



Quick Tips:

Organizing Malnutrition Awareness Week Activities at Your Institution

#ASPENMAW

Welcome, Malnutrition Awareness Week™ ambassadors! Thank you for joining ASPEN in the fight against malnutrition. Here are some tips to help you plan and promote your activities for Malnutrition Awareness Week.

1 Get buy-in.

If you haven't already, talk to your supervisor and get their support to dedicate some of your time to plan MAW activities at your institution. ASPEN provides you with all the educational and promotional resources. If you like, ask for a small budget for snacks and giveaways.

2 Assemble your team of nutrition champions.

Make this a team effort! Connect with dietitians, nurses, and physicians who are interested in nutrition, and ask them to be champions for their disciplines. Talk to the staff in marketing, public relations, and human resources—they may have some excellent ideas on how to organize and promote Malnutrition Awareness Week in your institution. And it's a great way to meet people outside of your daily circle.

3 Plan your MAW activities.

With your team, decide the focus of your MAW activities. Who do you want to educate? What do you want to educate them on? How and where do you want to share information? For ideas, look at ASPEN's Malnutrition Awareness Week [webinar schedule](#) and resources in the [Malnutrition Solution Center](#). And for more inspiration, [read](#) what other ambassadors have done.

Here are some ways to reach colleagues:

- Write a nutrition-related article in an employee newsletter or for your institution's website.
- Reserve a conference room and invite colleagues to watch the MAW webinars. Many offer continuing education credits!
- Set up an information table in a well-trafficked hallway or another public area.
- Ask for time to speak about malnutrition during different meetings throughout your institution. A physicians grand rounds would be a great option.
- Share information on your organization's social media accounts. (See nutritioncare.org/SpreadtheWord for prepared copy and images.)

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nutritioncare.org/MAW

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Plan your MAW activities, continued

And here are some ways to reach the public:

- Contact local TV and radio stations and newspapers and ask them to do a segment or feature an article on malnutrition. (See *the Media Toolkit* on nutritioncare.org/SpreadtheWord.)
- Write and submit a letter to the editor or opinion essay (op-ed) for a local newspaper.
- Ask your governor for a formal proclamation for Malnutrition Awareness Week. (See nutritioncare.org/MAW-Proclamation for how to submit a request to your governor.)
- Please share what your local media prints and/or broadcasts with ASPEN!
Email stephaniel@nutritioncare.org.

4 Promote your event.

Partner with the marketing department to bolster your campaign. Everything you need to promote Malnutrition Awareness Week is on nutritioncare.org/SpreadTheWord!

- Prepared copy for emails, calendars, and intranet posts.
- Prepared copy and images for social media. You can ask your organization to post them on its social media accounts and post them on your personal accounts, too. Please use #ASPENMAW23
- Flyer for MAW webinars, infographics, and other informational posters for bulletin boards and other popular locations, such as cafeterias, lounges, and hallways.
- Malnutrition Awareness Week stickers (PDF), available in English and Spanish. If you are in the U.S. or Canada, you can order pre-printed stickers.

5 Share what you're doing with others!

Inspire others to become ambassadors! Share your Malnutrition Awareness Week activities on the [Facebook group page](#) for MAW ambassadors.