



Nutrition Is a Human Right — ASPEN Malnutrition Awareness Week 2021

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 in raising awareness of malnutrition in patients and educating healthcare professionals and consumers on early intervention. In 2012, we launched ASPEN Malnutrition Awareness Week™, our annual campaign to fight malnutrition.

We invite you and your organization to be an Ambassador for ASPEN Malnutrition Awareness Week 2021. This 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 prevent and timely identify malnutrition, and to provide nutrition intervention when necessary. *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 2021 will be held October 4-8. Attached is an overview of the benefits and duties of an Ambassador organization. In the coming months, we will provide a Malnutrition Awareness Week promotional kit with information and ideas to help you in sharing the messages and educational opportunities with your community. We also encourage you to join the official [MAW Ambassador Facebook group](#) to meet other ambassadors and share ideas.

Over the last few years, our Ambassador program has grown to more than [110 participating organizations](#), and last year alone, we were able to reach over 9 million healthcare professionals, patients, and caregivers and educate them on the consequences of malnutrition and the positive impact nutrition therapy has on patient outcomes.

Can we count on your organization to be an Ambassador of ASPEN Malnutrition Awareness Week?

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.

Best regards,

A handwritten signature in black ink that reads "Gail A. Cresci".

Gail A. Cresci, PhD, RD, LD
ASPEN President
nutritioncare.org/MAW

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



2021 Ambassador Letter of Agreement

This letter of agreement outlines the benefits and responsibilities of the Ambassador organization _____ and the American Society for Parenteral and Enteral Nutrition (ASPEN) in this opportunity to support ASPEN Malnutrition Awareness Week™ (MAW), held October 4-8, 2021.

The Ambassador organization will:

- Acknowledge this collaboration by including the official ASPEN Malnutrition Awareness Week™ logo on their website(s), accompanied by the following language and URL:
 - *(Ambassador Organization Name) is an official ambassador of ASPEN 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/MAW2021
- Add ASPEN Malnutrition Awareness Week, October 4-8, 2021, to their event calendar(s).
- Promote ASPEN Malnutrition Awareness Week to colleagues, members, and the community in a minimum of three emails: one must be a dedicated, standalone email; the other two may be incorporated into the organization's standing communications (regular newsletters, podcasts, blogs, etc.). *ASPEN will provide copy for the emails. Note: Please add the following individuals to the ambassador organization's mailing lists: Stephanie Lee stephanie@nutritioncare.org and Valerie Bloom valerieb@nutritioncare.org.*
- Post a minimum of two announcements on their social media platforms about being an ASPEN Malnutrition Awareness Week ambassador.
- Share information throughout the month of September and the first week of October on social media platforms and website(s) about ASPEN Malnutrition Awareness Week and the schedule of events. *Copy will be provided by ASPEN.*
- Use ASPEN [webinars](#) and resources from the [Malnutrition Solution Center](#) to educate colleagues and communities on the dangers of malnutrition.
- Identify your organization as an official ambassador (using the language above) and include the MAW logo on all communications regarding ASPEN Malnutrition Awareness Week program (events and resources).
- Complete the ambassador survey that will be emailed at the conclusion of Malnutrition Awareness Week.

ASPEN will:

- Provide the ambassador organization and its members with complimentary access to ASPEN Malnutrition Awareness Week programming, resources, and CE credits when they complete CE webinars.
- Include the ambassador organization's logo and a link to their website on the Malnutrition Awareness Week website.



ASPEN will: *(Continued)*

- Acknowledge the ambassador organization’s participation on ASPEN social media channels.
- Include the ambassador organization’s 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.
- If the organization is collaborating with ASPEN to create an event for Malnutrition Awareness Week, display the organization’s logo and the following statement:
 - *Produced in collaboration with (Ambassador Organization Name), an official ambassador of ASPEN Malnutrition Awareness Week™*

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

Given that ASPEN 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 valerieb@nutritioncare.org at the ASPEN National Office.

- YES, please enroll us as an ongoing ambassador of ASPEN 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

Email Address

Please return this signed agreement to Valerie Bloom at valerieb@nutritioncare.org.

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