



Nutrition Care Is a Patient Right—ASPEN Malnutrition Awareness Week 2023

ASPEN, the American Society for Parenteral and Enteral Nutrition, is an interprofessional 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 areas of focus is raising awareness of malnutrition in patients and educating healthcare professionals and consumers on early intervention. In 2012, we launched ASPEN Malnutrition Awareness Week™ (MAW), our annual campaign to fight malnutrition. This year, MAW will be held September 18-22 and its theme, *Nutrition Care Is a Patient Right*, focuses the attention on a patient's right to not only food and sustenance but the right to nutrition *care*, too.

We'd like to invite you and your organization to be a MAW Ambassador and help us spread the word about the dangers of malnutrition. Being an ambassador does not require a financial commitment. We simply ask that you:

- Raise awareness of malnutrition by sharing Malnutrition Awareness Week information with your colleagues, members, and the community.
- Encourage them to participate in our educational events to learn how to identify, prevent, and treat malnutrition. *As an Ambassador, you and your community will receive complimentary access to our MAW webinars and will be able to earn continuing education credits for completing them.*

Attached is an overview of the benefits and duties of an ambassador organization.

Over the last few years, our ambassador program has grown to more than [150 participating organizations](#). In 2022 alone, we were able to reach over 230.5 million healthcare professionals, government leaders, 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 for ASPEN Malnutrition Awareness Week?

We look forward to hearing from you 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, appearing to read "Phil Ayers".

Phil Ayers, PharmD, BCNSP, FASHP
ASPEN President
nutritioncare.org/MAW

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

2023 ASPEN Malnutrition Awareness Week 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), September 18-22, 2023.

The Ambassador Organization Will:

Use the prepared resources available on nutritioncare.org/SpreadTheWord to promote Malnutrition Awareness Week in the following ways:

- Add the Malnutrition Awareness Week logo, date, and URL on their website(s), along with the statements shown below:



September 18-22, 2023

www.nutritioncare.org/MAW

[Ambassador Organization Name] is an official ambassador of ASPEN Malnutrition Awareness Week™

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- Add ASPEN Malnutrition Awareness Week, September 18-22, 2023, to their event calendar(s).
- Send at least **three** emails or communications promoting ASPEN Malnutrition Awareness Week to colleagues, members, and/or the community.
 - **One** should be dedicated solely to sharing information about Malnutrition Awareness Week.
 - **Two** can be part of the organization's standing communications (regular newsletters, podcasts, blogs, etc.). *ASPEN will provide content for the organization's use.*

Note: Please add stephanie@nutritioncare.org, and valerieb@nutritioncare.org to your mailing lists.
- Post a minimum of **two** announcements on your institution's social media accounts about being an ASPEN Malnutrition Awareness Week ambassador and joining ASPEN in the fight against malnutrition.
- Post prepared MAW facts and images (available at nutritioncare.org/SpreadTheWord on social media at least **three times a month during July, August, and September**.
- Complete the ambassador survey 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.
- Acknowledge the ambassador organization's participation on ASPEN social media channels.
- 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 the completion of the ambassador survey.

Given that ASPEN Malnutrition Awareness Week is an annual event, the ambassador organization may be automatically enrolled as an official ambassador each year by checking the first box below. The ambassador organization may discontinue participation at any time by contacting Valerie Bloom, valerieb@nutritioncare.org, at the ASPEN National Office.

- YES, please enroll us as an ongoing ASPEN Malnutrition Awareness Week ambassador.
- NO, we wish to decline auto-enrollment; please contact us next year for support consideration.

Ambassador Organization Representative

ASPEN Representative

Signature

Signature

Name

Stephanie Lee

Name

Title

Director, Marketing and Communications

Title

Email Address

stephanie@nutritioncare.org

Email Address

Please return this signed agreement to [Valerie Bloom](#) by September 6, 2023.

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