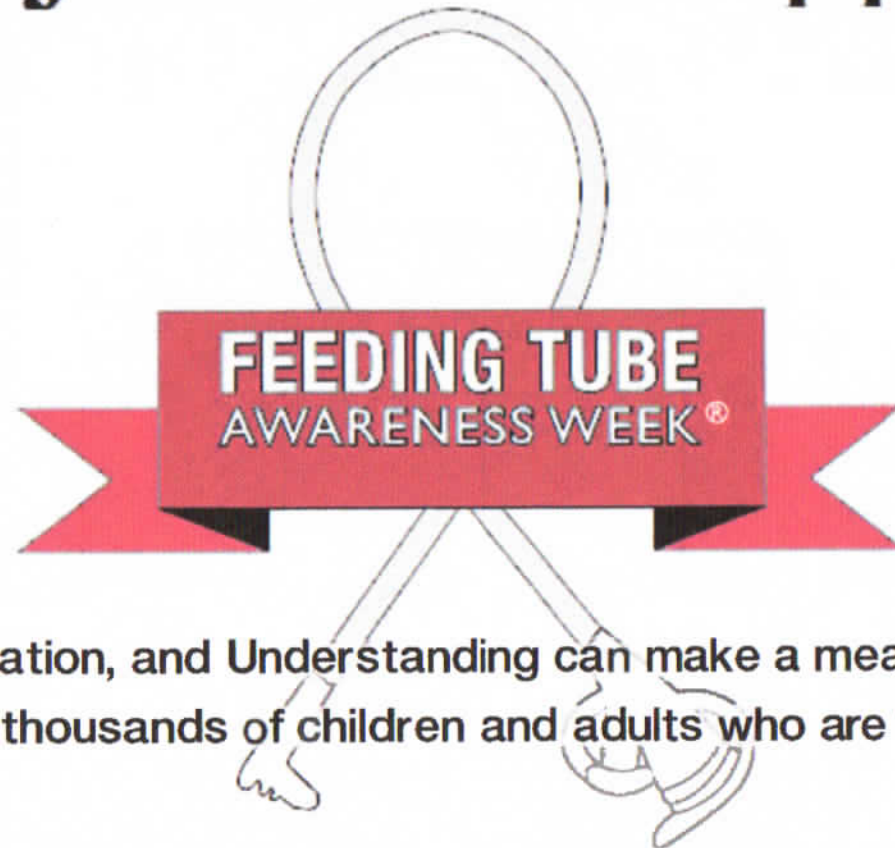


# Please Join Us in Supporting



Awareness, Education, and Understanding can make a meaningful difference to the hundreds of thousands of children and adults who are tube fed each year.

**Encourage Participation**

**February 4-8, 2019**

**Spread the Word**

 **FEEDING TUBE**  
AWARENESS FOUNDATION  
[www.feedingtubeawareness.org](http://www.feedingtubeawareness.org)

 **The Oley** Foundation  
*Help along the way*  
[www.oley.org](http://www.oley.org)

### **Help spread the word!**

Tube feeding makes life possible for many, yet the general public is not likely to associate tube feeding with infants, children, and adults who are busy living their lives. Moreover, they are not likely to think of people who often look healthy as having a need for tube feeding. *The Oley Foundation and Feeding Tube Awareness Foundation are partnering to raise awareness of tube feeding through Feeding Tube Awareness Week.*

### **Feeding Tube Awareness Week will help:**

- Raise awareness of enteral/tube feeding as a positive and often life-saving medical intervention for those who are unable to eat and drink enough on their own to sustain life and thrive (and in the case of children, grow and develop).
- Create networking opportunities among tube feeding families and adults. Seeing a relatable story in the media may give them comfort, inspire them to action, and reduce feelings of isolation
- Break down the social stigma that is currently attached to tube feeding by highlighting the positive outcomes associated with it; giving more information about why people require it; and countering stereotypes and misinformation about it.

### **What can you do?**

- Invite someone on tube feeding or a parent/caregiver to speak to your team about their experiences or to participate in an in-service workshop. Contact Oley Foundation for speakers.
- Distribute Feeding Tube Awareness flyers at clinic or in deliveries (flyers and media information for patients/parents/caregivers are available at [www.oley.org](http://www.oley.org) or [www.feedingtubeawareness.org](http://www.feedingtubeawareness.org))
- Post the dates and use the Feeding Tube Awareness Week logo on your website, in e-mails, on Facebook, etc.
- Post a video about tube feeding on your institution or company's website or to YouTube
- Engage your institution or company's PR department and reach out to local media resources. If you have a willing patient/caregiver, help them share their story! Highlight a patient success story.

### **Interesting Facts to Share:**

- Many medical conditions can impair a person's ability to eat or drink enough to sustain life, grow, and thrive.
- Tube feeding allows for proper nutrition and hydration while:
  - Children grow out of their condition/Adults recover from a procedure
  - Children and adults grow stronger for medical procedures
  - Children and adults battle their disease
  - Children and adults find safe foods to eat
  - Children learn that food doesn't have to hurt them
  - Children and adults learn how to swallow/eat safely
- Tube feeding is a life-saving and life-sustaining medical intervention.
- Tube feeding can be used as a supplement for children and adults who cannot eat on their own.
- Parents of tube-fed children are often thought of as not trying hard enough to feed their children, when often they have tried everything.
  - The most basic of instincts is to eat and to feed your child. When a child is tube fed, parents often feel like failures for not being able to nourish their child. Moreover, medical complications can be a challenge to navigate, making it even harder on parents.

***If you have a video or a link to media coverage to share, we'll do our best to post it on the Oley Foundation website or YouTube! Please send to Lisa at [metzgel@amc.edu](mailto:metzgel@amc.edu).***