

ADHD MUMS MEDIA KIT

WRITTEN BY JANE

MCFADDEN

ADHD Mums



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

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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

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