



## Nutrition Month 2020 Activity and Ideas Guide

[Nutritionmonth2020.ca](https://nutritionmonth2020.ca)



NUTRITION MONTH  
OFFICIAL SPONSORS:



Dietitians of Canada acknowledges the support of Avocados from Mexico and Dairy Farmers of Canada who help bring Nutrition Month 2020 to Canadians. Questions? Email [nutritionmonth@dietitians.ca](mailto:nutritionmonth@dietitians.ca).

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*If you want to work with or feature a dietitian in your Nutrition Month activities but don't know how to get in touch, check out Dietitians of Canada's Find a Dietitian database [www.dietitians.ca/find](http://www.dietitians.ca/find)*

## **Media Embargo: Hold until February 24, 2020**

Nutrition Month materials are made available in advance to help members of Dietitians of Canada and others prepare activities in their communities.

If you are planning to submit a story to your local newspaper or media outlet, we request that the publication date is not before February 24, 2020.

Questions? Email [nutritionmonth@dietitians.ca](mailto:nutritionmonth@dietitians.ca)

Your cooperation helps us ensure the maximum reach and impact of stories featuring dietitians!

# Campaign Introduction

March is Nutrition Month and this year, Canadian dietitians are talking about how healthy eating is about so much **More than Food!** Dietitians are encouraging Canadians to consider not only *what* they eat, but *how* they eat too.

## Why this theme?

Dietitians counsel their patients, clients and communities on **More than Food**. We love food, yes, and we believe in its potential to enhance lives and improve health, but we take a broad view of the factors that impact healthy eating – including *how* we eat.

In 2019, Health Canada released the new Canada's Food Guide. During the revision process, Dietitians of Canada advocated strongly that Health Canada include considerations beyond nutrients and talk about *how* we eat, not just *what* we eat in the new guide. This is how dietitians were already talking about food, and they wanted National Dietary Guidance to reflect that. This included consideration of food literacy, food culture and traditions, food availability and sustainability.

The 2020 Nutrition Month campaign recognizes the Healthy Eating Habits that are part of the new Canada's Food Guide <http://www.canada.ca/foodguide>:

### Be mindful of your eating habits

- Take time to eat
- Notice when you are hungry and when you are full

### Cook more often

- Plan what you eat
- Involve others in planning and preparing meals

### Enjoy your food

- Culture and food traditions can be a part of healthy eating

### Eat meals with others



### **Nutrition Month promotes dietitians**

For over 30 years, Nutrition Month has been the most visible public awareness campaign for the profession, reaching millions of Canadians. Dietitians across the country raise awareness about nutrition, enhance the visibility of the profession and promote the use of dietitians. As a result of the enthusiasm and hard work of volunteers and staff, 94% of Canadians recognize dietitians as the authority for nutrition advice, an increase from only 50% in 1990. In 1988, only 29% of Canadians said they would seek advice from a dietitian. Now, 30 years later, 60% of Canadians say they are likely to consider dietitians for nutrition advice.

Throughout March, Dietitians of Canada will tell Canadians that dietitians are about more than food. We love food, yes! However, our roles are diverse and our scope is wide. Nutrition Month is a time to share the breadth of your experience, skills and expertise.

Nutrition Month 2020 “More Than Food” will build on the award-winning campaign “Dietitians Unlock the Potential of Food”, to help Canadians better understand who you are, what you do, and why you matter as dietitians.

*#DietitiansAreKey: By translating the science of nutrition into terms everyone can understand, dietitians help unlock the potential of food and support healthy living for all Canadians. Dietitians have the knowledge, compassion and flexibility to help Canadians achieve their goals.*

#### **Key Dates for the Nutrition Month Campaign**

February 24: Public Relations Campaign launch

March 1: First Day of Nutrition Month

March 18: Dietitians Day

Find all the resources to support your Nutrition Month activities at  
[www.NutritionMonth2020.ca](http://www.NutritionMonth2020.ca)

# Activity and Ideas

## Make this the year you take part in the campaign!

There are many ways to share Nutrition Month content to engage those around you and to promote dietitians and the value you bring in your workplace and your community. Plan a Nutrition Month activity using the resources available at [www.nutritionmonth2020.ca](http://www.nutritionmonth2020.ca) and included in this guide.

### 1. Get social!

Use the 31 posts in the Nutrition Month 2020 Social Media Toolkit on social media or for your newsletters and websites. Don't forget to include #NutritionMonth and #MoreThanFood in your tweets and direct your followers to [www.nutritionmonth2020.ca](http://www.nutritionmonth2020.ca)



Find graphics sized for use on websites, email signatures, social media banners and social media posts on the Nutrition Month resource page.



New! Search “Nutrition Month” on Instagram when creating stories to find official stickers!



Follow @DietitiansCAN and @UnlockFoodCA to see a digital campaign that promotes dietitians, starting in March!



Share photos with our community by tagging @DietitiansCAN and using #NutritionMonth

### 2. Make a display!

Is there a high traffic area where you work, maybe close to the cafeteria or a communal meeting place? Plan an educational display for Nutrition Month. Review the information on Creating a Professional Display in this Activity and Ideas Guide. Share the suggested resources, hang the Nutrition Month poster\* or graphics. Print any of the 12 recipes featured in the recipe e-book. If you have a screen, tablet or laptop, demo the free bilingual Cookspiration app, featuring 25 new recipes for Nutrition Month 2020 and hundreds of others.

\* Dairy Farmers of Canada has created a poster for Nutrition Month this year (as in past years). The poster will be available to order in February 2020 at <http://dairynutrition.ca/2020> for the English poster and <http://savoirlaitier.ca/2020> for the French poster. Read details about Nutrition Month Sponsorship.



### 3. Share the free Recipe e-book!

Share the free, downloadable e-book containing 12 nourishing recipes, hand-picked by dietitians to celebrate Nutrition Month 2020. Available from [www.nutritionmonth2020.ca](http://www.nutritionmonth2020.ca)

- ✓ Consider printing colour copies of the recipe e-book to use as prizes!

### 4. Try a new recipe!

In addition to the recipe e-book, there are 25 new recipes for Nutrition Month in Cookspiration that are perfect for sharing! Cookspiration is a free, bilingual app and website from Dietitians of Canada. [www.cookspiration.com](http://www.cookspiration.com)

- ✓ Prepare recipes and provide tasty samples at your display or presentations.
- ✓ Work with your cafeteria to feature and promote a recipe weekly.
- ✓ Make recipes at home and post the results on your social media channels using the #NutritionMonth hashtag.
- ✓ Download and promote the Cookspiration app.
- ✓ Showcase colour copies of recipes on your display boards.
- ✓ Organize a staff potluck using Nutrition Month recipes.



### 5. Give a presentation!

Whether you organize a talk at a workplace lunch and learn or plan an evening chat at a local community centre or grocery store, take advantage of the suggested resources to create your presentation.

Check out Dietitians of Canada's Find a Dietitian database to link with a dietitian in your area. [www.dietitians.ca/find](http://www.dietitians.ca/find)

### 6. Write about it!

Get inspired by the Story Ideas and Suggested Resources in this guide to write articles for your workplace newsletter, website, blog or social media accounts. Ask your Human Resources or Communications department to share it on your work's intranet site or communications bulletin. You can also submit an article to community newspaper to share the message on a wider scale!

Use content from the Suggested Resources and the Social Media Toolkit as inspiration to write a daily tip to share in the elevators, lunchroom, stairwells, water-cooler area, cafeteria, common room, staff bulletin board or your work's intranet site. Always direct people to [www.nutritionmonth2020.ca](http://www.nutritionmonth2020.ca) for more information!

### 7. Share via email!

You can promote Nutrition Month and how dietitians are More Than Food with every email you send! Add one of the tips and graphics found in the Social Media Toolkit to your email signature and you'll be sharing Nutrition Month messages every time you press "send."

### 8. Make a proclamation

Dietitians can get an official proclamation for Nutrition month and/or Dietitians Day (which is March 18, 2020) from local politicians. Share any photos and proclamations on social media with the hashtag #NutritionMonth. Sample proclamation templates can be found in the Nutrition Month Resources on dietitians.ca



### 9. Start a celebration

Dietitians Day falls on March 18th, 2020. It's the perfect time to promote the profession. Use social media to wish your colleagues a happy #DietitiansDay and to educate Canadians about our profession.

### 10. Start a conversation

Dietitians are important members of interprofessional teams and have a significant impact on the health of patients, clients and communities. Take action by meeting with doctors, other health care providers and community leaders discuss the types of clients with whom you can have the most impact and the best way to refer them to you.

#### Advocacy Toolkit (free for DC members)

When someone asks what it's like to be a dietitian, how do you answer? You might tell them about a client that made great strides in improving health because of your advice, or the critical role you play in a hospital patient's recovery. Maybe your story is about working with community partners to increase access to healthy food or teaching food skills to young children.

Stories are an important part of making an emotional connection with decision-makers to advocate for policy change, while also inspiring other dietitians on their professional journey. The Advocacy Toolkit is a collaborative learning space to learn the skills to influence change. Access the Toolkit at <http://www.dietitians.ca/advocacy> and share your stories in the discussion forum.

## Suggested Resources

In addition to the resources at [www.nutritionmonth2020.ca](http://www.nutritionmonth2020.ca), use the resources below to remind Canadians that healthy eating is about so much More than Food! How you eat is important too!

### From UnlockFood.ca – A website from Dietitians of Canada

#### Tips On Reducing Food Waste At Home

<https://www.unlockfood.ca/en/Articles/Cooking-And-Food/Cooking-Methods/Tips-On-Reducing-Food-Waste-At-Home.aspx>

#### Cooking with Kids

<https://www.unlockfood.ca/en/Articles/Childrens-Nutrition/Cooking-and-Meal-Planning/Cooking-with-Kids.aspx>

#### Away at School and on your Own – Advice for the First Time Cook

<https://www.unlockfood.ca/en/Articles/Adolescents-teenagers/Away-at-school-and-on-your-own-%E2%80%93-advice-for-the-first-time-cook.aspx>

#### Healthy Tips for Feeding Your Grandchildren

<https://www.unlockfood.ca/en/Articles/Childrens-Nutrition/Healthy-Eating-and-Healthy-Weights/Healthy-Tips-For-Feeding-Your-Grandchildren.aspx>

#### 5 Habits to Make Your Workday Healthier

<https://www.unlockfood.ca/en/Articles/Workplace-wellness/5-Habits-to-Make-Your-Workday-Healthier.aspx>

#### PEN: Practice-based Evidence in Nutrition

The PEN System has evidence-based answers to the questions that dietitians face every day.

In addition to evidence analysis and professional resources, PEN also has consumer handouts, interactive tools and more.

Access to PEN is now included in DC membership – [www.pennutrition.com](http://www.pennutrition.com)

### From Canada's Food Guide – Healthy Eating Recommendations

#### Be mindful of your eating habits

<https://food-guide.canada.ca/en/healthy-eating-recommendations/be-mindful-of-your-eating-habits/>

##### ✓ Take time to eat

- <https://food-guide.canada.ca/en/healthy-eating-recommendations/be-mindful-of-your-eating-habits/take-time-to-eat/>

##### ✓ Notice when you are hungry and when you are full

<https://food-guide.canada.ca/en/healthy-eating-recommendations/be-mindful-of-your-eating-habits/hunger-cues/>

#### Cook more often

<https://food-guide.canada.ca/en/healthy-eating-recommendations/cook-more-often/>



### Plan what you eat

<https://food-guide.canada.ca/en/healthy-eating-recommendations/cook-more-often/plan-what-you-eat/>

### Involve others in planning and preparing meals

<https://food-guide.canada.ca/en/healthy-eating-recommendations/cook-more-often/involve-others-in-planning-and-preparing-meals/>

### Enjoy your food

<https://food-guide.canada.ca/en/healthy-eating-recommendations/enjoy-your-food/>

#### ✓ Culture and food traditions can be a part of healthy eating

<https://food-guide.canada.ca/en/healthy-eating-recommendations/enjoy-your-food/cultures-food-traditions-and-healthy-eating/>

### Eat meals with others

<https://food-guide.canada.ca/en/healthy-eating-recommendations/eat-meals-with-others/>

### Evidence behind the food guide –

This page provides an overview of, and links to, the evidence supporting the food guide, including the dietary guidelines, the 2015 evidence review, the 2018 interim evidence update, and the revision process.

<https://www.canada.ca/en/health-canada/services/canada-food-guide/resources/evidence.html>

### Canada's Dietary Guidelines –

Canada's Dietary Guidelines for Health Professionals and Policy Makers forms the foundation for the food guide resources, and can be used when developing policies, programs, and educational resources. This report provides guidance on nutritious food and beverages, foods and beverages that can have a negative impact on health, food skills, and supportive environments for healthy eating.

<https://food-guide.canada.ca/guidelines/>

### Resources to download –

A collection of food guide resources is available to download. This includes html and PDF versions of the snapshot, educational poster, postcard, healthy eating recommendations and dietary guidelines report, as well as JPG images and web buttons that support the new Canada's food guide.

<https://www.canada.ca/en/health-canada/services/canada-food-guide/resources/resources-download.html>

## Story ideas for newsletters, local media and blogs

Writing an article for your workplace newsletter, website, blog or social media accounts is a great way to promote healthy eating habits and to help others become familiar with the role and value of a dietitian.

### Story ideas

Every year, dietitians, students and others write hundreds of articles during Nutrition Month that are evidence-based, practical, helpful and often include delicious recipes to illustrate a point! What will you write about this year?

**Here are 25 topic ideas to spark your creativity!** (Refer to the Suggested Resources for content)

#### Stories about being mindful

1. Fast eater? Read this post!
2. Can you tell when you are hungry and when you are full?
3. Inspire your kids to be adventurous eaters with this Roasted Cauliflower, Farro and Avocado Salad.
4. Why our family eats this breakfast recipe for dinner: Peach, Strawberry and Almond Muesli
5. Hearty soup for a cold winter nights – try this Hearty Manitoba Vegetable Soup

#### Referencing Materials

When you use or adapt the Nutrition Month materials, please add this reference note:

*Adapted from the Dietitians of Canada's Nutrition Month materials. Find more information about Nutrition Month at [www.nutritionmonth2020.ca](http://www.nutritionmonth2020.ca)*

#### Stories about involving others in planning and preparing meals

6. How to get started with meal planning
7. How meal planning can save you time, money and reduce food waste
8. We turned our kitchen into a pretend restaurant to get our kids involved – Grilled Vegetable, Bean and Avocado Tacos
9. Recipe exchanges are the new book club!
10. The benefits of sharing food and cooking traditions

### Stories about enjoying your food

11. This Easy Chicken Parm is a weeknight dream
12. A tip for cooking with kids: if you're excited, they will be too: Avocado Fruit Salad with Basil and Honey
13. Why growing, harvesting, fishing, hunting and preparing food in traditional ways is important to healthy eating
14. Three ways to create a positive eating environment
15. More than food: Healthy eating includes taking steps to enjoy your food

### Stories about eating meals with others

16. How to make time to enjoy meals with others
17. Enjoy your food with others! Try this Mexican Squash and Bean Salad
18. The benefits of eating meals regular family meals
19. Yogurt Bark - A perfect recipe your kids can make during March Break
20. Why eating together is important for seniors

### Stories about being a dietitian

21. What can a dietitian do for you?
22. What is it like to visit a dietitian?
23. How do I find a dietitian in (city)?
24. Are dietitians covered by health insurance?  
(see <https://www.dietitians.ca/employeehealth>)
25. Where do dietitians work?

**Note: All recipes mentioned are available on [cookspiration.com](https://www.cookspiration.com) and in the free Nutrition Month 2020 recipe e-book**

### How to amplify your content

- ✓ Ask the Human Resources or Communications department at your workplace to share articles on the intranet site, social media channels or communications bulletin.
- ✓ Submit an article to your community newspaper
- ✓ Write a blog post and share it on social media and tag @DietitiansCAN
- ✓ Create a vlog, Instagram story or Facebook live
- ✓ Contribute your piece to an established blog or website

Do you have a media segment booked or write a regular column in your local newspaper?

Let us know at [media@dietitians.ca](mailto:media@dietitians.ca)

## Creating a Professional Display

**Nutrition Month gives dietitians the amazing opportunity to share valuable nutrition with the public and promote the profession.** A visually appealing display is a great way to reach a large number of people with direct messages! To make your display stand out, consider these top tips:

1. **Pick a great location:** Set your display in a high-traffic area that will reach the most people, but be sure to not block pathways. Consider what you want visitors to do at the display and arrange your table accordingly. For example, if you want your attendees to linger and ask questions, stay back from the hallway traffic and leave room to chat. If you want passers-by to pick up a resource at an unstaffed booth, place the table closer to the pathway for easy accessibility to resources and recipes. Remember: if you're not at your booth, leave your business card so people can get in touch.
2. **Choose the right size:** Make sure your display matches the setting. You don't want to put a towering display board on a tiny table, nor do you want one Nutrition Month poster in a 10x10 booth. Find out how big your table will be, then plan appropriately sized display boards to go on top of it.
3. **Make it beautiful:** Whether it's the Nutrition Month poster, graphics or an enticing feature recipe, incorporate one large image to capture attention. Use the Nutrition Month branded resources so people will recognize the theme of the booth from afar and come closer to learn more.
4. **Keep it simple:** Most people will spend a very short time at the booth, so keep your text to the bare minimum that will still communicate your message. Use plain language and easy words to reach audiences with lower literacy levels. Feature the Nutrition Month slogan: "More than Food: How you eat is important too!" Make sure to spell check your text before you print it and ask a colleague to review to make sure your message is clear. Use the Nutrition Month graphics or poster for a ready-to-go display.
5. **Use technology:** Where possible, incorporate electronic communication to tell your story. If laptops, tablets and/or handheld devices are available, use them to feature the Nutrition Month website [www.nutritionmonth2020.ca](http://www.nutritionmonth2020.ca) and encourage people to visit. You can also set the screen to Dietitians of Canada's website [cookspiration.com](http://cookspiration.com).
6. **Keep a neat display:** Scattered papers on a dirty table will never attract a crowd. Keep handouts and print resources to a minimum and place extras under the table. Use a simple tablecloth to hide boxes under the table and out of view and replenish resources as necessary. Neatly display Nutrition Month resources.

7. **Promote dietitians:** Don't be shy! If you plan to stand at your booth, work on some conversation starters. As people pass by, they may be hesitant to come to the booth. Say hello and ask them a question like "did you know March is Nutrition Month?" or "Would you like a copy of this recipe?" or "Do you have any nutrition questions?" Remember: When you look polished and professional, smile and ask a question, people are more likely to trust your advice as a dietitian.
8. **Make it fun:** Can you incorporate a game, prize, survey, contest or giveaway into your Nutrition Month display? Having a raffle for a prize is a great way to attract attention and games or quizzes can help you easily interact with visitors if you're not a great conversation starter.
9. **Plan the takeaway:** What is the one key takeaway that people who visit your display should remember? Maybe it's the Nutrition Month website [www.nutritionmonth2020.ca](http://www.nutritionmonth2020.ca) or information about how and why they can access a dietitian. Make sure your key message is clear, so people walk away from your display inspired with new knowledge. Ensure [www.nutritionmonth2020.ca](http://www.nutritionmonth2020.ca) is prominently displayed.
10. **Was it effective?** Make some goals before you open your display. Maybe you want to reach a certain number of people or distribute a certain number of resources. Think about the comments that people made about your display. Was your language clear? Was your technology effective? Was your giveaway a big draw? Evaluate your display so you can make it better next year!





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