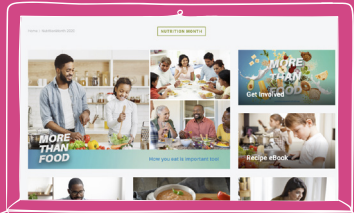




NUTRITION MONTH 2020

For over 30 years, Dietitians of Canada has celebrated Nutrition Month in March. This March, Dietitians of Canada helped Canadians understand that healthy eating is about so much More Than Food...and so are dietitians!

We reached **millions** of Canadians through...



**OUR REDESIGNED
WEBPAGES RECEIVED
1.5 MILLION PAGE VIEWS**



**OUR RECIPE E-BOOK
WAS DOWNLOADED
18,000 TIMES**




**OUR ACTIVITIES AND IDEAS
GUIDE WAS DOWNLOADED
9,000 TIMES**



**OUR SOCIAL MEDIA
CAMPAIGN GENERATED
1.6 MILLION IMPRESSIONS**


Thank you to Dairy Farmers of Canada and Avocados From Mexico, whose support allowed Dietitians of Canada to bring Nutrition Month 2020 to Canadians.



**DIETITIANS WERE
EVERYWHERE, AT EVENTS
AND IN THE MEDIA...**



**AND GENERATED 509
MEDIA STORIES WITH A
REACH OF 38 MILLION**



**ADS IN CLINICS AND
PHARMACIES GENERATED
238,000 IMPRESSIONS**

Although Nutrition Month 2020 was cut short by the COVID-19 Pandemic, impacting potential traffic to the website and key resources, we were able to complete our media relations campaign as well as the majority of our digital and media relations strategy.