



Thank you for being an ASPEN [Malnutrition Awareness Week™](#) ambassador. Your partnership is pivotal to the success of the campaign and your continued support is greatly appreciated. Our 2021 program consists of new educational CE webinars, on-demand videos, infographics, and other resources on malnutrition—all free to your members/employees.

Here are a few ways you can promote the program to your community:

New! Stickers

Download a PDF of MAW 2021 stickers ([letter](#) or [A4](#) size) and print them on [letter size label sheets](#) or [A4 size label sheets](#) and distribute in your organization. If you are in the US or Canada, you can order pre-printed stickers by filling out this [form](#).

New! Malnutrition Awareness Week Facebook Group Page

Join our [MAW Ambassador Group Page](#) to share ideas with other ambassadors and inspire others to get involved.

How to Organize an #ASPENMAW21 Event at Your Institution

[This document](#) provides quick tips on how to organize an event for Malnutrition Awareness Week.

Read Ambassador Stories

See what our [super ambassadors](#) have done to spread the word about Malnutrition Awareness Week.

Email

Copy the message in this [sample email](#) and send to your community.

Online Calendar/Newsletter/Blog Post

Use this [information](#) to share in an electronic newsletter, blog post, or online calendar.

Social Media

Share sample [posts](#) on Facebook, Instagram, Twitter, and LinkedIn.

If you have any questions, feel free to contact Valerie Bloom at valerieb@nutritioncare.org or 301-920-9149.

Sample Email Copy

SUBJECT LINE OPTIONS:

- a. Free registration for Malnutrition Awareness Week webinars
- b. Malnutrition Awareness Week is October 4-8!
- c. Learn how to intervene and treat malnutrition: ASPEN Malnutrition Awareness Week

MCOA has partnered with ASPEN, the American Society for Parenteral and Enteral Nutrition, for ASPEN Malnutrition Awareness Week™ on October 4-8, 2021.

As a Malnutrition Awareness Week ambassador, we have complimentary access to ASPEN's [educational webinars](#) and [resources](#) on malnutrition.

The webinars have limited capacity so register now to reserve your spot. Enter code **MAW-MCOA** to receive a 100% discount. Continuing education credit is available for most of the webinars. ASPEN is accredited to provide medical, pharmacy, nursing and dietetic credits.

The goal of Malnutrition Awareness Week is to educate healthcare professionals on early detection, prevention, and treatment of malnutrition; educate consumers/patients to discuss their nutrition status with healthcare professionals; and to increase awareness of nutrition's role on patient recovery.

Join the conversation online by using the hashtag #ASPENMAW21. For more information and to register, visit <https://www.nutritioncare.org/maw>.

AMBASSADOR ORGANIZATIONS

As an ambassador, your members get to attend our Malnutrition Awareness Week webinars for free! Be sure to include the unique code ASPEN has provided you in your member communications.

Details for Online Calendar/Newsletter/Blog

Malnutrition Awareness Week™

Date: October 4-8, 2021

Website: <https://www.nutritioncare.org/maw>

Contact Information: (301) 587-6315, aspen@nutritioncare.org

[Your organization] has partnered with ASPEN, the American Society for Parenteral and Enteral Nutrition, for ASPEN Malnutrition Awareness Week™ on October 4-8, 2021.

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Join the conversation online by using the hashtag #ASPENMAW21. For more information and to register, visit <https://www.nutritioncare.org/maw>.

Sample Social Media Posts and Graphics

Copy and paste any of the sample social media messages, or craft your own message using #ASPENMAW21. The full-size images can be found [online](#) or in the .zip file that was provided to you.

Text	Image	
<p>Malnourished hospitalized patients are associated with longer stays, higher medical costs, and increased mortality. Learn how to intervene during #ASPENMAW21! https://www.nutritioncare.org/MAW-21</p>	<p><i>MAW21_stays-costs-mortality-1200x628</i></p>  <p>The graphic features a dark blue background with a white circular logo on the left containing the text 'MALNUTRITION AWARENESS WEEK' and 'ASPEN'. To the right, the main text reads 'Malnourished hospitalized patients are associated with' followed by three bullet points: 'Longer hospital stays', 'Higher medical costs', and 'Increased mortality'. At the bottom, it says 'OCTOBER 4-8 - HELP STOP MALNUTRITION' and 'NUTRITIONCARE.ORG/MAW'.</p>	<p><i>MAW21_Cost-Stay-Mortality_1080x1080</i></p>  <p>The graphic is a vertical square with a dark blue background. It features the same circular logo as the previous graphic. The text reads 'Malnourished hospitalized patients are associated with' followed by three bullet points: 'Longer hospital stays', 'Higher medical costs', and 'Increased mortality'. At the bottom, it says 'HELP STOP MALNUTRITION'.</p>
<p>#DYK: Critically ill patients are at increased risk of malnutrition due to inflammation and altered metabolism. Learn how to intervene during Malnutrition Awareness Week, Oct. 4-8, 2021. https://www.nutritioncare.org/MAW-21 #ASPENMAW21</p>	<p><i>MAW21_critically-ill_1200x628</i></p>  <p>The graphic features a dark blue background with a white circular logo on the left. The main text reads 'Critically ill patients are at increased risk of malnutrition due to inflammation and altered metabolism.' At the bottom, it says 'OCTOBER 4-8 - HELP STOP MALNUTRITION' and 'NUTRITIONCARE.ORG/MAW'.</p>	<p><i>MAW21_CriticallyIll_1080x1080</i></p>  <p>The graphic is a vertical square with a dark blue background. It features the same circular logo. The text reads 'Critically ill patients are at increased risk of malnutrition due to inflammation and altered metabolism.' At the bottom, it says 'HELP STOP MALNUTRITION'.</p>
<p>Up to 80% of patients with cancer are malnourished. Learn more about the signs of malnutrition during Malnutrition Awareness Week 2021. https://www.nutritioncare.org/MAW-21 #ASPENMAW21</p>	<p><i>MAW21_cancer-patients-2_1200x628</i></p>  <p>The graphic features a dark blue background with a white circular logo on the left. The main text reads 'Up to 80% of patients with cancer are malnourished.' At the bottom, it says 'OCTOBER 4-8 - HELP STOP MALNUTRITION' and 'NUTRITIONCARE.ORG/MAW'.</p>	<p><i>MAW21_CancerPatient2_1080x1080</i></p>  <p>The graphic is a vertical square with a dark blue background. It features the same circular logo. The text reads 'Up to 80% of patients with cancer are malnourished.' At the bottom, it says 'HELP STOP MALNUTRITION'.</p>
<p>20% of patients with cancer die from malnutrition and not their underlying disease. Learn how to intervene against malnutrition during Malnutrition Awareness Week, Oct. 4-8, 2021. https://www.nutritioncare.org/MAW-21 #ASPENMAW21</p>	<p><i>MAW21_cancer-patients_1200x628</i></p>  <p>The graphic features a dark blue background with a white circular logo on the left. The main text reads '20% of patients with cancer die from malnutrition and not their underlying disease.' followed by a skull and crossbones icon. At the bottom, it says 'OCTOBER 4-8 - HELP STOP MALNUTRITION' and 'NUTRITIONCARE.ORG/MAW'.</p>	<p><i>MAW21_CancerPatient_1080x1080</i></p>  <p>The graphic is a vertical square with a dark blue background. It features the same circular logo. The text reads '20% of patients with cancer die from malnutrition and not their underlying disease.' followed by a skull and crossbones icon. At the bottom, it says 'HELP STOP MALNUTRITION'.</p>
<p>Nutrition is a human right. Learn how to help stop malnutrition during Malnutrition Awareness Week, Oct. 4-8, 2021. https://www.nutritioncare.org/MAW-21 #ASPENMAW21</p>	<p><i>MAW21_HumanRight_1200x628</i></p>  <p>The graphic features a dark blue background with a white circular logo on the left. The main text reads 'OCTOBER 4-8 NUTRITION IS A HUMAN RIGHT' with an icon of hands holding a globe. Below the text is the URL 'nutritioncare.org/MAW // #ASPENMAW21' and 'HELP STOP MALNUTRITION'.</p>	<p><i>MAW21_HumanRight_1080x1080</i></p>  <p>The graphic is a vertical square with a dark blue background. It features the same circular logo. The text reads 'OCTOBER 4-8 NUTRITION IS A HUMAN RIGHT' with an icon of hands holding a globe. Below the text is the URL 'nutritioncare.org/MAW #ASPENMAW21' and 'HELP STOP MALNUTRITION'.</p>

#DYK: Post-discharge use of oral nutrition supplements reduces hospital readmissions in seniors. Get the facts during ASPEN Malnutrition Awareness Week, Oct. 4-8.
<https://www.nutritioncare.org/MAW-21> #ASPENMAW21

MAW21_oral-supplements_1200x628



MAW21_oral-supplement_1080x1080

