

National Nutrition Month® (NNM) 2015: “Bite into a Healthy Lifestyle”

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Purpose

“NNM is a nutrition education and information campaign created annually in March by the Academy of Nutrition & Dietetics, formerly the American Dietetic Association. The campaign focuses attention on the importance of making informed food choices and developing sound eating and physical activity habits.”

NNM 2015 Take Home Messages:

- *Consume fewer calories*
- *Make informed food choices*
- *Exercise daily to achieve/maintain a healthy weight*
- *Reduce the risk of chronic disease*

Did you know? The first “National Nutrition Week” was launched in 1973 by the members of the Academy and later expanded to become National Nutrition Month in 1980.

Past Themes of the 21st Century:

2000: Food and Fitness: Health for a Lifetime

2008: Nutrition: It’s a Matter of Fact

2001: Food and Fitness: Build a Healthy Lifestyle

2009: Eat Right!

2002: Start Today for a Healthy Tomorrow

2010: Nutrition from the Ground Up

2003: Healthy Eating, Healthy You

2011: Eat Right with Color

2004: Eat Smart – Stay Healthy

2012: Get Your Plate in Shape

2005: Get a Taste for Nutrition

2013: Eat Right, Your Way, Every Day

2007: 100% Fad Free

2014: Enjoy the Taste of Eating Right

IMPORTANT: National Nutrition Month® serves as a great opportunity for nutrition professionals to highlight the importance of making informed food choices and adopting healthier lifestyles for the long haul. Keep in mind, National Nutrition Month® is property of the Academy. Therefore, RD/RDNs are encouraged to visit the Academy’s website to learn more about the guidelines for using the NNM mark and slogan.

A note to fellow RDs/RDNs: Take this opportunity to educate the public on your expertise in the field of nutrition and continue to demonstrate your commitment to helping people adopt healthier lifestyles. The Academy’s website is a great resource for informational flyers to expand upon the importance of consulting with an RD/RDN. Visit: <http://www.nationalnutritionmonth.org/nnm> and click on “Registered Dietitian Day” on the left-hand side of the webpage for links to these resources.

What are some ways to utilize the National Nutrition Month® graphic?

Permitted	Prohibited
<ul style="list-style-type: none"> • School menus 	<ul style="list-style-type: none"> • Any items for sale
<ul style="list-style-type: none"> • Invitations to a NNM event 	<ul style="list-style-type: none"> • Items already available in AND's catalog (i.e. T-shirts, mugs, table tents, sticky notes, etc.)
<ul style="list-style-type: none"> • Educational flyers 	<ul style="list-style-type: none"> • Websites not associated with the AND's affiliates and dietetic practice groups
<ul style="list-style-type: none"> • PowerPoint Presentation for NNM event 	<ul style="list-style-type: none"> • Promotion of companies, services or products not associated with the AND
<ul style="list-style-type: none"> • Tickets for raffle prizes promoting NNM 	

Mark your calendars!

*Registered Dietitian Nutritionist Day is **Wednesday, March 11, 2015***



Amanda Dent is a Registered Dietitian Nutritionist, currently working in the Morgantown area. As one of the nation's food and nutrition experts, she is committed to improving the health of her community. To find a registered dietitian in your area, visit www.eatright.org and click on "Find a Registered Dietitian."