

Spotlight on Malnutrition Month 2020

Communications Toolkit for
Affiliates, DPGs, MIGs and Policy Leaders, Academy Spokespeople and Academy
Members



#eatrightPRO #SpotlightOnMalnutrition

Overview

Malnutrition is a serious condition that must be addressed quickly and comprehensively. Throughout the month of September, "[Spotlight on Malnutrition Month](#)," the Academy will raise awareness of malnutrition and promote the crucial role of registered dietitian nutritionists in identifying and treating this condition.

Spotlight on Malnutrition Month will officially begin the week of September 7, with the Academy focusing on a different topic every week, as follows:

- Week 1 (September 8-11): COVID-19 and Malnutrition
- Week 2 (September 14-18): Increasing Access to MNT: A Solution for Malnutrition
- Week 3 (September 21-15): Health Equity, Food Security and Malnutrition
- Week 4 (September 28-30): Malnutrition Quality Measures Across Practice Settings
- [Week 5 \(October 5-9\): ASPEN Malnutrition Awareness Week](#)

This communications toolkit was created to support the Academy's efforts. **Please share the messaging and graphics below on your affiliate, DPG or MIG website and social media channels (Facebook, Twitter, Instagram and LinkedIn), beginning Tuesday, September 1.**

Spotlight on Malnutrition Month graphics are available [here](#) and also are included on the last page of this toolkit. These graphics can be used on website and social media platforms.

Website Messaging

Headline: September is Spotlight on Malnutrition Month!

Malnutrition is a serious condition that must be addressed quickly and comprehensively. Throughout the month of September, "[Spotlight on Malnutrition Month](#)," the Academy will raise awareness of malnutrition and promote the crucial role of registered dietitian nutritionists in identifying and treating this condition. Learn more [here](#).



Social Media Assets and Messaging

TOPIC: September is Spotlight on Malnutrition Month

- September is Spotlight on Malnutrition Month! This month, the Academy is hosting a weekly webinar series and a Twitter chat on malnutrition. Learn more here: <https://www.eatrightpro.org/media/multimedia-news-center/spotlight-on-malnutrition-media-materials> #eatrightPRO #SpotlightOnMalnutrition
- Throughout September, the Academy will highlight the role RDNs and NDTRs play in the prevention and treatment of malnutrition. Learn more about this initiative: <https://www.eatrightpro.org/media/multimedia-news-center/spotlight-on-malnutrition-media-materials> #eatrightPRO #SpotlightOnMalnutrition
- Looking for research articles on malnutrition? Take a look at the Academy Journal's malnutrition topic collection: <https://www.eatrightpro.org/media/multimedia-news-center/spotlight-on-malnutrition-media-materials> #eatrightPRO #SpotlightOnMalnutrition



TOPIC: Twitter Chat

- We're looking forward to joining @eatrightPRO's #MalnutritionChat on Tuesday, September 22 at noon CT/1 p.m. ET! Will you be there? #eatrightPRO #SpotlightOnMalnutrition
- I'm looking forward to joining @eatrightPRO's #MalnutritionChat on Tuesday, September 22 at noon CT/1 p.m. ET! Will you be there? #eatrightPRO #SpotlightOnMalnutrition
- It's Spotlight on Malnutrition Month! Save the date and join the conversation about malnutrition in @eatrightPRO's #MalnutritionChat on September 22. #eatrightPRO #SpotlightOnMalnutrition



TOPIC: Webinar Series

- The Academy is hosting a Spotlight on Malnutrition Month weekly webinar series, with 4 hours of complimentary CPE available! Register: <https://www.eatrightpro.org/media/multimedia-news-center/spotlight-on-malnutrition-media-materials> #eatrightPRO #SpotlightOnMalnutrition
- Have you registered for @eatrightPRO's weekly Spotlight on Malnutrition Month webinar series? Four hours of complimentary CPE are available! Register: <https://www.eatrightpro.org/media/multimedia-news-center/spotlight-on-malnutrition-media-materials> #eatrightPRO #SpotlightOnMalnutrition

