



*Every 60 seconds, 11 hospitalized patients go undiagnosed with malnutrition. Malnutrition has a negative impact on patient outcomes — higher infection rates, poor wound healing, longer lengths of stay, higher frequency of readmission, and increased costs. (AHRQ, 2018)*

ASPEN, the American Society for Parenteral and Enteral Nutrition, is an interdisciplinary organization of physicians, dietitians, nurses, pharmacists, clinicians, and researchers dedicated to improving patient care by advancing the science and practice of clinical nutrition and metabolism.

One of our focus areas is to reduce malnutrition in patients by raising its awareness and educating healthcare professionals and consumers on early intervention. In 2012, we launched Malnutrition Awareness Week™, our annual campaign to fight malnutrition.

**We invite you to join Malnutrition Awareness Week 2020 as an Ambassador.** This program does not require a financial commitment. We simply ask that you:

- Raise awareness of malnutrition by sharing Malnutrition Awareness Week (MAW) information with your colleagues, members, and/or greater community.
- Encourage them to participate in our educational events to learn how to intervene and treat for malnutrition. *As an ambassador, you and your community will get complimentary access to our MAW education and will be able to claim continuing education credits for completing the sessions.*

Malnutrition Awareness Week 2020 will be held October 5-9. Attached is a schedule of events and a letter of agreement outlining the duties and benefits of an Ambassador. In the upcoming months, we will provide a promotional kit to help you effectively promote Malnutrition Awareness Week.

Over the last few years, our Ambassador Program has grown to more than [72 participating organizations](#), and last year alone, we were able to reach over 7,000,000 healthcare professionals, patients, and caregivers and educate them on the consequences of malnutrition and the positive impact nutrition has on patient outcomes.

**Can we count on your organization to join as an official Malnutrition Awareness Week Ambassador?**

We look forward to hearing from you soon, and to partnering with your organization to expand our collective impact on optimizing the nutrition care of patients. If you have questions, please contact Valerie Bloom at 301.920.9149 or [valerieb@nutritioncare.org](mailto:valerieb@nutritioncare.org).

Best regards,

Todd W. Rice, MD, MSc  
ASPEN President  
[Nutritioncare.org/MAW](http://Nutritioncare.org/MAW)

*Malnutrition Awareness Week™ is a mark of the American Society for Parenteral and Enteral Nutrition (ASPEN).*

8401 Colesville Rd, Suite 510, Silver Spring, MD 20910 • 301.587.6315 • [nutritioncare.org](http://nutritioncare.org)



# Learn How to Intervene and Treat Malnutrition

ASPEN Malnutrition Awareness Week™ is October 5-9, 2020. Join us for valuable educational webinars, on-demand videos, and support materials addressing malnutrition.

**Every 60 seconds, 11 hospitalized patients go undiagnosed with malnutrition.** Malnutrition has a negative impact on patient outcomes—longer hospital stays, higher medical costs, and increased mortality.

Source: AHRQ 2018

## Register for Our Education Webinars\*

MONDAY, OCTOBER 5	TUESDAY, OCTOBER 6	WEDNESDAY, OCTOBER 7	THURSDAY, OCTOBER 8	FRIDAY, OCTOBER 9
12:00 - 1:00 PM ET	12:00 - 1:00 PM ET	12:00 - 1:00 PM ET	12:00 - 1:00 PM ET	12:00 - 12:30 PM ET
<b>Sarcopenia and Interventions to Improve Function</b> <i>Supported by Nestlé Health Science</i>	<b>Micronutrient Issues in Pediatrics and Adults</b> <i>Supported by Baxter</i>	<b>Learning from COVID-19: The Value of Nutrition Across the Care Spectrum</b> 2:00 - 3:00 PM ET <b>Addressing Malnutrition in the Community</b>	<b>Indications for Starting Enteral Nutrition: A Case Approach</b> <i>Supported by Nestlé Health Science</i>	<b>Key Learnings from Malnutrition Awareness Weeks 2020</b>

\*Participants may be eligible to claim CE credits. ASPEN is accredited to provide medical, pharmacy, nursing, and dietetic credits.

Visit [NUTRITIONCARE.ORG/MAW](https://NUTRITIONCARE.ORG/MAW) for Tools and Resources

THANK YOU TO OUR SPONSORS





## 2020 Ambassador Letter of Agreement

This letter of agreement outlines the benefits and responsibilities of the American Society for Parenteral and Enteral Nutrition (ASPEN) and the ambassador organization \_\_\_\_\_ through this opportunity to support ASPEN Malnutrition Awareness Week™ (MAW), held on October 5-9, 2020.

### Ambassador organization will:

- Acknowledge this collaboration with the official ASPEN Malnutrition Awareness Week™ logo placed on your website(s), accompanied with the following language and URL below.
  - *“(Ambassador Organization Name), an official ambassador of ASPEN’s Malnutrition Awareness Week™”*
  - *“Malnutrition Awareness Week™ is a mark of the American Society for Parenteral and Enteral Nutrition (ASPEN). Used with permission from ASPEN.”*
  - [www.nutritioncare.org/MAW2020](http://www.nutritioncare.org/MAW2020)
- Add ASPEN Malnutrition Awareness Week to your event calendar(s). Encourage colleagues, members, and/or community to take part in the education program.
- Promote ASPEN Malnutrition Awareness Week in a minimum of two emails to your colleagues, members, and/or community (copy to be provided by ASPEN). These may be distributed as stand-alone emails or as a part of your organization’s standing communications.
  - Please include ASPEN representatives on these communications by adding the following individuals to your mailing lists: Stephanie Lee: [Stephaniel@nutritioncare.org](mailto:Stephaniel@nutritioncare.org) and Valerie Bloom: [Valerieb@nutritioncare.org](mailto:Valerieb@nutritioncare.org).
- Send out, at minimum, two formal, individual announcements on your social media platforms that your organization is an ASPEN Malnutrition Awareness Week Ambassador.
- Share information about ASPEN Malnutrition Awareness Week and the scheduled events (copy provided by ASPEN) on your social media platforms and websites throughout the month of September and the first week of October.
- Include listing as an official ambassador (using wording above) and the MAW logo on any communications regarding ASPEN’s Malnutrition Awareness Week program (events and resources).
- Complete the Ambassador survey that will be emailed to you after ASPEN Malnutrition Awareness Week.

### ASPEN will:

- Provide your organization and its members complimentary access to ASPEN Malnutrition Awareness Week programming, resources, and CE credits.
- List your organization’s logo on the Malnutrition Awareness Week website with a link back to your website.
- Acknowledge your organization’s participation on its social media channels.
- Include your organization name and logo on a special Malnutrition Awareness Week communiqué to ASPEN members and other stakeholders, highlighting all official ambassadors of this year’s campaign.

*Continued on next page...*



**ASPEN will:** *(Continued)*

- If your organization is collaborating with ASPEN to create an event for Malnutrition Awareness Week, your organization logo and the copy below will display:
  - *“Produced in collaboration with (Ambassador Organization Name), an official ambassador of ASPEN’s Malnutrition Awareness Week™”*

The proposed duration of the relationship will begin on the date of signing and will conclude after completing the Ambassador survey after Malnutrition Awareness Week.

Given that Malnutrition Awareness Week is an annual event, the ambassador organization may check the first box below to be automatically enrolled as an official ambassador each year. The ambassador organization may discontinue participation at any time by contacting the ASPEN National Office: [valerieb@nutritioncare.org](mailto:valerieb@nutritioncare.org).

YES, please enroll us as an ongoing ambassador of Malnutrition Awareness Week.

NO, we wish to decline auto enrollment, please contact us next year for support consideration.

**Ambassador Organization Representative**

**ASPEN Representative**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Email Address

\_\_\_\_\_  
Signature

Stephanie Lee  
\_\_\_\_\_  
Name

Director, Marketing and Communications  
\_\_\_\_\_  
Title

[stephanie@nutritioncare.org](mailto:stephanie@nutritioncare.org)  
\_\_\_\_\_  
Email Address

Return signed agreement to Valerie Bloom, [valerieb@nutritioncare.org](mailto:valerieb@nutritioncare.org).

*Malnutrition Awareness Week™ is a mark of the American Society for Parenteral and Enteral Nutrition (ASPEN).*