

# 2022-2026 STRATEGIC PRIORITIES



## DIGITAL FIRST

Website Revision  
Content Development



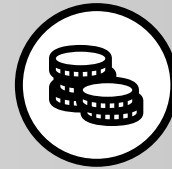
## COMMUNITY DRIVEN

Consensus\*  
ICFQ Screener\*  
Brand Ambassadors



## TARGETED MEDIA & MARKETS

Brand Journalism  
Local Community Councils



## NATIONAL REVENUE STRATEGY \*

*Build a foundation to grow Feeding Matters' efforts.*

## 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.*

*\*incorporated from previous strategic plan*