Welcome back, Ambassadors! Thank you for your continued support of ASPEN Malnutrition Awareness Week™. With help from ambassadors like you, we’ve informed over 230.5 million healthcare professionals, government leaders, patients, and caregivers about the dangers of malnutrition. Most importantly, we’ve educated thousands of clinicians on the intervention and treatment of malnutrition.

We are excited to announce that Malnutrition Awareness Week 2023 is September 18-22! This year’s 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. Patients with unrecognized and untreated malnutrition tend to have 1.9 times longer hospital stays, 73% higher hospital costs, and 3.4 times higher rate of hospital deaths.

We need ambassadors like you now more than ever to spread the word about the consequences of malnutrition. Remember, being an ambassador does not require a financial commitment from your organization; we simply ask that you help us:

- Raise the awareness of malnutrition by sharing our MAW webinars and resources with your colleagues, members, and/or greater community.
- Encourage them to participate in our educational events to learn how to identify, prevent, and treat malnutrition and when to provide nutrition intervention. As an Ambassador, you and your community will receive complimentary access to our MAW education 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. Later this summer, we’ll send instructions on how to get your complimentary registration code for Malnutrition Awareness Week webinars.

We look forward to once again partnering with your organization to expand our collective impact on the nutrition care of patients. If you have questions or know of other organizations we might invite to be ambassadors, please contact Valerie Bloom at (301) 920-9149 or valerieb@nutritioncare.org.

Best regards,

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 Malnutrition Awareness Week Ambassador Responsibilities and Benefits

Malnutrition Awareness Week 2023 is September 18-22. This document outlines the responsibilities and benefits of a Malnutrition Awareness Week ambassador.

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:

![Malnutrition Awareness Week Logo]

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 stephaniel@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 MAW 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 Partners page.

• 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 ambassador organization may discontinue participation at any time by contacting Valerie Bloom, valerieb@nutritioncare.org, at the ASPEN National Office.

Thank you for your continued support!