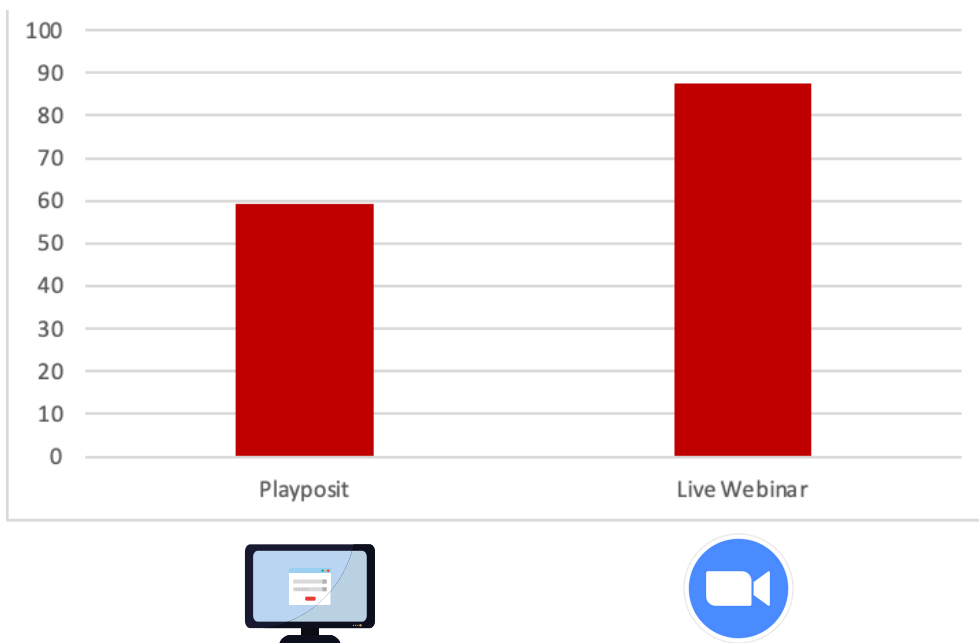
Participants were asked what they thought of the webinar series or what they learned, They responded:

- "I really appreciate all this wonderful info and the way you brought it to us."
- "I've learned a lot about eating more greens and eating much healthier too. I love these programs... They are very educational and informative."
- "I've used recipes that have been shared, I've made sure to pay more attention to my houseplants' individual needs, made a conscious effort to eat more veggies and plant-based proteins to name a few."
- "I've continued to stay active and eat from all food groups every day!"
- "I have used some of the concepts myself and shared some with my family"

OFF LINE ENGAGEMENT

In addition to live participants that the Wellness Wednesdays with FCHS program reaches, audiences continue to watch the recordings available online. In 2024, the offline viewership increased to an average of 59 viewers per recorded webinar via Playposit, up from 42 per webinar in 2023, and 88 viewers per live webinar, up from 81 in 2023. Forty-five webinars offered with 6,882 total registered and 3,945 who attended live.

AVERAGE VIEWERS PER PLATFORM



The months of July, August and February reported the maximum number of live webinar registrants and attendees. The January 10th webinar "Let's Get Physical: Easy Movements for Balance and Flexibility" received the most live viewership at 131 attendees as well as the greatest views on Playposit, at 160 views.