



OCTOBER 2017

MALNUTRITION CONNECTION

Providing Malnutrition Awareness and Advocacy Information to Share

The American Society for Parenteral and Enteral Nutrition (ASPEN) hosted its sixth annual Malnutrition Awareness Week™ (MAW) from September 18-22. It was a tremendous success and some highlights included:



43 healthcare associations and community groups signed on-gaining access to close to 1 million members and constituents



5 educational webinars were held with over **2000 individuals** and more than **300 sites** of **multiple attendees** participating in the education



Kaiser Permanente used **Malnutrition Awareness Week™ materials** in a mock “bus stop” as part of their Center for Total Health in their Washington DC office lobby

"ASPEN established [Malnutrition Awareness Week™](#) in 2011 with two driving objectives," said Peggi Guenter, PhD, RN, FAAN, FASPEN, ASPEN Senior Director of Clinical Practice, Quality, and Advocacy. "We want healthcare providers to consider assessing and intervening for malnutrition earlier, and in so doing, help improve health outcomes. We also want to educate consumers to be their own best advocates for optimal nutrition care. We have an abundance of malnutrition resources at www.nutritioncare.org/malnutrition. Based on the metrics from 2017, we've made exciting progress on both fronts. There's still a lot of work to do, but it's clear we are making strides."

There were also several resources developed about Malnutrition Awareness Week that you can continue to share among your networks. We also encourage you to submit any other programs or materials that your organization may have developed:

ASPEN [infographic](#)

The Hill [article](#) on Malnutrition Awareness Week

ICAA [Blog Post](#) on Malnutrition Awareness Week

NCOA [article/placemat/video/blog/](#)

NIH [Blog post](#) on Malnutrition Awareness Week

Sample Social Media Content:



- #MAW2017 was a great success but our work to end #malnutrition is year-round! Learn more at: <http://www.nutritioncare.org/maw/>
- Missed out on #MAW2017 – Learn more at <http://www.nutritioncare.org/maw/> to check out the highlights and see how you can get involved to end #malnutrition