

## News release

### **Nestlé Health Science Launches MyTubeFeedingKid.com to Support Pediatric Tube-Feeding Journey**

*Comprehensive Online Resource Provides Educational and Emotional Support for Patients and Caregivers*

**Florham Park, N.J., August 25, 2016** — Nestlé Health Science today announced the launch of [MyTubeFeedingKid.com](http://MyTubeFeedingKid.com), a comprehensive online resource dedicated to children with a feeding tube and other unique nutrition needs. MyTubeFeedingKid.com features kid-friendly educational content, including interactive games and puzzles aimed at making the tube feeding experience easier for kids, parents and caregivers.

“Nestlé Health Science is committed to advancing the role of nutrition in the management of health,” said Carol Siegel, MS, RD, Head of Medical Affairs for Nestlé Health Science’s Medical Nutrition business in the United States. “Providing education and tools for kids with specific nutrition needs is integral to this mission. We developed MyTubeFeedingKid.com to give parents and caregivers a convenient, trusted resource to help them learn how nutrition can make a positive difference in their child’s life.”

To help make the transition to home tube feeding as smooth as possible, MyTubeFeedingKid.com includes:

- A quick-start guide with step-by-step instructions on how to schedule and administer a tube feeding;
- Kids’ Corner with a downloadable Adventure Book containing educational games, tips and fictional characters;
- How-to’s and educational resources, including videos and potential solutions to common problems;
- Glossary of tube-feeding terms;
- Nutrition basics and summaries of available nutrition options;
- Links to reliable social and scientific organizations for additional support.

Half a million children and adults in the United States rely on feeding tubes, a number that is expected to increase by 8% over the next three years.<sup>1</sup> There are over 300 conditions and diseases that may require tube feeding in children,<sup>2</sup> providing them with the nutritional support needed to grow and thrive.

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<sup>1</sup> Feeding Tube Awareness Foundation. (2015). <http://www.feedingtubeawarenessweek.org/for-the-media.html>

<sup>2</sup> Feeding Tube Awareness Foundation. (2015). <http://www.feedingtubeawarenessweek.org/for-the-media.html>

“Nestlé Health Science wants tube-fed children and caregivers to know they aren’t alone,” said Siegel. “Resources like MyTubeFeedingKid.com can help them manage not only physical needs, but emotional ones.”

To offer emotional support for the families of tube-fed children, MyTubeFeedingKid.com includes inspirational words and success stories from other parents, along with information on:

- Strategies for maintaining a positive attitude;
- Adapting to social situations;
- Encouraging sibling participation;
- Celebrating progress throughout the journey.

MyTubeFeedingKid.com can also be used by healthcare practitioners to help educate caregivers on starting tube feeding at home, as well as to discuss when caregivers should contact their child’s healthcare professional about concerns or changes in their child’s health.

To access this premier resource, visit [www.MyTubeFeedingKid.com](http://www.MyTubeFeedingKid.com).

This new resource complements [www.MyTubeFeeding.com](http://www.MyTubeFeeding.com), launched by Nestlé Health Science in March 2016 to support adult tube feeding patients and their caregivers.

### **About Nestlé Health Science**

Nestlé Health Science, a wholly-owned subsidiary of Nestlé, is a health-science company engaged in advancing the role of nutrition therapy to change the course of health for consumers, patients and its partners in healthcare. Nestlé Health Science’s portfolio of nutrition solutions, diagnostics, devices and drugs, target a number of health areas, such as inborn errors of metabolism, pediatric and acute care, obesity care, healthy aging, and gastrointestinal and brain health. Through investing in innovation and leveraging leading edge science, Nestlé Health Science brings forward innovative nutritional therapies with clinical, health economic value and quality of life benefits. Nestlé Health Science employs around 3,000 people worldwide and is headquartered in Epalinges (near Lausanne), Switzerland. For more information, please visit [www.nestlehealthscience.us](http://www.nestlehealthscience.us).

*NOTE: MyTubeFeedingKid.com is an educational resource and is not intended to provide medical advice or to replace a patient’s health care team.*

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### **Contact:**

Mary Wade  
Nestlé Health Science  
Phone: 612-384-8484  
[mary.wade@us.nestle.com](mailto:mary.wade@us.nestle.com)

Megan Redzia  
3E Public Relations  
Phone: 973-263-5197  
[mredzia@3epr.com](mailto:mredzia@3epr.com)