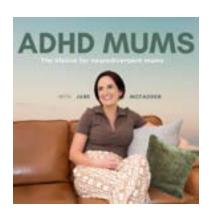
## **ADHD MUMS MEDIA KIT**



# Hi, I'm Jane McFadden - the Autistic and ADHD Aussie Mum behind the podcast ADHD Mums



## Neuroscientist and Autism/ADHD Assessor and Specialist

I believe motherhood is hard - really hard - especially when you're neurodivergent or raising kids who are. I believe in speaking honestly about the mental load, the guilt, the overwhelm, and the absolute chaos that comes with parenting while trying to function in a world that doesn't make space for us. I believe in sharing the struggles without sugarcoating them - but also finding the humour in it all because sometimes you just have to laugh or you'll cry (again).

### I create content that:

- Validates the unseen work of mothers because what we do matters, even when no one acknowledges it.
- Calls out the systems that fail us whether it's the NDIS, the mental health system, or the unrealistic expectations placed on mothers.
- Gives practical, neurodivergent-friendly strategies because we don't need more to-do lists, we need real, doable solutions.
- Builds community so no mum ever feels like she's failing or alone.

I bring both lived experience and professional knowledge to my work. I have three degrees in Psychology and ongoing studies in Neuroscience, and I'm a certified Autism and ADHD Assessor. My expertise, combined with my own reality of parenting as an AuDHD mum, allows me to bridge the gap between theory and what actually works in daily life.

**ADHD Mums is a space for** the messy, the overwhelmed, the exhausted, and the ones who keep showing up anyway. It's for the mums who love their kids fiercely but also wonder if they're the only ones who feel like they're barely keeping it together. I believe we deserve support, recognition, and a hell of a lot more credit. And if no one else is going to say it, I will.

Welcome - you're in the right place. ♥

## **ADHD Mums Media Kit**

Updated: June, 2025
Founder: Jane McFadden
Location: Sunshine Coast, QLD
Website: https://adhdmums.com.au
Email: assistant@adhdmums.com.au

## About ADHD Mums

ADHD Mums is a national neurodivergent advocacy platform led by educational neuroscientist and mother of three, **Jane McFadden**.

With a fiercely loyal podcast audience, strong media presence, and firsthand experience navigating Australia's broken ADHD, NDIS, and school systems — ADHD Mums is a disruptive voice for real change.

Founded in 2021, ADHD Mums now reaches over **1 million Australians annually** across podcast, email, social media, and national campaigns.

#### We exist to:

- Expose broken systems impacting neurodivergent children and families
- Platform lived experience in advocacy, reform, and resource creation
- Break stigma around ADHD, autism, and parenting
- Fight for access to medication, inclusive schooling, and equitable fundin

## Key Campaigns & Impact

## Key Campaigns & Impact

- Led national conversation on ongoing ADHD medication shortages
- Partnered with pharmacists, parents, and GPs to collate shortage data
- Fact sheets and survival resources downloaded over 4,500+ times
- Interviewed by Channel 10 (2025), ABC Radio, Sunrise, and more
- Hosted expert episodes with pharmacists and prescribing doctors
- Petition underway for improved TGA transparency
- Met with Minister for Mental Health to discuss legislation changes

## NDIS & Provider Retention

- Publicly challenged 2025 NDIS Pricing Review
- Shared lived-experience submissions from over 300 families and providers
- · Highlighted system-wide provider exodus due to capped travel and flat rates
- Quoted in submissions to Federal and State health ministers
- Collaborating with peak bodies for ongoing reform

## NDIS & Provider Retention

- Compiling over 200 family stories of masking, exclusion, and system failure
- Advocating for trauma-informed, neuro-affirming schooling options
- Supporting parents navigating school refusal, inappropriate behaviour plans, and lack of adjustment
- Podcast School Mini-Series most downloaded series of 2025 to date
- Resource guides distributed across public, independent, and home-schooling networks

## Stats & Reach

Channel	Current Reach
Channel	12,000+ downloads per week
Instagram	1.2M+ reach monthly, 42% non-followers
Email Subscribers	12,500 subscribers (41% open rate avg)
Facebook Group	8,000+ engaged neurodivergent mothers
Petition Signatures	22,200+ signatures & subscribers and climbing
Jotform Submissions	Over 600 lived-experience stories

### Available for Media:

- Expert comment on ADHD, neurodivergent parenting, education and disability
- Interviews (TV, print, online, podcast)
- · Media partnerships and campaigns
- Resource kits and visual assets
- Background briefings on community sentiment, policy feedback, and lived experience data

## Recent Appearances:

- Channel 10 National Interview on ADHD Med Shortages (2025)
- ABC Radio ADHD advocacy and stigma
- The Courier Mail School refusal and neurodivergent trauma
- ParentTV –, 5-star feedback

## Contact & Press Assets

#### Jane McFadden

Address: Sunshine Coast, QLD

Email: assistant@adhdmums.com.au

## © 2025 ADHD Mums. All rights reserved.

This publication, "ADHD Mums Media Kit", and all associated content - including text, images, and other materials - are the intellectual property of Jane McFadden and ADHD Mums. Unauthorised use, reproduction, or distribution of this material, in whole or in part, is prohibited without prior written permission from the author.

For permission requests, please contact <u>assistant@adhdmums.com.au</u>.