

Feeding Tube Awareness Week



6-12 February 2022

Achievements and Highlights

Social Media

78,385

Facebook reach

11,456

Twitter impressions

6,061

Instagram impressions

5,746

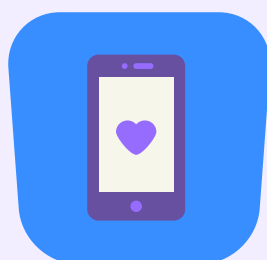
LinkedIn impressions

Resources

165

Hospitals, clinics, individuals and families posted tube feeding resources

#FTAW2022



Promotions

2,237

eNewsletters sent with
31% open rate
17% click through

26

FTAW Partners helping to raise awareness

Education

14

Videos in the Virtual Education Program

1,151

Virtual Education views

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