

1-7 February

#FTAW2026



Feeding Tube Awareness Week

Achievements and Highlights

Social Media

89,972

Facebook views

21,487

Instagram views

1,253

X impressions

8,124

LinkedIn impressions

Promotions

2,801

Newsletters sent with 34% open rate

68

FTAW Partners helped to raise awareness about tube feeding



#FTAWLightUp

#TubieTuesday

#MyTubie

#FTAWVirtualEducationProgram

#FTAW2026



Awareness

149

Landmarks, buildings and bridges illuminated purple and blue

8

My Tubie stories shared

13

Videos shared in our Virtual Education Program

212

ausEE social media posts

Resources

118

Hospitals and clinics received resources

26,877

website engagement

Feeding Tube Awareness Week Gold Supporters



feedingtubeaware.com.au