

2014 Nutrition Month

Campaign Summary

Simply Cook and Enjoy!



There is growing concern about a potential lack of home cooking and loss of cooking skills among Canadians of all ages. Shifting values, time constraints and availability of, and reliance on, prepared meals are just a few of the factors that translate into diminishing food preparation skills. Perhaps the greatest concern is regarding lack of transference of cooking skills to the next generation.

If adults are not cooking, how will they pass on these critical life skills? Evidence suggests that children who are involved in meal preparation and enjoy meals with their families have healthier diets. Without the ability to make healthy food, what will be the long-term impact on diet quality and health?

Guiding Consumers Back to the Kitchen and Cooking Basics

Nutrition Month 2014 is designed to inspire Canadians to get back to cooking basics and to involve children and youth in food preparation. The campaign features 31 ready-to-go practical cooking tips that consider the barriers that Canadians are facing when it comes to cooking. Tips are divided into six themes so you can easily choose some that pertain to you and your clients:

- In a Hurry
- Make it Easy
- Budget-Friendly Ideas
- Family Affair
- Cooking by the Numbers
- Cooking 101



During March, tips are featured daily on the Dietitians of Canada website and promoted by Nutrition Month spokespeople. Each tip has a tweet-a-day to spread the word among Twitter followers. Tips are also delivered daily on the eaTipster iPhone and iPad app to share on Facebook, Twitter, email or messages.



– Dietitians of Canada launches *Cookspiration* –

This free iPhone and iPad app makes recipe suggestions depending on what you feel like eating to inspire users to cook! Download the *Cookspiration* app at www.cookspiration.com and get cooking. **Watch for the launch in early 2014!**

NEW

Dietitians: Get in the Kitchen!

This Nutrition Month, engage Canadians to get into the kitchen with delicious recipes, practical cooking tips, cooking demonstrations and hands-on cooking opportunities. Serve up simple cooking ideas with Dietitians of Canada's member resources available www.dietitians.ca/nutritionmonth:

- **Get informed!** The *Resource Manual* with 31 ready-to-go tips is your go-to guide for the 2014 Nutrition Month campaign.
- **Start planning!** Use the *Activity and Idea Manual* for ideas on how to implement the campaign successfully in your workplace or community.
- **Get creating!** Use the *Factsheet Generator* online tool and customize your factsheets; choose tips that best suit your client's needs and your own. There are also ready-to-use factsheets to download.
- **Get the Apps!** Download *eaTipster* at www.eatipster.com and *Cookspiration* at www.cookspiration.com (launching 2014) and use the auto-share feature to post cooking tips and recipes on Facebook, Twitter, email or messages.
- **Go virtual!** Use the ready-to-go *PowerPoint presentation* to take consumers or colleagues on a virtual kitchen culinary adventure.
- **Get cooking!** Use the *Cooking Demonstration Tips* with the *PowerPoint presentation* to help you plan a cooking demonstration. Not able to do a presentation or demo? Check out the *Ideas to Inspire* for tips to share.
- **Put yourself on the map!** Again this year, Dietitians of Canada is encouraging you to get on the *Canada Map* that shows, at a glance, activities dietitians across the country are doing for Nutrition Month and Dietitian's Day, held March 19, 2014. Add your activities when the map gets re-launched in 2014 and get competitive!

Dietitians have a unique knowledge of food and nutrition needed to provide consumers with practical advice on choosing good-for-you ingredients for cooking healthy meals.

Consumers: Get Cooking with Advice from Dietitians!

- Visit www.dietitians.ca to watch videos of Registered Dietitians sharing *Simply Cook and Enjoy!* cooking tips.
- Download *eaTipster* free from www.eatipster.com and be inspired by a new cooking tip each day in March – and healthy tips for the rest of the year!
- Download *Cookspiration* free at www.cookspiration.com and get recipe ideas based on what you feel like eating. This NEW iPhone and iPad app is launching early in 2014.
- Seek out Dietitians as the smart choice for nutrition and food information. Find a dietitian in your area at www.dietitians.ca/find

Information

For more details on Nutrition Month 2014 – *Simply Cook and Enjoy!* – visit: www.dietitians.ca/nutritionmonth

Nutrition Month is brought to you by Dietitians of Canada and thousands of dietitians across the country, in collaboration with the campaign sponsors. Official sponsors for Nutrition Month 2014 include Canadian Lentils, Dairy Farmers of Canada, Danone Canada and Loblaw Companies Limited.