



DECEMBER 1-31, 2020

PEDIATRIC FEEDING DISORDER

AWARENESS MONTH

SOCIAL MEDIA TOOLKIT

WWW.FEEDINGMATTERS.ORG



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CONTENTS

What is PFD?

PFD Awareness Month

Social Media Toolkit

Contact



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WHAT IS PEDIATRIC FEEDING DISORDER?



Pediatric feeding disorder (PFD) is impaired oral intake that is not age-appropriate and is associated with medical, nutritional, feeding skill, and/or psychosocial dysfunction.



Feeding is an intricate combination and coordination of skills. It is the single most complex and physically demanding task an infant will complete for the first few weeks, and even months, of life.



More than one in 37 American children under the age of five annually receive a diagnosis of, and currently have, a pediatric feeding disorder.



For these infants and children, every bite of food can be painful, scary, or impossible, potentially impeding nutrition, development, growth, and overall well-being.



A SINGLE SWALLOW REQUIRES THE USE OF 26 MUSCLES AND 6 CRANIAL NERVES WORKING IN HARMONY TO MOVE FOOD AND LIQUID THROUGH THE BODY. WHEN ONE OR MORE PIECES OF THE FEEDING PUZZLE ARE MISSING, OUT OF ORDER, OR UNCLEAR, INFANTS AND CHILDREN CAN HAVE DIFFICULTY EATING AND DRINKING.



PFD AWARENESS MONTH



PEDIATRIC FEEDING DISORDER AWARENESS MONTH IS DECEMBER 1 - 31.
THIS ANNUAL EVENT IS DESIGNED TO SPREAD AWARENESS OF THIS
MISUNDERSTOOD, YET **COMMON**, CONDITION.

WHY RAISE AWARENESS?

Pediatric feeding disorder impacts millions of children worldwide each year, yet often parents are dismissed by medical professionals, friends, and family when voicing concerns. Feeding Matters works year-round to raise awareness, support families, and provide medical professional education. Each December, we ask the community to help lift up this issue and raise the profile of PFD.

No family should feel alone.



YOU CAN HELP.

1

Follow @feedingmatters on Facebook and Instagram.

2

Post on your social channels using the provided social media posts and the hashtags #pfd #pfdawarenessmonth and #callitpfd.

3

Share Feeding Matters' posts.

4

Invite your friends to do the same!

CLICK THE LINK TO OUR PUBLIC DROPBOX FOR
READY-TO-USE SOCIAL MEDIA GRAPHICS, CAPTIONS AND A
PRESENTATION ON PFD.



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