Nutrition Month 2019
Ambassador Toolkit

UNLOCK THE POTENTIAL OF FOOD

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Nutrition Month 2019

UNLOCK THE POTENTIAL OF FOOD - A DIETITIAN IS KEY!

Do You Want to Get Involved in the Nutrition Month Campaign?

Are you a counsellor, educator, manager, writer or blogger? Do you work in a hospital, clinic, human resources, public health, university or college, health organization, private practice or community health centre? There are many ways to get involved in Dietitians of Canada’s Nutrition Month 2019 campaign.

This Ambassador Toolkit is your all-in-one kit to assist you in taking part.

If you represent a national not-for profit health organization and your organization is interested in becoming an Official Nutrition Month Communications Ambassador, send an email to nutritionmonth@dietitians.ca for more information on what this entails. We’ll work out an agreement that benefits both your organization and Dietitians of Canada’s Nutrition Month campaign.

MEDIA EMBARGO: Hold until February 25, 2019

Nutrition Month materials are made available in advance to members of Dietitians of Canada and stakeholders to help them prepare activities in their communities. If you are planning to submit a story to your local newspaper, media outlet, or a blog post, please ensure the publication date is not before February 25, 2019. Dietitians of Canada has publication agreements that could be jeopardized by a broken embargo. Questions: nutritionmonth@dietitians.ca. Your cooperation helps us ensure the maximum reach and impact of stories featuring dietitians!
Nutrition Month 2019 Campaign

For over 30 years, Nutrition Month has been the most visible public awareness campaign for the profession, reaching millions of Canadians. Dietitians from 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 nutrition advice from a dietitian. Now, 30 years later, 60% of Canadians say they are likely to consider dietitians for nutrition advice.

Let’s not stop there.

When you take part in Nutrition Month, you help to change the way Canadians see dietitians. This year, we’ll show Canadians how dietitians support them to unlock the potential of food. The campaign will include reliable, evidence-based information, advice, delicious recipes as well as information about the many places dietitians work.

The 2019 Nutrition Month campaign will aim to increase the familiarity of the Canadian public with the role and value of dietitians, and maintain or improve the likelihood of Canadians to consider dietitians for nutrition advice.

**UNLOCK THE POTENTIAL OF FOOD - A DIETITIAN IS KEY!**

Food is nourishment, but it’s so much more. Every day, dietitians help Canadians unlock the potential of food to enhance lives, improve health, inspire children, fuel activities and bring people together.

Food unites us at the dinner table and is the centre of holidays. Food is something you can teach to children to help brighten their future. Food can improve health, prevent disease and keep us well for longer. At every touchpoint, food nourishes and inspires us. This is why dietitians love food and believe in its power to enhance lives and improve health.

As dietitians, we collaborate with our patients, clients and communities to embrace food, to understand it and enjoy it by considering their overall objectives, personal needs and challenges, including taste and accessibility. We deliver reliable, life-changing food and nutrition advice without fads and gimmicks and we are recognized for our rigorous, ongoing training. We are held to the highest standards of education and ethics. We unlock the potential of food by translating the science of nutrition into terms everyone can understand.

**NUTRITION MONTH SUPPORTING MATERIALS**

Take a look at all of the Nutrition Month resources and materials that you can incorporate into your Nutrition Month activity planning, available at www.NutritionMonth2019.ca:

- 5 Ready-to-use fact sheets
- 10 feature recipes
- Find a Dietitian near you www.dietitians.ca/find
- Advertisement
The 2019 campaign will have five topics that explore the potential of food:

**Potential to fuel:** Stay energized by planning nutritious snacks and meals into your day.

**Potential to discover:** Foster healthy eating habits in children by teaching them to shop and cook.

**Potential to prevent:** Understand how food can help prevent chronic diseases like type 2 diabetes and heart disease.

**Potential to heal:** Learn how food can promote healing and how dietitians work in health care teams to make a difference.

**Potential to bring us together:** Enjoy the benefits of bringing families and friends together with food.

**Get Planning!**

Whether you encourage your contacts to take the challenge, distribute the Nutrition Month fact sheets and feature recipes, ‘tweet’ using snippets of the ready-to-go Nutrition Month information using the #NutritionMonth hashtag, promote the popular Dietitians of Canada Cookspiration app, or organize a workplace event, your efforts will help to increase consumer awareness of the importance of healthy eating.

**KEY DATES FOR THE NUTRITION MONTH CAMPAIGN**

- **January:** Nutrition Month resources available to the public at www.NutritionMonth2019.ca
- **February 25:** Unlock the Potential of Food campaign launch
- **March 1:** Official first day of Nutrition Month
- **March 20:** Dietitians Day

Find all the publicly available resources to support your Nutrition Month activities at www.NutritionMonth2019.ca

**FIND A DIETITIAN**

Want to work with or feature a dietitian in your Nutrition Month activities but don’t know how to get in touch with one? Check out Dietitians of Canada’s Find a Dietitian database to link with a dietitian in your area. Dietitians help translate the science of nutrition into terms everyone can understand and help all Canadians Unlock the Potential of Food.

A consulting dietitian can help you plan and execute Nutrition Month events in your area and more.

**Plan This:** Spread the word – let your clients, colleagues or employees know about the Find a Dietitian services in your Nutrition Month communications and activities.

Dietitians are key. Connect with a dietitian, for reliable, life changing advice here: www.dietitians.ca/find

**FIND EVERYTHING YOU NEED FOR NUTRITION MONTH**

- A free, bilingual recipe app: Cookspiration
- Find a dietitian near you: www.dietitians.ca/find

**LEARN ABOUT NUTRITION MONTH ACTIVITIES IN YOUR AREA**

For more information about Nutrition Month activities in your area, check out Dietitians of Canada’s Canada Activity Map which highlights, at a glance, the Nutrition Month activities dietitians in your area (and across the country). Find out if there are events being hosted that you could promote, support, or get involved in.
FEATURE NUTRITION MONTH BY USING OUR ADVERTISEMENT

Download the colourful, ready-to-go advertisement highlighting Nutrition Month. Use it in any of your Nutrition Month communications, such as online newsletters, blog posts, or company emails. This has also been used as a public transit bus advertisement!

Get the ad here: www.NutritionMonth2019.ca

Get Equipped!

FACT SHEETS

Dietitians of Canada created five ready-to-use fact sheets that feature the Nutrition Month topics.

> Plan This: Print the fact sheets to distribute at Nutrition Month activities, presentations, food demos or workshops. Put them on display at your workplace, community centre, or anywhere you see fit. Link to them on your website too.

Get all five fact sheets here: www.NutritionMonth2019.ca

FEATURE RECIPES

Nutrition Month highlights 10 scrumptious recipes from Dietitians of Canada’s popular Cookspiration app to support Canadians to Unlock the Potential of Food.

> Plan This: Print and share recipes to distribute at Nutrition Month activities, offer tastings or feature one or more each week in your workplace cafeteria through March. Check out and print the recipe sets. Print, share, feature and distribute the entire set!

Get all the 10 featured recipes here: www.NutritionMonth2019.ca

COOL TOOLS: DIETITIANS OF CANADA APP

Download and promote the Dietitians of Canada’s app during Nutrition Month and beyond: Cookspiration

REFERRENCING MATERIALS

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

Adapted from the Dietitians of Canada’s Nutrition Month campaign materials. Find more information about Nutrition Month at www.NutritionMonth2019.ca.

All Dietitians of Canada resources are prepared with you in mind. They are ready to grab and go. Adaptations are not permitted.
Spread the Word!

LET’S GET SOCIAL!

Get started on February 25 to get the Twitter buzz going encouraging Canadians to Unlock the Potential of Food.

› Plan This: Try these Tweets:

• Yum! There are 10 delicious new recipes for Nutrition Month at www.NutritionMonth2019.ca #NutritionMonth

• We tried a new recipe this #NutritionMonth! Find more delicious recipes at www.NutritionMonth2019.ca

• Do you want to unlock the potential of food? Dietitians are key! Learn more at www.NutritionMonth2019.ca

• I (my name) will Unlock the Potential of Food this #NutritionMonth Learn more at www.NutritionMonth2019.ca

• My dietitian (name and twitter handle) is key. (explain why) #NutritionMonth

Official Nutrition Month Hashtags #nutritionmonth

For all yof our social media communications, use the official Nutrition Month hashtag. Look for the hashtag during Nutrition Month so you can get in on the social action! Comment, retweet/repost, like and add your own posts!

• Use #NutritionMonth throughout March

• Use #DietitiansDay on March 20

DIETITIANS OF CANADA MEMBER BLOGGERS

Follow @DCmemberblogs on Twitter to keep up with Nutrition Month blog posts written by dietitians who are members of Dietitians of Canada. Retweet the tweets from @DCmemberblogs during Nutrition Month and beyond!

You can also follow DCmember blogs on Facebook and share blog posts written by Dietitians of Canada members.

THANK YOU FOR FEATURING OUR NUTRITION MONTH ACTIVITIES

Providing reliable information and guidance to make it a little easier for Canadians to choose, eat and enjoy healthy food is no small task. We appreciate your mutual interest in joining Dietitians of Canada members from coast to coast to promote Nutrition Month activities. We are stronger together!