**For Immediate Release**

**Governor Hobbs Proclaims May 2023   
Pediatric Feeding Disorder Awareness Month**

**PHOENIX, Ariz. (May 23, 2023)** – Arizona Governor, Katie Hobbs, signed a proclamation declaring May 2023 as [Pediatric Feeding Disorder Awareness month](https://www.feedingmatters.org/awareness/) bringing into focus this often-overlooked condition before a group from [Feeding Matters](http://www.feedingmatters.org/). The Phoenix based nonprofit requested this special designation to highlight the medical, emotional, financial, educational and social struggles that families navigating the broad spectrum of pediatric feeding disorder (PFD) face. View the Governor’s proclamation in full [here](https://www.feedingmatters.org/wp-content/uploads/2023/05/Arizona-Proclamation.pdf).   
 PFD impacts more than one in 37 American children under the age of five annually. This makes PFD more prevalent than well-known childhood conditions such as autism. Defined as impaired oral intake that is not age-appropriate and is associated with medical, nutritional, feeding skills, and/or psychosocial dysfunction, PFD is more than a symptom, it is its own condition. Struggling families face many barriers including; a lack of evidence-based data, the diverse and often underserved nature of PFD, grief and pressure when they cannot feed their child. Moreover, they face the challenge of painstaking meal times where every bite and every milestone is extremely hard-earned. PFD can lead to a disability and if untreated, can have long-term psychosocial damage.   
 “This condition is devastating. For the many families who have suffered, often in silence, with struggling to get adequate nutrition to their growing child, we are happy to say that there is support and we are proud that this noble mission has its roots right here in Arizona,” said Governor Hobbs. “PFD Awareness month is a great opportunity for Arizonans to learn more about this disorder and advocate for those it impacts.”   
 “This proclamation demonstrates great support for families and children experiencing pediatric feeding disorder, said Jaclyn Pederson,chief executive officer of Feeding Matters. “There is an indisputable correlation between heightened awareness of PFD and equitable access to screening, diagnosis, and early intervention which can all positively contribute to the health outcomes for thousands of children. A month dedicated to awareness encourages more families, members of the medical community, government entities, insurers and the broader community worldwide to seek support and ask the hard questions,” Pederson concluded.   
 In attempt to advocate for these families, Feeding Matters is proud to announce their first annual [PFD Awareness Month Campaign](https://feedingmatters.networkforgood.com/projects/185531-call-it-pfd-feed-the-cause): [Call it PFD: Feed the Cause](https://www.youtube.com/watch?v=aoAXGga91i0), helping individuals educate themselves and others through ample opportunities to get involved:

* [Become a PFD Awareness Month Champion](https://feedingmatters.networkforgood.com/projects/185531-call-it-pfd-feed-the-cause). This year, we are hosting our first-ever PFD Awareness Month Fundraising Campaign: Feed the Cause.
* [Buy a PFD Awareness Month shirt](https://my-store-dd9c59.creator-spring.com/). Post a photo wearing your shirt with the tag #CallItPFD to your social media.
* [Learn about PFD](https://www.feedingmatters.org/power-of-a-diagnosis-pfd-stories/). Read about the power of a diagnosis in these [PFD Stories](https://www.feedingmatters.org/power-of-a-diagnosis-pfd-stories/) or [share your own](https://www.feedingmatters.org/submit-your-pfd-family-story/)
* [Become a sponsor](https://www.feedingmatters.org/wp-content/uploads/2023/03/Call-if-PFD-Feed-the-Cause-Sponsorship-Packet.pdf). Support the Call if PFD: Feed the Cause event

The simple [Feeding Matters Infant and Child Feeding Questionnaire](https://questionnaire.feedingmatters.org/questionnaire) may help target areas of concern for families and physicians. Families, caretakers and members of the medical community are also encouraged to visit: [Resources and Support](https://www.feedingmatters.org/resources-support/) or to join us and attend our virtual [International PFD conference](https://www.feedingmatters.org/conference/), available on-demand through May 31, 2023.

**About Feeding Matters**

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 2021, Feeding Matters reached nearly 200,000 individuals in 50 states and 143 countries through their programs and website. To learn more about pediatric feeding disorder, visit [feedingmatters.org](http://www.feedingmatters.org) or follow us on Facebook, Instagram and YouTube at [@FeedingMatters](http://www.twitter.com/feedingmatters).

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