

# Feeding Tube Awareness Week



7-13 February  
2021

## Achievements and Highlights

### Social Media

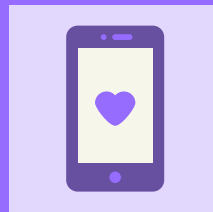
**27,306**  
Facebook reach

**2,598**  
Twitter impressions

**3,195**  
Instagram reach

**1,751**  
LinkedIn impressions

**#FTAW2021**



### Promotions

**1,972**  
eNewsletters sent with  
27% open rate  
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



**AVANOS**