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## **Feeding Matters Media One-Sheet**

### **Media Bio:**

For kids with pediatric feeding disorder (PFD), every bite of food can be painful, scary, or simply impossible to swallow, potentially impeding nutrition, development, growth, and overall well-being. Yet, there is no functional system of care for PFD locally, nationally, or internationally. That's why [Feeding Matters](#) is dedicated to creating a world where children with pediatric feeding disorder will thrive. Established in 2006, Feeding Matters is the first organization in the world uniting the concerns of families with the field's leading advocates, experts, and allied healthcare professionals to ignite unprecedented change to the system of care through advocacy, education, support, and research – including a stand-alone diagnosis, the International Pediatric Feeding Disorder Conference, and the Infant and Child Feeding Questionnaire. In 2018, Feeding Matters reached more than 125,000 individuals in 50 states and 143 countries through their programs and website.

### **Print and Digital Story Ideas/Areas of Expertise:**

- Family Interest
- Women's Interest
- Lifestyle
- Family Care/Support
- Childcare
- Healthcare Professionals
- Family Advocacy
- Pediatric Feeding
- Pediatric Feeding Disorder (PFD)
- Childhood Development
- Pediatric Advocacy & Early Intervention Model
- Infant and Child Feeding Questionnaire
- International Pediatric Feeding Conference
- Non-Profit
- Non-Profit Executives
- Feeding Matters Power of Two Mentorship Program

### **TV and Broadcast Media Opportunities:**

In 2014, Feeding Matters' Founder and Strategic Advisor Shannon Goldwater had the vision for pediatric feeding disorder, realizing that the absence of a universally accepted term and stand-alone diagnosis was the root cause of the system issues that failed her children, triplets born prematurely who all struggled with PFD, and continue to fail children to this day. Because the condition is seen as a symptom, the severity of the issue is frequently overlooked. These include: lack of collaborative care, lack of qualified providers, no educational path or generally accepted qualifications for what constitutes a feeding therapist, poor insurance coverage, and overall lack of awareness from the general public.

In 2015, Feeding Matters' Council approved the initiative to create a definition and identity for pediatric feeding disorders. Then began the work to convene a consensus on the disorder, publish a consensus paper, advocate for a diagnostic code within the ICD, and

disseminate the information to the healthcare community. A consensus meeting was held in March 2016 to determine a name, definition, and diagnostic criteria for pediatric feeding disorders. The result of this pivotal meeting was 2 years' worth of work to write and publish the paper: "Pediatric Feeding Disorder: Consensus Definition and Conceptual Framework."

Feeding Matters current President and CEO Chris Linn was also inspired to accelerate identification and research while promoting collaborative care for PFD following her own family's experience. Born at 25-weeks gestation, Chris's daughter was eventually found to be aspirating food into her lungs. Their struggle led Chris to Feeding Matters. Chris's leadership has grown Feeding Matters immensely, leveraging her business acumen and personal experience to ignite unprecedented systemic change for more than 2.3 million children under the age of five who experience PFD in the United States annually. She was first a volunteer and then transitioned to the organization's first executive director in 2008. She has served in her current role since 2016.

Chris's tenacity and vision stewarded the development of Feeding Matters' Infant and Child Feeding Questionnaire©, an evidence-based tool used to promote early identification of PFD. Under her direction, Feeding Matters transformed from a volunteer-based parent support group to the first organization in the world devoted wholly to PFD, reaching more than 373,000 families and medical professionals from all 50 states and 112 countries. Chris is an authoritative expert who is passionate about pediatric feeding disorder and the needed collaborative systemic care for impacted families. She is media trained and speaks frequently on various pediatric feeding industry topics. She has served as an adjunct faculty and consultant for Arizona State University's Post-Graduate Feeding Certificate Program, a leader on the Smooth Way Home Fragile Infant Project Coalition, an advisor for Experience Matters and Preemie World, and a member of First Things First's Family Support & Health Literacy Committee Early Childhood Comprehensive Systems Task Force. For helpful insight into the world of Pediatric Feeding Disorder view this [video](#). To view additional resources and videos visit this [link](#).

**Contact Information:**

For urgent media inquiries and opportunities contact [Stephanie@CommuniCadenceCo.com](mailto:Stephanie@CommuniCadenceCo.com); or cell: 602-476-9997.

**Press Kit and Photography:**

For easy reference media may use this [link](#) to visit the Feeding Matters online press kit. Media are welcome to view and download high-res photography at this [link](#). **Photo credit:** *Feeding Matters* (unless otherwise stated in file name)

**Let's Connect:**

To learn more about pediatric feeding disorder, visit [feedingmatters.org](http://feedingmatters.org) or follow us on Facebook, Instagram and YouTube at [@FeedingMatters](https://www.instagram.com/FeedingMatters)

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