



*Quick Tips:*

# Organizing Malnutrition Awareness Week Activities at Your Institution

#MAW2020

Welcome, ASPEN Malnutrition Awareness Week™ ambassadors! We're so glad you're joining ASPEN in the fight against malnutrition. Here is a step-by-step guide to planning and promoting your event.

## 1 Get buy-in

If you haven't already, talk to your supervisor and get their support—and possibly a small budget. A budget is really not necessary since ASPEN provides all the educational resources, but if you would like, ask for a small amount for snacks or giveaways.

## 2 Assemble your team

You don't need to do this alone. Collaborate with different departments. Get support from other dietitians, nurses, and physicians who are interested in nutrition. Talk to individuals in marketing, public relations, and/or human resources; people who can help organize and promote unique events in your institution. It's a great way to get to know people outside of your daily circle and get support behind nutrition and your everyday mission.

## 3 Plan the event

Decide as a team the focus of your event—the who and then the how. Who do you want to invite to your event or who do you want to share the education with? Then look through ASPEN's Malnutrition Awareness Week [webinar schedule](#) and other [resource offerings](#) to plan your event. [Read](#) how two of last year's ambassadors planned their events.

## 4 Book a venue

Now that you know the audience you're targeting this event to, find the best way to reach them. This can be as simple as putting a table in a well-trafficked hallway, reserving a conference room for the webinars, or getting some time to speak about malnutrition at a meeting.

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[nutritioncare.org/MAW](https://nutritioncare.org/MAW)

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## 5 Promote your event

**Use the ASPEN buzzkit to promote your event.** Get it on your institution's calendar, intranet, newsletters, social media platforms, etc. The buzzkit contains prepared copy and images you can use. Your marketing department may be able to help you spread the word more effectively, so involve them if you can.

**Post on social media:** Share information with your friends and followers by reposting some of ASPEN's own social media posts, or create your own!

**Display posters:** Once you've determined the focus of your event, print out the relevant informational posters available on [ASPEN's website](#) and hang them in popular locations, such as lounges, hallways, and bulletin boards.

**Wear a button:** Malnutrition Awareness Week buttons are available for ambassadors. Wear and show your support before the event! Let people ask you questions about the button and give them one to continue to spread the word.



## 6 Hold your amazing Malnutrition Awareness Week event

Have fun while bringing to focus your everyday efforts of ensuring all patients get safe, efficacious, and high-quality nutrition.

## 7 Share what you're doing with others

Inspire others to become ambassadors. Share what you're doing on our Malnutrition Awareness Week event page at [nutritioncare.org/MAW2020facebook](https://nutritioncare.org/MAW2020facebook).