

UNLOCK THE POTENTIAL OF FOOD

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THE POTENTIAL TO FUEL

Stay energized by planning nutritious snacks into your day.

Nutrition Month 2018 features the potential of food to fuel, discover, prevent, heal and bring us together -- with the help of dietitians. Visit NutritionMonth2018.ca

Nutritious snacks, in the right portion sizes, can be part of a healthy eating plan. Almost half of all Canadians say that eating a balanced diet is challenging for them because they are so busy. They often skip meals, and close to 30 per cent of Canadians say they snack to stay fuelled in a busy day. This Nutrition Month, dietitians want to remind you of the power of snacking to stay fuelled all day long.

FIVE TIPS FOR HEALTHY SNACKS

Snacks are foods or drinks that are consumed between meals. When you're on-the run during a busy day, think of snacks as mini-meals that offer some nutritional value and an energy boost. Examples are an apple with peanut butter or cheese with crackers. These are different than treats, such as cookies, chocolate and chips, which are not as nourishing as snacks. Choosing healthy snacks can be a great way to get all the nutrients your body needs each day. **Here are five helpful snacking tips:**

1. **Plan ahead.** Keep a variety of healthy, ready-to-eat snacks on hand for when you get hungry, like cut up veggies, nuts and cubed cheese. Being prepared helps you avoid less-healthy treats.
2. **Be aware of portion sizes.** Instead of snacking from a large bag or box, take



DIETITIAN PRO TIP

Diana Steele RD
Vancouver, BC

Fueling your body with healthy snacks between meals can help maintain stable blood sugar levels and lead to more consistent energy throughout the day. Snacks can also curb your appetite and prevent overeating at meals. I have an afternoon snack every day. I always include a fruit or vegetable and a source of protein to anchor my energy. Some of my favorite snacks include: blueberries with Greek yogurt and walnuts, or apple slices with peanut butter and bran cereal.

TRY THIS!



Eggplant dip



Sweet and salty salsa with feta



Balsamic, chic avocado toast

Find all 15 feature recipes at www.NutritionMonth2018.ca



Track eating and activity on the go with **eaTracker**.
Get inspired with recipe ideas from **Cookspiration**.



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a portion and put it on a plate or bowl.

3. **Listen to your hunger cues.** Ask yourself: am I truly hungry, or am I eating because I am bored, tired or stressed?
4. **Skip distracted snacking!** Avoid munching while looking at a screen, driving or working. You may eat more than you need if you're distracted from your feeling of fullness.
5. **Snack on vegetables!** About half of all Canadians don't eat enough vegetables or fruit. Snacking on them between meals is a great way to add an extra serving or two to your day.

HEALTHY SNACK IDEAS

We asked dietitians about their favourite snacks. They recommend looking for snacks with some protein and fibre. Here are 11 great ideas!

1. Carrots and peppers with hummus
2. Almond butter on banana slices
3. Greek yogurt topped with berries
4. Whole grain toast with peanut butter
5. Cheddar cheese and apple slices
6. Small handful of trail mix made with nuts, seeds and raisins*
7. Roasted chickpeas and popcorn mix*
8. Whole grain cereal with milk
9. Sliced vegetables with yogurt dip
10. Tuna on crackers
11. Whole grain toast with avocado and sesame seeds

**Great to keep in your bag, car or desk drawer*

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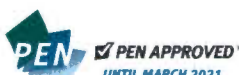
Find a dietitian at
www.dietitians.ca/find.

Find all 5 fact sheets at www.NutritionMonth2018.ca

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THE POTENTIAL TO DISCOVER

Foster healthy eating habits in children by teaching them to shop and cook.

Nutrition Month 2018 features the potential of food to fuel, discover, prevent, heal and bring us together -- with the help of dietitians.

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Starting from a young age, inspiring children to shop, cook and prepare food can set them up for a lifetime of healthy eating. A great way to teach children about food is to let them shop and cook with you. Yet, a recent Ipsos survey found that 38 per cent of parents rarely or never let their child prepare a meal or snack – it's a missed opportunity, but it can be easily fixed! This Nutrition Month, dietitians want to remind you of the power of discovering food with your children.

FIVE TIPS FOR COOKING WITH KIDS

It's fun and rewarding to involve kids in meal preparation – whether it's at breakfast, lunch or dinner. Here are five tips for getting your kids involved:

1. **Pick a recipe together:** Children need to be part of the plan from the beginning, and it helps if they prepare something that they love to eat. Shop for groceries together too!
2. **Incorporate learning:** Build on lessons they learn in school, such as math, social studies, media literacy, spelling, science and reading. Younger children can practice fine motor skills.
3. **Keep it fun!** Imaginative play helps children get deeply involved. Make a theme night or turn your kitchen into a restaurant or reality cooking show.
4. **Be a role model:** If you're excited, they will be too. Try a new food, describe the flavour and be adventurous to inspire your eaters to

DIETITIAN PRO TIP



Madonna Achkar MSc, RD
Montreal, QC

(currently working in Iqaluit, Baffin Island, Nunavut)

Improving children's ability to prepare food can lead to healthier eating habits, including eating more vegetables and fruit. Cooking exposes children to fresh, healthy ingredients. The earlier kids become familiar with nutritious foods, the less likely they will develop a taste for processed foods.

TRY THIS!



Monterey Jack and egg pita pockets



Stacked panzanella salad with avocado

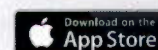


Taco soup

Find all 15 feature recipes at www.NutritionMonth2018.ca



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do the same. Get other members of the family involved.

- 5. Be cool about the mess:** Spills and accidental messes happen, and it's important to remain calm about little mishaps. Keep kitchen towels handy for cleaning up spills.

Kids are much more likely to eat what they make, so cooking at home is a great tip if you have picky eaters. It's fun for them to eat their art creation! Cooking with kids helps reduce mealtime battles and boost their willingness to try new foods. It's great for their self-confidence too.

IN YOUR NEIGHBORHOOD

Do you want to inspire your kids with food? Here are three ways to get started:

1. Head to your nearest grocery store or farmer's market and taste something new.
2. Call your local public health department or boys & girls club to see if they offer cooking programs for children.
3. Check the children's programming at the local supermarket. Many offer grocery store tours, food demos and cooking classes for children.

WHAT CAN MY CHILD DO?

Here's a guideline of kitchen skills based on age:

- 2-3 year olds can wash vegetables and fruit or tear lettuce and salad greens
- 3-4 year olds can mash potatoes and bananas or mix together batters
- 4-6 year olds can measure dry and liquid ingredients or set the table
- 6-8 year olds can toss salad ingredients together or make a simple breakfast
- 8-12 year olds can make their own school lunch or help to plan meals
- Teens can follow more complicated recipes or assemble and mix most ingredients. They can also be in charge of making one meal per week.

Find all 5 fact sheets at www.NutritionMonth2018.ca

WANT TO UNLOCK THE POTENTIAL OF FOOD?

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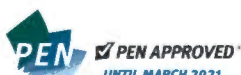
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THE POTENTIAL TO PREVENT

Understand how food can help prevent chronic diseases like type 2 diabetes and heart disease.

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Lifestyle factors, including what we eat, can influence our health. A nutritious diet can help prevent illness and can lower the risk of developing chronic diseases. Dietitians can help you follow a healthy eating pattern that suits your individual needs and health goals. This Nutrition Month, dietitians want to remind you of the power of food for disease prevention.

BUILD A BALANCED DIET

There are many diets or “eating patterns,” and some are healthier than others. The best eating pattern is one that you enjoy and can stick with in the long run. The eating patterns that have been the most researched for their health benefits include the Mediterranean, DASH and MIND diets. The foods that are recommended on these patterns can help prevent type 2 diabetes, heart disease, stroke, dementia and some types of cancer.

The eating plans listed above may have different names, but the foods are mostly the same! Here are some foods that are common to all of them:



DIETITIAN PRO TIP

**Christy
Brissette RD**
Toronto, ON

A third of cancers can be linked to poor diet, obesity and lack of exercise. Eating vegetables, fruits and whole grains can help protect you against some types of cancers. I love coming up with easy recipes to fill half your plate with vegetables. I work with clients to help them plan healthy diets that meet their individual needs and prevent disease.

TRY THIS!



**Mint, basil
guacamole**



**Veggie
burgers**



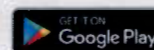
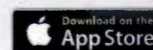
**Mexican
squash and
bean salad**

These recipes are tasty and fun to make. Dietitians of Canada makes no claim to the impact of these recipes on your health.

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- Vegetables and fruit
- Whole grains
- Legumes like beans and lentils
- Nuts and seeds
- Milk, cheese and yogurt
- Fish, seafood and poultry
- Healthy oils like canola and olive oil.

These nourishing foods are the basic ingredients that form the diet for disease prevention. You may also notice what's missing from these eating patterns. They don't contain a lot of highly processed foods, like cake, chips, cookies and sugary drinks that are high in added sugar, salt and trans fat.

WORK WITH A DIETITIAN

Almost 80 per cent of premature stroke and heart disease can be prevented through healthy lifestyle behaviours. These include eating healthy, being active and living smoke-free.

The journey towards wellbeing begins with how we eat and dietitians have the knowledge, compassion and flexibility to help you achieve your goals.

Consider working with a dietitian if you have health goals or concerns about your risk of chronic disease. They will work with you to embrace food, understand it and to enjoy it while considering your overall objectives, needs and challenges. We look beyond fads and gimmicks to deliver reliable, life-changing advice.

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PEN APPROVED
UNTIL MARCH 2021

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THE POTENTIAL TO HEAL

Learn how food can promote healing and how dietitians work in health care teams to make a difference.

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Dietitians believe in and understand the potential of food to enhance lives and improve health. Dietitians can help you select and prepare the foods you need to meet your nutrient needs. They use food to promote healing, and educate about how nutrition can help prevent or manage certain conditions, such as diabetes, celiac disease, swallowing problems (dysphagia), heart conditions, cancer and more. This Nutrition Month, dietitians want to remind you of the potential of food for healing.

DIETITIANS ARE HERE TO HELP

Dietitians are members of the health care team and work with doctors, nurses, pharmacists and other health care professionals to provide quality care, and they use food to promote healing. You can find dietitians working in many places, including:

- Hospitals
- Doctor's offices
- Private practice offices
- Community health centres
- Public health offices
- Rehabilitation facilities
- Seniors' residences

DIETITIAN PRO TIP



Gina Sunderland
MSc RD
Winnipeg, MB

Dietitians empower patients, clients and communities to embrace, understand and enjoy food. We consider a client's ethnic background, personal needs (including taste and accessibility) and translate the science of nutrition into terms they can understand! We unlock food's potential and support healthy living for all Canadians.

TRY THIS!



Spanish bulgur



Roasted salmon and broccoli with lemon parmesan sauce



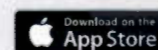
Avocado, mango, black bean salad on wilted kale

These recipes are tasty and fun to make. Dietitians of Canada makes no claim to the impact of these recipes on your health.

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POTENTIAL TO HEAL

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- Long-term care settings
- Cooking studios
- Grocery stores
- Diabetes education centres

Dietitians use foods to help you get the nutrients needed for the growth and repair of your body. Their advice helps prevent disease, treat conditions and keep the immune system healthy.

WORK WITH A DIETITIAN

Lifestyle interventions from a dietitian, such as nutrition counselling, physical activity and behaviour modification, can help heal patients/clients in many situations. Here are some examples:

- Working with a dietitian can help people with diabetes manage their blood sugar levels.
- Dietitians work with their clients on lifestyle changes that can improve blood pressure, cholesterol levels and help promote weight control.
- In the cancer care setting, advice from dietitians promotes healing, weight maintenance, and manages side effects of treatments to help patients feel their best.
- Dietitians can help people with celiac disease plan and navigate a gluten free diet, to promote gut healing and restore nutrient absorption.
- People with swallowing problems (dysphagia) can work with a dietitian as part of a health care team to find the right meal pattern, food texture, supplements and assistive devices to stay well-nourished.



DIETITIAN PRO TIP

Mandy Megan Conyers-Smith RD
Edmonton, AB

Like all regulated health professionals, dietitians undergo comprehensive and rigorous training, both on the job and in universities. Dietitians are held accountable to the highest standards of education and ethics, which means they look beyond fads and gimmicks to deliver reliable, life-changing food-related advice that supports prevention and healing.

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THE POTENTIAL TO BRING US TOGETHER

Enjoy the benefits of bringing families and friends together with food.

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Canadians are busy! In a recent Ipsos poll, 30 per cent of Canadians said it's challenging to find time to eat meals with friends and family. But, it's important to share meals, because it opens dialogue, connects people and helps us eat a more balanced diet. It's an enriching experience for people of all ages to share meals -- from children to older adult. This Nutrition Month, dietitians want to remind you of the power of coming together for shared meals.

WHY SHARE MEALS WITH OTHERS?

The biggest barriers to eating together are busy schedules like work and evening activities. It takes creativity to balance busy schedules, but it's worth the effort because everyone benefits when you eat in the company of others!

- Children who eat with their family have more nutritious diets, better academic performance, a lower risk for being overweight and less risk of eating disorders. Plus, children tend to have increased intake of vegetables and fruit, and a decreased intake of sugar-sweetened beverages.
- Teens who share family meals get better grades, and are less likely to smoke, use drugs or alcohol, or to participate in serious fights.



DIETITIAN PRO TIP

Coleen Nolan RD
Halifax, NS

Twelve per cent of Canadians say they look at texts or emails during meals. In our home, we have a "no phones at the table" policy so we can focus on each other's company, sharing highlights from our day. It also allows us time to focus on and enjoy what we're eating, instead of what our friends on Instagram or Snapchat are eating!

TRY THIS!



Spiced chia pudding



Lemony roasted potato & avocado salad



Easy chicken curry

Find all 15 feature recipes at www.NutritionMonth2018.ca



Track eating and activity on the go with **eaTracker**.
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POTENTIAL TO BRING US TOGETHER

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- Adults who eat with friends and family tend to eat more vegetables and fruits, drink less pop, eat fewer meals at fast food restaurants, and have lower body mass indexes.
- Older adults who eat as part of a group have better diets, improved nutrient intake and lower rates of malnutrition.
- People who come together in communities can eat together at community kitchens, where they learn to cook, share meals, try new foods, have fun and learn about nutrition.

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START A CONVERSATION

For many people, sharing meals is a favourite time of day to interact with family and friends. It allows people to connect share traditions, learn, communicate and listen. If you are new to family meals, here are some Do's and don'ts:

1. DO give everyone at the table a chance to speak.
2. DON'T use it as a time to scold or discipline picky eaters.
3. DO ask questions that require more than a "yes" or "no" answer. So, instead of "did you have a good day?" try asking "tell me something interesting that happened today."

Sharing family meals doesn't only mean dinner! If your evening schedule is hectic, share breakfast meals or have brunch together on the weekends. Most studies done on the benefits of family meals start with sharing at least four meals together per week. They all count!

Find all 5 fact sheets at www.NutritionMonth2018.ca

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Nutrition Month 2018

Ambassador Toolkit

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Nutrition Month 2018

UNLOCK THE POTENTIAL OF FOOD.

*DIETITIANS HELP CANADIANS REALIZE THE POTENTIAL OF FOOD
TO FUEL, DISCOVER, PREVENT, HEAL AND BRING US TOGETHER.*

Do You Want to Get Involved in the Nutrition Month Campaign?

Every year in March, **Dietitians of Canada⁺** organizes Nutrition Month to provide information and guidance to Canadians, aimed at making it a little easier for them to choose, eat and enjoy healthy food. Are you a counsellor, educator, manager, writer or blogger? Do you work in a hospital, clinic, human resources, public health, university or college, health organization, private practice or community health centre? There are many ways to get involved in Dietitians of Canada's Nutrition Month 2018 campaign.

This Ambassador Toolkit is your all-in-one kit to assist you in taking part.

If you represent a national not-for profit health organization and your organization is interested in becoming an Official Nutrition Month Communications Ambassador, send an email to nutritionmonth@dietitians.ca for more information on what this entails. We'll work out an agreement that benefits both your organization and Dietitians of Canada's Nutrition Month campaign.

MEDIA EMBARGO: Hold until February 26, 2018

Nutrition Month materials are made available in advance to members of Dietitians of Canada and stakeholders to help them prepare activities in their communities. If you are planning to submit a story to your local newspaper, media outlet, or a blog post, **please ensure the publication date is not before February 26th, 2018.** Dietitians of Canada has publication agreements that could be jeopardized by a broken embargo. Questions: [Questions: nutritionmonth@dietitians.ca](mailto:nutritionmonth@dietitians.ca). Your cooperation helps us ensure the maximum reach and impact of stories featuring dietitians!

⁺ Dietitians of Canada is the national professional association for dietitians representing 5,500 members at the local, provincial and national level. As the voice of the profession, Dietitians of Canada strives for excellence in advancing health through food and nutrition.

Introduction to the 2018 Nutrition Month Campaign

The Nutrition Month 2018 campaign is dedicated to helping Canadians *Unlock the Potential of Food*. Dietitians help Canadians realize the potential of food to fuel, discover, prevent, heal and bring us together.

The 2018 Nutrition Month campaign will help Canadians discover the potential of food to enhance lives, improve health, inspire children, fuel activities and bring people together.

Food is nourishment, but it's so much more. Food unites us at the dinner table and is the centre of holidays. Food is something you can teach to children to help brighten their future. Food can improve health, prevent disease and keep us well for longer. At every touchpoint, food nourishes and inspires us. This is why dietitians love food and believe in its power to enhance lives and improve health.

This campaign will have five topics that explore the potential of food:

Potential to fuel: Stay energized by planning nutritious snacks into your day.

Potential to discover: Foster healthy eating habits in children by teaching them to shop and cook.

Potential to prevent: Understand how food can help prevent chronic diseases like type 2 diabetes and heart disease.

Potential to heal: Learn how food can promote healing and how dietitians work in health care teams to make a difference.

Potential to bring us together: Enjoy the benefits of bringing families and friends together with food.

NUTRITION MONTH SUPPORTING MATERIALS

Take a look at all of the Nutrition Month resources and materials (available in January) that you can incorporate into your Nutrition Month activity planning, available at www.NutritionMonth2018.ca:

- 5 Ready-to-use fact sheets
- 15 feature recipes
- “Take the Challenge” tool (starting February 26) at www.NutritionMonth2018.ca and challenge certificate
- Advertisement
- Canada Activity Map

Get Planning!

Whether you encourage your contacts to take the challenge, distribute the Nutrition Month [fact sheets](#) and [feature recipes](#), 'tweet' using snippets of the ready-to-go Nutrition Month information using the #NutritionMonth hashtag, promote the popular Dietitians of Canada [apps](#), or organize a workplace event, your efforts will help to increase consumer awareness of the importance of healthy eating.

KEY DATES FOR THE NUTRITION MONTH CAMPAIGN

- **January:** Nutrition Month resources available to the public at www.NutritionMonth2018.ca
- **February 26:** *Unlock the Potential of Food* challenge launch
- **March 1:** Official first day of Nutrition Month
- **March 14:** Dietitians Day

Find all the publicly available resources to support your Nutrition Month activities at www.NutritionMonth2018.ca

FIND A DIETITIAN

Want to work with or feature a [dietitian](#) in your Nutrition Month activities but don't know how to get in touch with one? Check out Dietitians of Canada's [Find a Dietitian](#) database to link with a dietitian in your area. Dietitians help translate the science of nutrition into terms everyone can understand and help all Canadians *Unlock the Potential of Food*. A consulting dietitian can help you plan and execute Nutrition Month events in your area and more.

› **Plan This:** Spread the word – let your clients, colleagues or employees know about the Find a Dietitian services in your Nutrition Month communications and activities.

Connect with a dietitian, for reliable, life changing advice here: www.dietitians.ca/find

FIND EVERYTHING YOU NEED FOR NUTRITION MONTH

- Take the challenge here (starting February 26): www.NutritionMonth2018.ca
- Get all five fact sheets here: www.dietitians.ca/nmfactsheets
- Get all 15 feature recipes here: www.dietitians.ca/Your-Health/Nutrition-Month/Recipe-Ideas.aspx
- Get the apps here: www.dietitians.ca/gettheapps
- Find a dietitian here: www.dietitians.ca/find

LEARN ABOUT NUTRITION MONTH ACTIVITIES IN YOUR AREA

Check out Dietitians of Canada's [Canada Activity Map](#) which highlights, at a glance, the Nutrition Month activities dietitians in your area (and across the country). Find out if there are events being hosted that you could promote, support, or get involved in.

› **Plan This:** If you're organizing Nutrition Month activities with a dietitian, get your event noticed! They can add your activity to the Map.

See the Canada Activity Map here: www.dietitians.ca/nmactivitymap

FEATURE NUTRITION MONTH BY USING OUR ADVERTISEMENT

Download the colourful, ready-to-go [advertisement](#) highlighting Nutrition Month. Use it in any of your Nutrition Month communications, such as online newsletters, blog posts, or company emails. This has also been used as a public transit bus advertisement!

Get the ad here: www.dietitians.ca/Your-Health/Nutrition-Month/Campaign-Materials.aspx

Get Equipped!

FACT SHEETS

Dietitians of Canada created five ready-to-use [fact sheets](#) that feature the Nutrition Month topics.

› **Plan This:** Print the fact sheets to distribute at Nutrition Month activities, presentations, food demos or workshops. Put them on display at your workplace, community centre, or anywhere you see fit. Link to them on your website too.

Get all five fact sheets here: www.dietitians.ca/nmfactsheets

FEATURE RECIPES

Nutrition Month highlights 15 scrumptious [recipes](#) from Dietitians of Canada's popular [Cookspiration](#) app to support Canadians to *Unlock the Potential of Food*.

› **Plan This:** Print and share recipes to distribute at Nutrition Month activities, offer tastings or feature one or more each week in your workplace cafeteria through March. Check out and print the recipe sets. Print, share, feature and distribute the entire set!

Get all the 15 featured recipes here: www.dietitians.ca/Your-Health/Nutrition-Month/Recipe-Ideas.aspx

COOL TOOLS: DIETITIANS OF CANADA APPS

Download and promote the Dietitians of Canada's apps during Nutrition Month and beyond: [Cookspiration](#) and [eaTracker](#).

Get the apps here: www.dietitians.ca/gettheapps

REFERENCING MATERIALS

When you use the Nutrition Month materials, please add this reference note:

Adapted from the Dietitians of Canada's Nutrition Month campaign materials. Find more information about Nutrition Month at www.NutritionMonth2018.ca.

All Dietitians of Canada resources are prepared with you in mind. They are ready to grab and go. Adaptations are not permitted.

Spread the Word!

TAKE THE CHALLENGE AND ENCOURAGE OTHERS AS WELL

Dietitians of Canada is inviting Canadians to *Unlock the Potential of Food*. You can participate too! [Take the challenge](#) and feature your commitment in newsletters, on your blog and social media.

› **Plan This:** Get started and join us on February 26! Take the challenge and encourage people in your circle to join in through your communications activities.

LET'S GET SOCIAL!

Get started on February 26 to get the Twitter buzz going encouraging Canadians to Unlock the Potential of Food.

› **Plan This:** Try these Tweets:

- *I'm taking the challenge to unlock the potential of food this #NutritionMonth*
- *Get ready to join Canadians to take the challenge to unlock the potential of food at www.NutritionMonth2018.ca #NutritionMonth*
- *I (my name) will unlock the potential of food this #NutritionMonth*
- *Join Canadians to unlock the potential of food. Take the Challenge here: www.NutritionMonth2018.ca #NutritionMonth*

Official Nutrition Month Hashtags #nutritionmonth

For all your social media communications, use the official Nutrition Month hashtag. Look for the hashtag during Nutrition Month so you can get in on the social action! Comment, retweet/repost, like and add your own posts!

- Use #NutritionMonth throughout March
- Use #DietitiansDay on March 14

DIETITIANS OF CANADA MEMBER BLOGGERS

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THANK YOU FOR FEATURING OUR NUTRITION MONTH ACTIVITIES!

Providing reliable information and guidance to make it a little easier for Canadians to choose, eat and enjoy healthy food is no small task. We appreciate your mutual interest in joining Dietitians of Canada with our 5,500 members from coast to coast to promote Nutrition Month activities. We are stronger together!



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