Feeding Tube Awareness Week
7-13 February 2021

Achievements and Highlights

**Social Media**
- **27,306** Facebook reach
- **2,598** Twitter impressions
- **3,195** Instagram reach
- **1,751** LinkedIn impressions

**Promotions**
- **1,972** eNewsletters sent with 27% open rate and 18% click through
- **117** Media outlet approaches
- **14** FTAW Partners helping to raise awareness

**Resources**
- **162** Tube feeding resources sent to hospitals, clinics and children with feeding tubes

**Support**
- **1** Virtual support group chat hosted through Zoom

Feeding Tube Awareness Week Sponsors

www.feedingtubeaware.com.au