

CAFF

Children's Airway First Foundation



OUR HISTORY: SAVVY'S STORY

Savvy was a bright, energetic girl who began having focus issues, weakness, and exhaustion. Unfortunately, no one knew why...because no one looked for the signs.

That's why the Children's Airway First Foundation (CAFF) was established. We are on a mission to ensure that both parents and professionals become educated on the causes of childhood airway disorders, the signs and symptoms to look for, and what treatment options are available.

OUR MISSION

To ensure every child has access to screening, evaluation, and treatment of all children's airway disorders prior to six years of age

There is a silent health epidemic weaving its way throughout the lives of the children of the world. It is estimated to currently impact more than 400-million children.

Sleep issues, an inability to focus or concentrate, lack of energy, depression, and weakened immune systems are some of the symptoms that can be traced back to childhood airway disorders.

In many cases, the oral and facial signs of issues, that lead to sleep and breathing disorders, can be visually obvious. Unfortunately, however, the signs are being misdiagnosed, mistreated, and in many cases, altogether undiagnosed.

If caught and treated early in children, pain, suffering, and long-term health issues such as ADHD, depression, eczema, high blood pressure, heart disease, and potentially Alzheimer's disease could be avoided in adults.



EXECUTIVE TEAM

The Children's Airway First Foundation has established a world-class level advisory board with members from the medical profession, researchers, and non-profit executive leadership. The expertise of the board demonstrates CAFF's determination and commitment to eradicating treatable childhood airway diseases globally.



— CANDY SPARKS, PRESIDENT & CO-FOUNDER

Candy Sparks is an executive with decades of experience in both non-profit and for-profit organizations. She served as Executive Director for the non-profit A Smoke-Free Generation, Director of Project Development for Tor Dahl and Associates, and served as the Executive Director of the non-profit World Confederation of Productivity Science (WCPS) from 1988 to 1993.

As the mother of Savvy Sparks, Mrs. Sparks is fostering the development of new and breakthrough diagnostic techniques, greater innovative interdisciplinary clinician/stakeholder training and collaboration, and a massive celebrity public health education campaign.



— BRADLEY E. SPARKS, CO-FOUNDER, CHAIRMAN, TREASURER & SECRETARY

Bradley E. Sparks has over 30-years of senior executive experience in publicly-held, multi-billion dollar, mid-cap, and development stage companies. As the VP-Treasurer and VP-Controller at a Fortune 500 Company, he led two successful IPOs.

As the father of Savvy Sparks, Mr. Sparks is personally committed to the mission of CAFF. His goal is to help drive success through CAFF educational programs and informational campaigns, ensuring every child has access to screening, evaluation, and treatment of all children's airway disorders prior to six years of age.



— CAM STRONG, DIRECTOR & INSURANCE INDUSTRY ADVISOR

Cam Strong is an experienced Healthcare executive and consultant with an expansive background in both the private and public sectors. Mr. Strong served as the Vice President of Member Services for Regence Blue Shield and served as the Principle Contracting Officer and Chief of Procurement at OCHAMPUS (now known as TRICARE).

Mr. Strong has served on numerous "for-profit" and "not-for-profit" boards including corporations developing and providing EDI, PPO, and HMO services, information technology staffing, maritime education services, and the Children's Trust Foundation.

FACTS & STATS

There is a growing number of children with undiagnosed airway disorders around the globe. When left untreated, these airway disorders are causing long-term physical and mental issues:

- Approximately 400-million children suffer from compromised airways
- In the United States, eleven million children under the age of 15 have it.
- There are 250 million in Asia and 1.9 million in the U.K., 700,000 in Australia
- It can give your child a hypoxic brain injury and result in systemic damage to the entire body.

Signs & Symptoms in Children:

- Snoring and mouth breathing
- Night terrors and bed wetting
- Falling asleep in school
- Dark circles or black "allergic" eyes
- Open or slack mouth posture



Lack of Sleep & Oxygen Causes

- Loss of ability to learn or solve problems
- Loss of memories
- Loss of emotional control
- Loss of interest in activities
- Loss of energy and focus

Children with airway obstructions typically have a retruding or receding lower jaw, a forward head posture, an elongated face, and a gummy smile.

By age seven, children with airway and sleep disorders are 40% more likely to exhibit behavior problems and are linked to attention deficit and hyperactivity disorders, learning disabilities, allergies, asthma, and inflammatory diseases.

95%

Ninety-five percent of children have it and are never diagnosed.



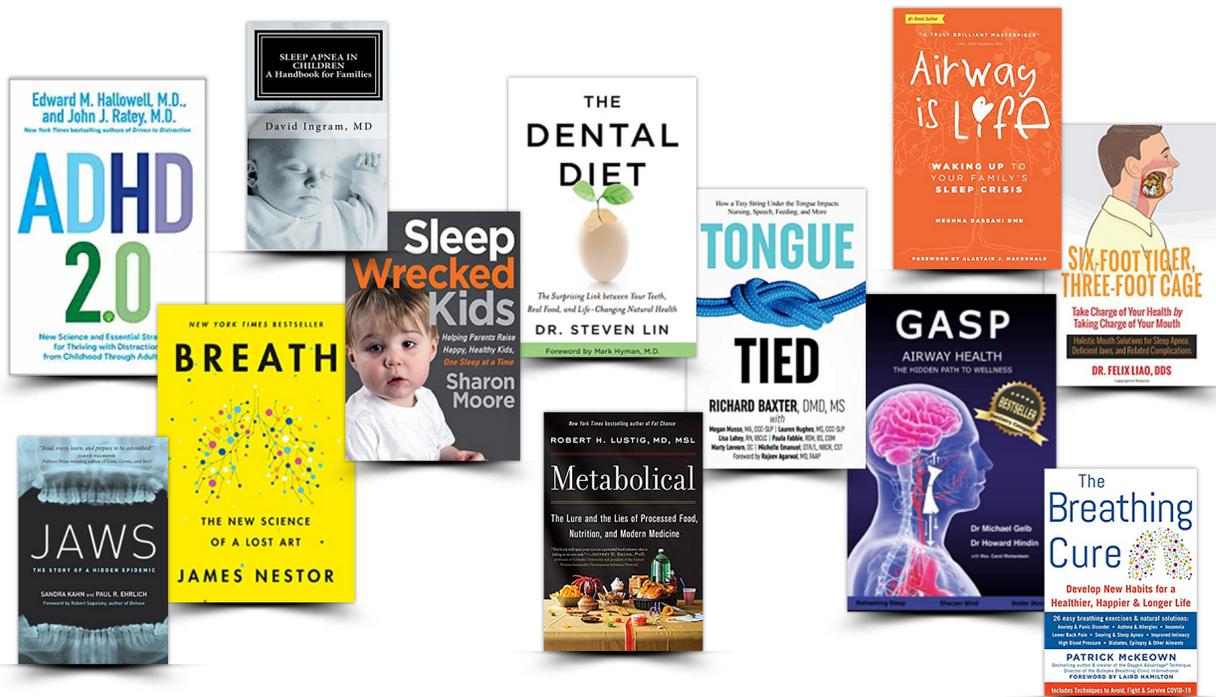
It can lower your IQ by 10 points



It causes chronic anxiety, depression, and ADHD in children

RESOURCES & EDUCATION

We have a number of resource types available such as book recommendations, research information, blogs, newsletters to help you stay current on the latest findings, and videos and podcasts from some of the countries top medical professionals specializing in children's airway disorders.



The CAFF Online Resource Library is full of information that will help you to better understand children's airway diseases, what causes many of them, and how you can best support your child. While our goal is prevention, you'll also discover information on how to help your child should they currently have an airway disease.

Our library includes checklists and questions to ask your doctor, medical research, sleep support guides, links to articles, and podcast interviews from some of the top medical professionals from around the globe.



www.childrensairwayfirst.org/resources-kids-airway-disorders

BRANDING & SOCIAL



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