

Malnutrition: Moving from Awareness to Action

We all have a role to play to **prevent, detect** and **treat** malnutrition!



Canadian
Malnutrition
Task Force

le Groupe de
travail canadien
sur la malnutrition



October 5 – 9, 2020 | For tips and guidance - nutritioncareincanada.ca/canadian-malnutrition-awareness-week/about-cmaw

Malnutrition Awareness Week™ is a mark of the American Society for Parenteral and Enteral Nutrition (ASPEN). Used with permission from ASPEN.

2020 Buzz Kit: To Help Spread the Word!

Canadian Malnutrition Awareness Week (CMAW) is part of a global effort to raise awareness of the importance of nutrition care to reduce incidences of malnutrition through **prevention, detection** and **treatment**. Please help us raise awareness about this important effort that aims to “Move from *Awareness* to **Action**” for malnutrition, particularly amongst healthcare leaders, policy makers and other decision makers.

CMTF / CNS is happy to provide you with a variety of free resources and tools, including this Buzz Kit, that will make it easy for you to help us spread the word. Thank you for your support!

Here are some examples of how you can engage other members of your team and administrators:

1. Download & display **posters** in your institutions – see: nutritioncareincanada.ca/canadian-malnutrition-awareness-week/promotional-materials
2. Send **emails** and/or a **newsletter** to your network to raise awareness and encourage use of these resources and tools – see: nutritioncareincanada.ca/canadian-malnutrition-awareness-week/buzz-kit/email-newsletter-content
3. Compare current practices in your setting to the best practice of the Integrated Nutrition Pathway for Acute Care. Where can improvements be made? What are areas of ‘low hanging’ where improved practice can be made? Check here for an overview of the **INPAC toolkit** that outlines “what” and “how” to make changes in nutrition practices in your setting.
4. Set up a **meeting** with institution leaders, local politicians or other decision makers to review the need to address malnutrition (human and economic costs) and the low-cost strategies that can be implemented. See a **sample presentation** that can be easily adapted to your needs - nutritioncareincanada.ca/canadian-malnutrition-awareness-week/buzz-kit/slide-deck
5. Share the messaging around malnutrition on **social media** with these sample tweets and messages – see: nutritioncareincanada.ca/canadian-malnutrition-awareness-week/buzz-kit/social-media-content
6. Add the CMAW **webinar dates** to your organization's calendar and website and encourage your network to register– see: nutritioncareincanada.ca/canadian-malnutrition-awareness-week/webinars
7. Upload the **web banner** to your organization's website – see: nutritioncareincanada.ca/canadian-malnutrition-awareness-week/buzz-kit/web-banner/



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Sample Email / Newsletter Content

Sample Subject Lines:

- Canadian Malnutrition Awareness Week™ 2020
- Moving from Awareness to Action: Canadian Malnutrition Awareness Week™ 2020
- Join CNS/CMTF for Canadian Malnutrition Awareness Week™ 2020
- Canadian Malnutrition Awareness Week™ is October 5 to 9
- Help reduce the incidence of malnutrition! Join me for Canadian Malnutrition Awareness Week™ 2020
- Join the global Malnutrition Awareness Week (CNS, ASPEN, BAPEN) 2020

Email Graphic:

A graphic to accompany your email / newsletter is available for download here:

nutritioncareincanada.ca/sites/default/uploads/files/CMAW2020-ENG/Buzz-Kit_Email-Graphic.jpg

Sample Content:

Canadian Malnutrition Awareness Week™ 2020

Moving from Awareness to Action

October 5-9, 2020

<https://nutritioncareincanada.ca/canadian-malnutrition-awareness-week>

Join the Canadian Nutrition Society (CNS) / Canadian Malnutrition Task Force (CMTF) from October 5 to 9, 2020, for the 6th annual Canadian Malnutrition Awareness Week™. This year's theme is **Malnutrition: Moving from Awareness to Action**. #malnutritionawarenessweek

Canadian Malnutrition Awareness Week will be packed with daily educational [webinars](#) and valuable [resources](#) to support efforts to move from **awareness** of the human and economic costs of malnutrition to **action**. We all have a role to play! For more information, please visit the [Canadian Malnutrition Task Force website](#).

Canadian Malnutrition Awareness Week™ is a multi-organizational campaign established in an effort to educate healthcare professionals to identify and treat for malnutrition earlier, educate consumers/patients on the importance of discussing their nutrition status with healthcare professionals, and to increase awareness of nutrition's role on patient recovery. The American Society for Parenteral and Enteral Nutrition (ASPEN) and the British Society for Parenteral and Enteral Nutrition (BAPEN) are participating in simultaneous activities.

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Social Media Content

The following tweets have been prepared to assist you with the promotion of Canadian Malnutrition Awareness Week™ (CMAW). Please help us raise awareness and encourage action by engaging in tweets leading up to, during and after CMAW. We all have a role to play!

“General” information tweets that can adapted or used in their entirety:

The cost of malnutrition in Canada is estimated to be \$2 billion/year. Take action to help reduce the human and economic cost of malnutrition in Canada. Join us for #MalnutritionAwarenessWeek, Oct 5-9, 2020. Find tools and learn more: nutritioncareincanada.ca/canadian-malnutrition-awareness-week

Malnourished patients in Canada stay in hospital on average 3 days longer than well-nourished patients at a cost of \$1,500-\$2K/patient. Learn how to be part of the solution to malnutrition: nutritioncareincanada.ca/canadian-malnutrition-awareness-week. Be a part of #MalnutritionAwarenessWeek, Oct 5-9, 2020.

Evidence-based nutrition screening and diagnosis pathways improve nutrition practices for malnourished patients. @CMTF_GTCM’s resources will help you take action on malnutrition. Learn more: nutritioncareincanada.ca/canadian-malnutrition-awareness-week Join #MalnutritionAwarenessWeek, Oct 5-9, 2020.

Individualized nutrition during hospital stays can lower the risk of mortality, improve functional status and quality of life. Let’s move from awareness to ACTION! Join us for #MalnutritionAwarenessWeek, Oct 5-9, 2020. Learn how at nutritioncareincanada.ca/canadian-malnutrition-awareness-week

Nutrition makes a difference in health and outcomes - yet 30% of hospitalized adults eat less than half of their meal tray. We all have a role to play! Join us for #MalnutritionAwarenessWeek, Oct 5-9, 2020. Find tools and learn more: nutritioncareincanada.ca/canadian-malnutrition-awareness-week

There are many resources and tools from @CMTF_GTCM to move from awareness to ACTION in preventing, detecting and treating malnutrition. Check them out at nutritioncareincanada.ca/canadian-malnutrition-awareness-week and join us for #MalnutritionAwarenessWeek, Oct 5-9, 2020.

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The following tweets can help to promote CMAW posters:

Evidence tells us that individualized nutrition during hospital stay can lower the risk of mortality, improve functional status and quality of life. Learn more with these free resources at: nutritioncareincanada.ca/canadian-malnutrition-awareness-week/promotional-materials Join us for #MalnutritionAwarenessWeek, Oct 5-9, 2020

Up to 1 in 2 adult patients admitted to hospital is malnourished. Low-cost strategies can lower this statistic. #MalnutritionAwarenessWeek, Oct 5-9, 2020 Free resources available at: nutritioncareincanada.ca/canadian-malnutrition-awareness-week/promotional-materials

Up to 1 in 3 pediatric patients admitted to a tertiary hospital is malnourished. Low-cost strategies can lower this statistic. #MalnutritionAwarenessWeek, Oct 5-9, 2020 Free resources available at: nutritioncareincanada.ca/canadian-malnutrition-awareness-week/promotional-materials

Low-cost strategies can help to prevent, detect, and treat malnutrition. A range of resources and tools are available: nutritioncareincanada.ca/canadian-malnutrition-awareness-week/promotional-materials Be a part of #MalnutritionAwarenessWeek, Oct 5-9, 2020.

Many barriers to minimizing the risk of malnutrition can be addressed. Find out how to prevent, detect and treat malnutrition with the #MalnutritionAwarenessWeek resources available at: nutritioncareincanada.ca/canadian-malnutrition-awareness-week/promotional-materials

The following tweets can help to promote CMAW webinars:

Learning from COVID-19: The Value of Nutrition Across the Care Spectrum – Don't miss this webinar hosted by CNS, ASPEN and BAPEN. Oct 7, 2020. nutritioncareincanada.ca/canadian-malnutrition-awareness-week/webinars #MalnutritionAwarenessWeek, Oct 5-9, 2020.

Sign up for daily webinars during Canadian Malnutrition Awareness Week from Oct 5 to 9, 2020. nutritioncareincanada.ca/canadian-malnutrition-awareness-week/webinars #MalnutritionAwarenessWeek

For malnourished patients, the transition from hospital to home can be a vulnerable period. Learn what can be done to help patients post-discharge at a #MalnutritionAwarenessWeek webinar from Oct 5 to 9, 2020. nutritioncareincanada.ca/canadian-malnutrition-awareness-week/webinars

A new national Malnutrition Standard for Canadian hospitals is being developed. Learn how this new standard will address malnutrition during a #MalnutritionAwarenessWeek webinar from Oct 5 to 9, 2020. nutritioncareincanada.ca/canadian-malnutrition-awareness-week/webinars

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Interested in hearing the latest evidence and best practices to address malnutrition in adult patients? Join us for a #MalnutritionAwarenessWeek from Oct 5 to 9, 2020. Learn more: nutritioncareinacanada.ca/canadian-malnutrition-awareness-week/webinars

1 in 5 pediatric patients loses more than 5% of their body weight in hospital and 1 in 4 pediatric patients in hospital meets less than 50% of their energy needs. Learn more during a #MalnutritionAwarenessWeek webinar from Oct 5 to 9, 2020. nutritioncareinacanada.ca/canadian-malnutrition-awareness-week/webinars