

Please Join Us in Supporting

The 2nd Annual

Feeding Tube Awareness Week

To raise positive awareness of tube feeding as a vital medical intervention

February 5-11, 2012

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

Lend Your Support and Spread the Word!

To find out more, please visit:



Feeding Tube Awareness Foundation

www.feedingtubeawareness.org



www.oley.org

Help spread the word!

Tube feeding makes life possible, yet the general public is not likely to associate tube feeding with infants, children, and adults 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).
 - Break down the social stigma that is currently attached to tube feeding by:
 - Highlighting the positive outcomes associated with tube feeding
 - Giving more information about the reasons people require tube feeding
 - Countering stereotypes and misinformation about tube feeding
 - 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.

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 or www.feedingtubeawareness.org)
- Post the dates and use the Feeding Tube Awareness Week logo on your Web site, in e-mails, on Facebook, etc.
- Post a video about tube feeding on your institution or company's Web site, or to You Tube
- Engage your institution or company's PR department and reach out to local media resources with information about Feeding Tube Awareness Week. 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.

For more information, please contact: metzgel@mail.amc.edu (Lisa Metzger, The Oley Foundation) or supertubiemomma@gmail.com (Traci Nagy, Feeding Tube Awareness Foundation).

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 Web site or YouTube! Please send to Lisa Metzger, metzgel@mail.amc.edu.