2022-2026 STRATEGIC PRIORITIES

DIGITAL FIRST
Website Revision
Content Development

COMMUNITY DRIVEN
Consensus*
ICFQ Screener*
Brand Ambassadors

TARGETED MEDIA & MARKETS
Brand Journalism
Local Community Councils

PFD AWARENESS:
CREATE FEEDING MATTERS & PFD AS A HOUSEHOLD NAME

Pediatric feeding disorder (PFD) afflicts more than 1 in 37 children under the age of 5 in the United States each year, yet, the disorder is still largely unknown and misunderstood. Feeding Matters raises awareness by educating the healthcare community and informing the public about this invisible disorder to support early identification.

*NATIONAL REVENUE STRATEGY *
Build a foundation to grow Feeding Matters’ efforts.

*incorporated from previous strategic plan