
WELLNESS WEDNESDAYS

with fchs

JANUARY - DECEMBER 2025 REPORT

Jennifer Shukaitis, MPH
Delma Yorimoto, MBA, MS
Rachel Tansey, MA
Christine Zellers, MPP
Abbey David, MPH
Sara Elnakib, PhD, MPH, RDN



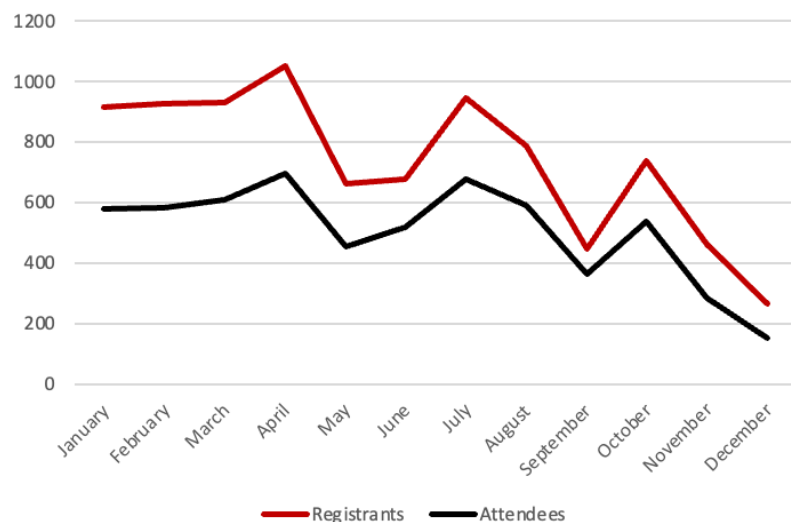
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PROGRAM OVERVIEW

Wellness Wednesdays with FCHS webinars series continued to be a reliable source of evidence-based information in 2025 with the department of Family and Community Health Sciences (FCHS) conducting 46 live presentations between January 8, and December 10, 2025. The program had a total of 8,809 registrations and 6,034 live webinar attendees. Registration and attendance increased substantially in 2025 by almost 2,000 registrants and over 2,000 more attendees. The percentage of registered who actually attended (68%) increased by 11% from 2024. Average live webinar attendance in 2025 (131) saw a marked increase from 2024 (88), with peak attendance of 197 for the "Food as Medicine: Fuel your Life" webinar on June 11, 2025. In 2020 when the webinar series was introduced, average attendance was 70 demonstrating consistent attendance over the four years of programming. Webinar recordings that were posted to the FCHS webpage (via Playposit) had 15,925 views and averaged 353 views per individual webinar, which was substantially higher than 2024 (59). The most views of a recorded webinar was 792 for the March 12th presentation of "Beyond the Nutrition Facts: Exploring Food Labels". In 2025, 24% of viewers were new to FCHS programming compared to 32% in 2024. In 2025 the Wellness Wednesdays with FCHS website continued to be utilized with a total of 6,053 visits to the main site and 4,701 visits for the subpages from January to December 2025. In July of 2025 Rutgers University transitioned to a new website which now hosts archived Wellness Wednesday webinars. The archive webinars received an additional 5,977 views. Since its inception in May of 2020, the website has received 37,461 views.

REGISTRATION VS ATTENDANCE 2025



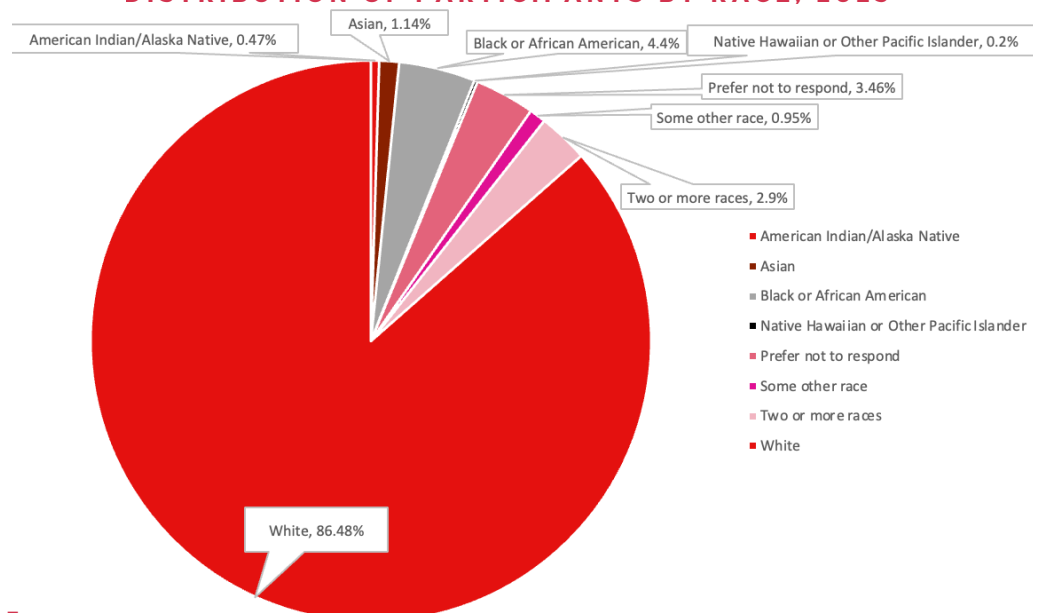
ATTENDANCE DEMOGRAPHICS

Wellness Wednesday participants are diverse in age, gender and ethnicity. Participant ages in 2025 were as follows: 14.2% were 18-34, 24.8% were 35-49, 43.5% were 50-64, 15.4% were 65 and older, and 2% preferred not to answer. Of the 3,815 participants who responded, 19% self-identified as male. The highest proportion of males attended the "Tips to Help Older Adults Beat the Holiday Blues" webinar and the largest number of folks ages 18-34 attended the "The Gut Check: Busting Health from the Inside" presentation. Of the 3588 participants who responded, 13.5% identified as a race other than white. The chart below illustrates the distribution of participants by race.

Notable trends on new participation show that 40% of participants were new to FCHS during the "Substance Use and Maternal Health 101: Considerations for Rural Communities with Examples in New Jersey" presentation, with a close second (38%) for the "Food as Medicine: Fuel your Life" presentation. Average attendance and number of new viewers per webinar were both higher in the first half of the year, similar to 2024: average attendance - 148 for January - June vs 114 for July - December; average number of new attendees - 38 for January - June vs 24 for July - December. Average number of attendee per webinar and number of new viewers both increased in 2025.

Our team is actively working to expand the reach of these webinars among more diverse populations. Strategies include inviting speakers and selecting topics that resonate with a wider range of racial and cultural groups, launching a Spanish-language webinar series, and increasing promotion via social media to improve accessibility and engagement.

DISTRIBUTION OF PARTICIPANTS BY RACE, 2025



GEOGRAPHIC REACH

In 2025, a total of 6,034 people attended the live Wellness Wednesdays webinars with FCHS, with viewers logging in from all 21 NJ counties and all states except Utah. Additionally, viewers logged in from Canada and two United States territories (Guam 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 the US Virgin Islands and Norway.

MAP OF WELLNESS WEDNESDAY ATTENDEES

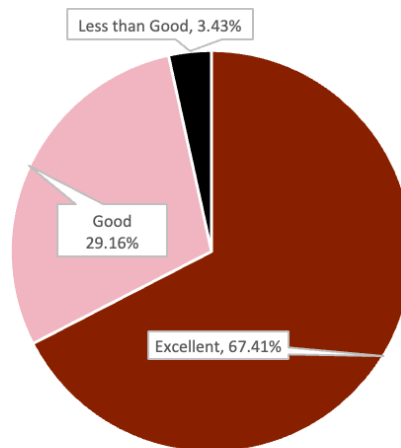


PARTICIPANT FEEDBACK

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 2025 was 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 2024, where 97% of viewers also indicated the teaching quality and content to be good or excellent.

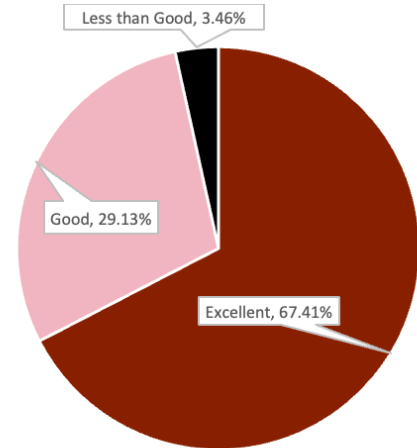
Rating of Instruction & Teaching Quality

2025



Rating of Program Content & Presentation

2025



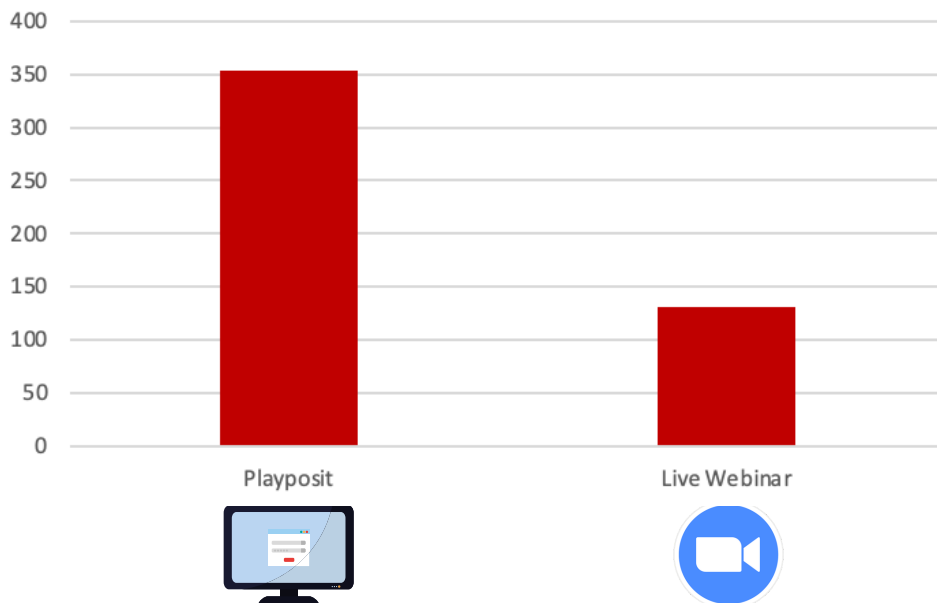
Participants were asked what they thought of the webinar series, what changes they have or plan to make in their behaviors or what they learned, They responded:

- “[I learned] the importance of proper nutrition and rest as we age.”
- “I monitor my diet and reduced my sugar intake.”
- “I’m making better choices.”
- The stretches have really helped; before I was in my office chair almost all day with very limited movement. The stretches have really helped physically AND mentally.”

OFF LINE ENGAGEMENT

Wellness Wednesdays with FCHS programming has enjoyed a stark increase in average live viewers: up to 131 per webinar in 2025 from 88 in 2024. In addition, audiences continue to watch the recordings available online. In 2024, the offline viewership was average of 59 viewers per recorded webinar via Playposit. In 2025 that number rose to 354. In addition to normal promotion channels, Wellness Wednesdays with FCHS now promotes via an Instagram channel as well as the new and improved Rutgers website.

AVERAGE VIEWERS PER PLATFORM



The months of March, April and July reported the maximum number of live webinar registrants and attendees. The January 15th “Soup’s On: The Art of Making Healthy Homemade Soups” and June 18th webinars “Menu for Menopause” enjoyed live attendances of 173 people. The June 11th webinar “Food as Medicine: Fuel your Life” topped the charts with a 197 live webinar attendance. Finally, the March 12th webinar recording “Beyond the Nutrition Facts: Exploring Food Labels” has enjoyed 792 viewers from the website and the March 19th webinar recording “Let’s Talk About Stress: A 3-Part Series on Understanding and Managing Stress, Session 1: Stress 101” received a 642 views on the website. These numbers indicate the success of the program’s continued dedication to offering a wide breadth of topics to help the public improve their health and well-being goals.