

Swallowing Day
Campaign Kit

swallowing
awareness day

Wednesday 15 March 2017



Speech
Pathology
Australia

Welcome to Swallowing Day 2017!

Swallowing! Everyone is doing it but no one is talking about it.

Speech Pathology Australia is hosting the second annual Swallowing Awareness Day on **15 March 2017**. In this campaign kit you will find material to help promote this initiative.

All the materials have been designed to allow you to either print them in your office or to take them to a printer and get them commercially printed.

The kit also includes a line drawing so you can get children involved with a colouring competition (or the like).

1 Poster Print Outs

You can download individual posters or flyers for display in your workplace in the lead up to Swallowing Awareness Day.

Make sure you promote Swallowing Awareness Day via your social media. Use #dysphagia and #900Swallows, and don't forget to include the Association's handle

@SpeechPathAus in your Twitter and Instagram posts. Otherwise we won't see them!

2 Logos

There are two logos for Swallowing Awareness Day.

A primary one, which includes our pelican mascot, and a secondary one to specifically promote Dysphagia.

Both logos are available in high resolution (for use on printed material) or in low resolution for use online (e.g. website, social media, PowerPoint presentations, etc.).

3 Don't be a stranger

If you do something to promote Swallowing Awareness Day, take a photograph and let the Association know about it. With your permission we will use it either in *Speak Out*, in social media or on our website. So don't be shy, let us know what you are up to.

4 Help

If you have any questions relating to collateral included in the Swallowing Awareness Day Campaign Kit contact the Association's Publications Officer, Rebecca Faltyn. Questions relating to the wider Swallowing Awareness Day campaign can be directed to the Association's Communication and Marketing Manager, Michael Kerrisk.

What is in the kit?

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Print at home

Print out the posters to follow to display in your workplace in the lead up to Swallowing Awareness Day.



What's this thing called Dysphagia?

Dysphagia is difficulty swallowing

Like breathing, swallowing is essential to everyday life. Humans swallow at least **900 times a day**; around **three times an hour during sleep**, **once per minute while awake** and **even more often during meals**.

People who have trouble swallowing are at risk of choking, poor nutrition and dehydration, while babies and children with difficulty feeding may not take in enough nutrients to support growth and brain development.

Did you know that speech pathologists work with thousands of Australians each year who have difficulty swallowing?

Speech pathologists work with families and individuals across the lifespan to ease the burden of dysphagia and help people regain their basic right to swallow.

www.speechpathologyaustralia.org.au/swallowing

 **Speech
Pathology
Australia**
1300 368 835

swallowing
awareness day

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Food and drink to die for

People who have trouble swallowing are at risk of choking, poor nutrition and dehydration, while babies and children with difficulty feeding may not take in enough nutrients to support growth and brain development.

Speech pathologists are the professionals who assess and treat people across the lifespan with dysphagia (difficulty swallowing).

To find a speech pathologist near you go to www.speechpathologyaustralia.org.au



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Discussing dysphagia



Let's talk about swallowing disorders

Swallowing disorders, also known as dysphagia (*dis-fay-juh*), affect a person's ability to safely swallow drinks, food and medication.

Left untreated, swallowing disorders can have a devastating effect on a person's physical and emotional well-being.

Speech pathologists are the professionals who assess and treat swallowing disorders.

How to know if you may have a swallowing disorder?

- Do you cough while eating or drinking?
- Do you have trouble swallowing tablets?
- Do you avoid social gatherings where food is offered?
- Is it challenging to feed yourself?
- Is it difficult to swallow your own saliva?

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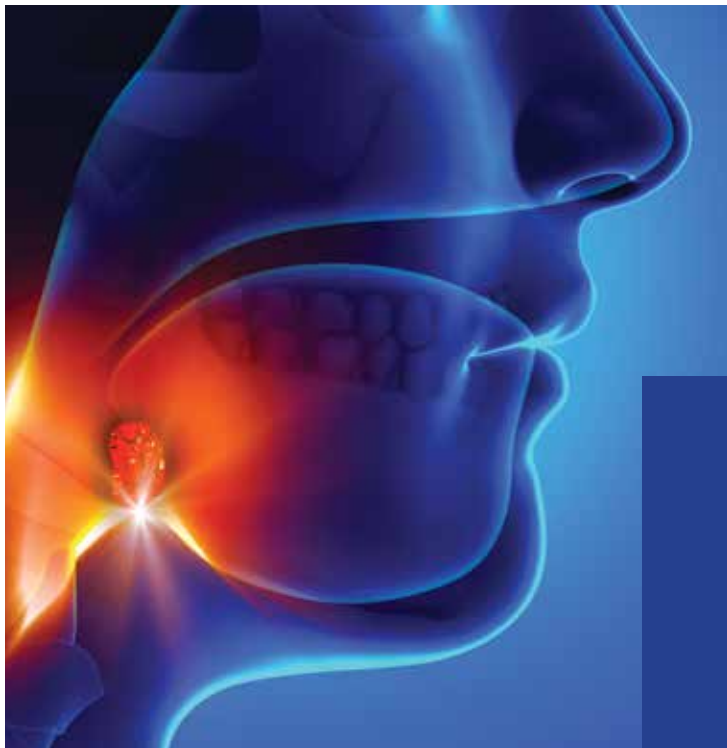


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THE FACTS ON SWALLOWING DISORDERS - DYSPHAGIA

FAST FACTS:

- Swallowing uses 26 muscles
- Humans swallow at least 900 times a day
- A swallowing problem can occur at any stage in life
- Swallowing skills develop from infancy
- Almost half of everyone who has had a stroke will have a swallowing problem.

Like breathing, swallowing is essential to everyday life. Humans swallow at least 900 times a day: around three times an hour during sleep, once per minute while awake and even more often during meals. We swallow food, liquids, medicine and saliva. People who have trouble swallowing are at risk of poor nutrition and dehydration, while babies and children with difficulty feeding may not take in enough nutrients to support growth and brain development.

The swallowing system is a tube in which a series of pumps and valves move food and drink from the mouth to the stomach.

In the throat, the tube branches in two directions; down one, the food and drinks pass into the oesophagus on their way to the stomach, while the other branches off to the voice box and lungs and is used for breathing.

With each swallow we hold our breath for around one second to make sure the food or drink travels down the correct tube to the stomach rather than the lungs.

Swallowing uses 26 muscles and many nerves to coordinate the split second timing needed to safely swallow. Mistimed movements can lead to food or drink 'going down the wrong way'.

Swallowing skills develop from infancy. Babies drink milk, from their mother's breast or a bottle, using muscles in their lips, tongue, jaw and cheeks. The infant holds the nipple at the back of their mouth and the milk triggers the swallow reflex.

When children start to eat solid food, they learn to move the food from the front of the mouth to the back to trigger the same swallowing reflex. Chewing is also important – food mixes with saliva and is broken into tiny pieces so that it forms a soft slippery ball that is easy to safely swallow.

Swallowing difficulty (dysphagia) is any problem with: sucking, swallowing, drinking, chewing, eating, controlling saliva, taking medication, or protecting the lungs from food and drink 'going

the wrong way'. It can be a problem with keeping the lips closed so that food, liquid or saliva doesn't dribble out.

Sometimes, the first sign of a swallowing problem is coughing, gagging or choking when eating and drinking. Swallowing problems can mean food, drinks or saliva gets into the lungs and this can cause lung infections (pneumonia).

Reflux is a problem where the valves in the oesophagus causes the contents of the stomach (like food, drink or stomach acid) to come back up, sometimes reaching as far up as the throat and mouth.

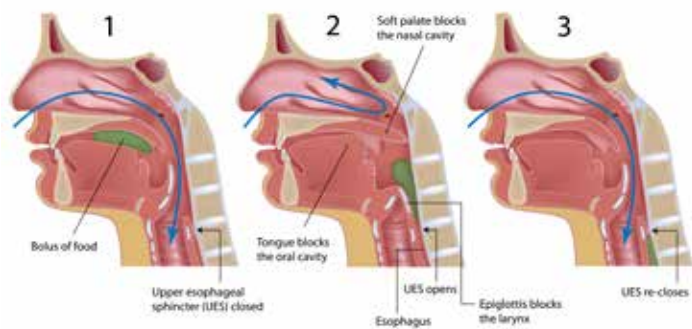
WHO CAN HAVE A SWALLOWING PROBLEM?

A swallowing problem can occur at any stage in life. Babies born prematurely, those with heart defects or damage to the brain (e.g. cerebral palsy) often have swallowing problems. Children with abnormalities in the structures of the head, neck and face such as cleft lip or palate may also have difficulty feeding.

Adults may also develop swallowing problems as a result of damage to the brain or structures of the head and neck.

Almost half of everyone who has had a stroke will have a swallowing problem. People who have had a head injury, those with Parkinson's disease, motor neuron disease, dementia or cancer of the head and neck may also have swallowing problems.

Swallowing



THE IMPACTS OF SWALLOWING PROBLEMS

The impact of swallowing problems may be short or long term and can have a big impact on a person's life.

If you think you or a loved one might have a swallowing problem, make sure you get help.

Eating and drinking is an important part of every day life. Not only do we need to eat and drink to live, but eating and drinking should be an enjoyable pastime and many social activities happen around eating and drinking.

Swallowing problems can result in life threatening medical problems such as pneumonia, choking, poor nutrition and dehydration if not managed properly. In babies and children, difficulty feeding can result in poor nutrition which impacts on growth and brain development.

Eating and drinking can be uncomfortable, stressful and frustrating for a person with swallowing problems. A person may not be able to have some types of food and drink and symptoms of swallowing problems can make eating and drinking in front of friends and family difficult and embarrassing. These problems can lead to anxiety, depression and social isolation.

The good news is that people who seek professional help can work on ways of eating and drinking that can reduce or remove these problems.



WHAT CAN BE DONE ABOUT SWALLOWING DIFFICULTIES?

Early identification is very important. If you notice any of the signs or symptoms below see your doctor and/or refer yourself directly to a speech pathologist via the Speech Pathology Association website.

- Your baby has difficulty sucking during breast or bottle feeding
- A feeling that food or drink gets stuck in the throat
- A feeling that food or drink is going the wrong way
- Long meal times or eating slowly (it takes more than 30 minutes to finish a meal)
- Coughing, choking or frequent throat clearing during or after eating and drinking
- Becoming short of breath or your breathing changes when eating and drinking
- Avoiding certain foods because they are difficult to swallow
- Unplanned weight loss for adults or for children, or failing to put on weight because of avoiding foods or finding it hard to eat
- Frequent chest infections with no known cause



Speech pathologists may recommend changes to the textures of foods or drinks, and provide rehabilitation techniques and exercises to help people swallow safely. If the swallowing problem is very severe, a speech pathologist may recommend the person take food and drink via a tube that goes directly to the stomach.

Speech pathologists work with other health professionals such as doctors, nurses, dietitians, lactation consultants, occupational therapists, physiotherapists and others to help people with swallowing problems.



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Swallowing awareness day

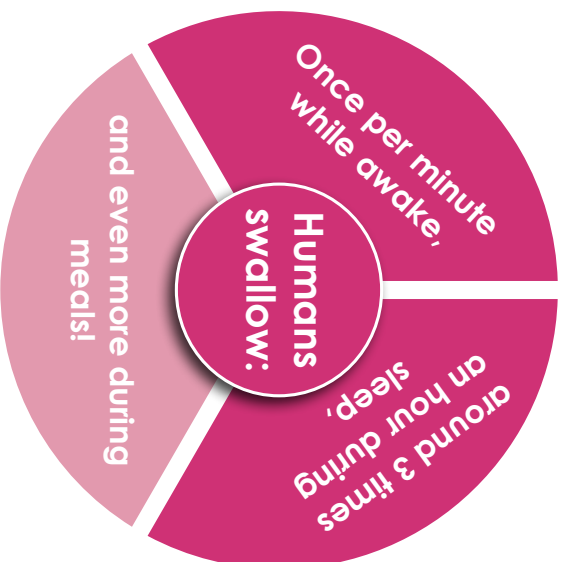
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PEOPLE SWALLOW

9000

TIMES PER DAY

(ON AVERAGE)



Swallowing uses
26
muscles

More than
1 million
Australians
have difficulty
swallowing

dysphagia

One in 17 people will develop some form of dysphagia in their lifetime.

Dysphagia

(dis-fay-juh)
noun, difficulty or discomfort in swallowing.

A swallowing disorder may affect:

15-30% of people aged 65+ living in the community

50% of older adults in nursing homes

84% of people with Parkinson's disease

100% of people with Alzheimer's, at some point in their disease progression

20% of adults with mental health disorders

45% of patients with head and neck cancer, post chemoradiotherapy

40% of stroke survivors have an ongoing need for support for swallowing

25% of patients with Multiple Sclerosis have swallowing difficulties-increasing to as many as **65%** of those with severe Multiple Sclerosis.



Commercial Print

Download the print ready pdfs and take them to your local printer.



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PEOPLE SWALLOW 900 TIMES PER DAY

Once per minute while awake and even more often during meals

Humans swallow at least 900 times a day

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26 muscles

Swallowing uses 26 muscles and many nerves to coordinate the split second timing needed to safely swallow. Misheard movements can lead to food or drink going down the wrong way.

Dysphagia

(dis-fay-juh) is a swallowing disorder that affects the ability to swallow.

Caused by a problem with keeping the lips closed so that food, liquid or saliva doesn't dribble out.

1 million

More than 1 million people in Australia have difficulty swallowing.

15-30% of people aged 65 and over have a swallowing problem.

50% of children with cleft lip or palate have difficulty feeding.

85% of people with Parkinson's disease have difficulty swallowing.

100% of people with dementia or cancer of the head and neck may also have swallowing problems.

45% of people who have had a stroke will have a swallowing problem.

40% of people who have had a head injury will have a swallowing problem.

25% of people with motor neuron diseases have difficulty swallowing.

Download the print ready pdfs here

How to use the logos!

There are two logos for Swallowing Awareness Day.

A primary one, which includes our pelican mascot, and a secondary one to specifically promote Dysphagia.

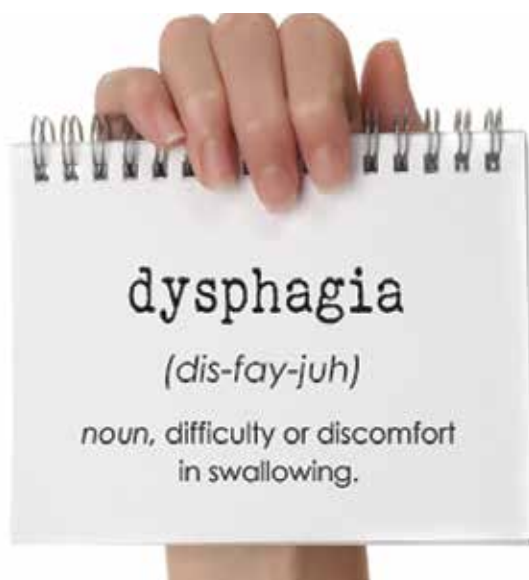
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Primary Logo

Download the print version

Download the web version



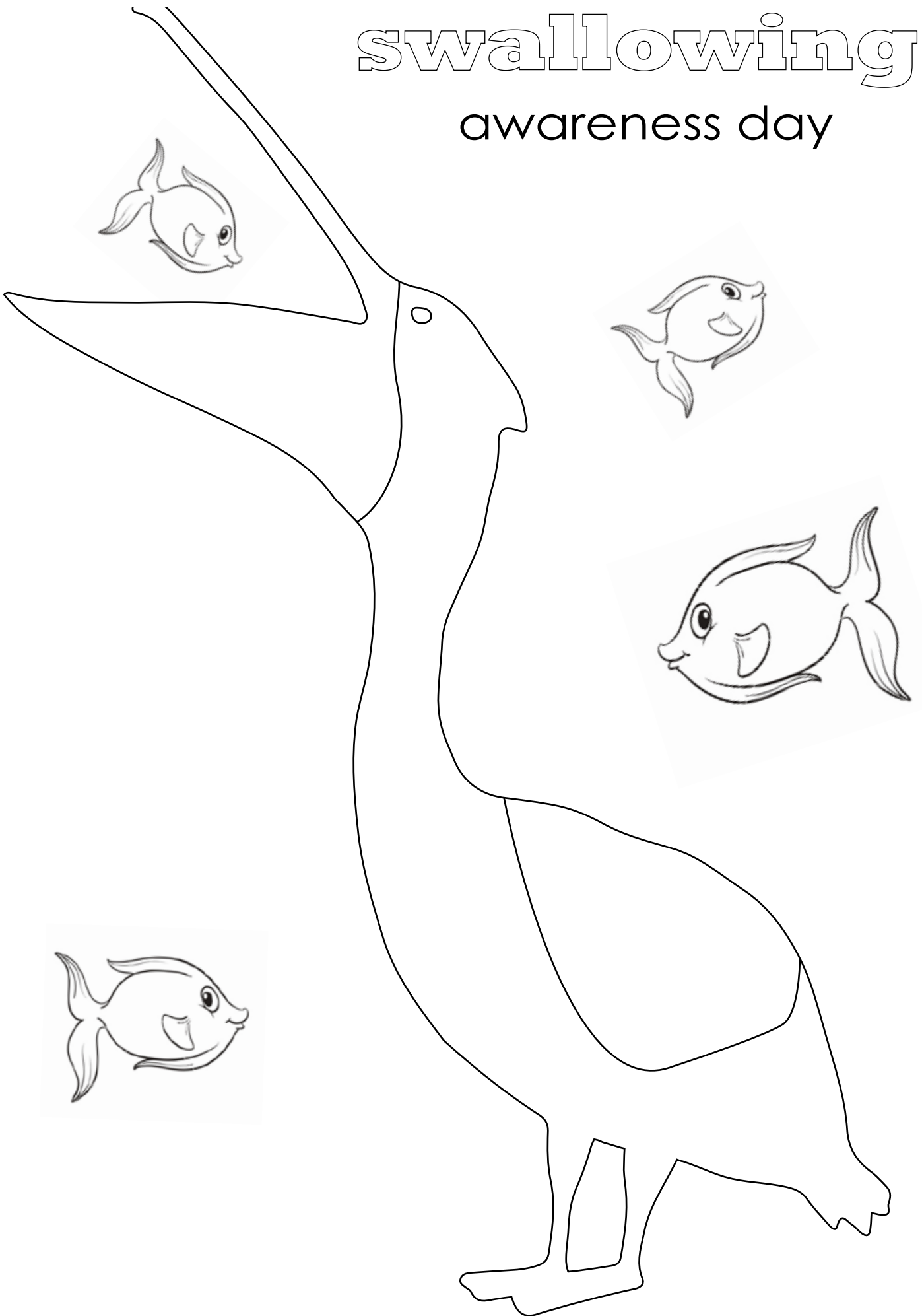
Secondary Logo

Download the print version

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swallowing

awareness day



DIZZY



Get involved on Social media!

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#dysphagia #900Swallows
Twitter @SpeechPathAus

Who to contact for more...

Campaign Kit

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pubs@speechpathologyaustralia.org.au

General Questions

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marketing@speechpathologyaustralia.org.au