

Section A

Marketing and Planning



"FOOD & FITNESS: HEALTH FOR A LIFETIME"
Eat Right America[®]

Nutrition Month Information Sheet

Purpose

National Nutrition Month® (NNM) is a nutrition education and information campaign sponsored annually by the National Center for Nutrition and Dietetics (NCND) of The American Dietetic Association (ADA) and its Foundation. The campaign is designed to provide the public with the basic nutrition knowledge needed to make informed food choices and develop sound eating habits. NNM also encourages the public and the media to call on ADA members for objective answers to their food and nutrition questions.

History

Initiated in March 1973 as a week-long event, "National Nutrition Week" became a month-long observance in 1980 in response to growing public interest in nutrition.

Slogan: "Food & Fitness: Health For A Lifetime."

The theme reinforces the importance of proper nutrition and physical activity at every stage of life. The ongoing theme for National Nutrition Month® is EAT RIGHT AMERICA®. It is a call to action that challenges Americans to take charge of their food and nutrition habits.

Sponsor

The National Center for Nutrition and Dietetics was established in 1990 by the ADA to provide objective food and nutrition information to the public. The Center is located in the Chicago headquarters of the ADA. With more than 71,180 members, ADA is the world's largest organization of food and nutrition professionals.

Service Marks

National Nutrition Month® and EAT RIGHT AMERICA® are the property of The American Dietetic Association Foundation. They may only be used in accordance with ADA's published guidelines.

Further Information

For media related information contact ADA Public Relations at 312/899-0040, ext. 4894 or ext. 4769. NNM inquiries should be directed to the NCND at 312/899-0040, ext. 4759 or e-mail National Nutrition Month at www.eatright.org/marketplace/catalog.

**Guidelines for Using National Nutrition Month®,
EAT RIGHT AMERICA®, and the
2000 Slogan "Food & Fitness: Health For A Lifetime."**

National Nutrition Month® and the EAT RIGHT AMERICA® logo are registered service marks of The American Dietetic Association Foundation (ADAF). To protect these marks, the "®" symbol should be used after the marks National Nutrition Month® and the EAT RIGHT AMERICA® logo to indicate their registration status.

Permission is granted to use all or any of the marks National Nutrition Month®, the EAT RIGHT AMERICA® logo, and the slogan "Food & Fitness: Health For A Lifetime" to promote National Nutrition Month to the general public or to companies/organizations which serve the public. These marks can not, however, be used to promote a company or a product.

Written permission must be obtained in advance from ADAF, through its National Center for Nutrition and Dietetics (NCND), for use of these marks on materials for sale, and use of these marks must include the statement "National Nutrition Month® and the EAT RIGHT AMERICA® logo are registered service marks of The American Dietetic Association Foundation."

Permission is granted to broadcast media and publishers for use of the marks National Nutrition Month®, the EAT RIGHT AMERICA® logo, and the slogan "Food & Fitness: Health For A Lifetime" with publicity focusing on National Nutrition Month. Use of these marks cannot be used in conjunction with the advertising of a product, service, company, or store but can be featured on certain product packages if approved in writing in advance by NCND.

National Nutrition Month® campaign materials purchased from NCND for free distribution to the general public may be imprinted with the message "distributed by (name of company, association, or organization)."

To obtain permission from NCND for theme or logo artwork usage as described above, or if you have any questions, contact NCND at 312/899-0040, ext. 4759 or e-mail National Nutrition Month.



SAMPLE MEDIA ADVISORY

For Immediate Release

Contact:

Organization

Contact Telephone #

MEDIA ADVISORYMEDIA ADVISORY***

WHAT: The 2000 theme for the March National Nutrition Month is "Food & Fitness: Health For A Lifetime." To kick off the campaign in _____ (name of city), a _____ (name of activity) will be held, followed by a week/month of nutrition-related activities, such as _____ (examples, i.e. a supermarket tour focusing on appropriate foods for different age groups; an educational session on understanding the nutrition information labels; or a healthful meal preparation class to which participants are asked to bring a recipe for a quick, easily prepared meal which is also nutritious; a fun run/walk followed by a health fair which emphasizes the importance of good nutrition and physical activity).

WHO: _____ (State/district dietetic association, names of cosponsors/partners) are sponsoring the event.

WHY: To help consumers recognize that the variety of food choices available in the marketplace can contribute to a healthful eating style.

WHEN: _____ (date) _____ (time), _____ (event kickoff, i.e. parade, walk-a-thon, nutrition class.)

WHERE: _____ (i.e. Dining Facility)

CONTACT: Call _____ (person) at _____ (phone number) for registration and schedule information.

SAMPLE COMMUNITY CALENDAR ANNOUNCEMENT

The _____(sponsor) will hold_____ (nutrition activity) on_____ (date) at_____ (time). Girls and boys ages 5-15 may participate in the activities, as part of the EAT RIGHT AMERICA: FOOD & FITNESS: HEALTH FOR A LIFETIME campaign. For more information, contact _____(name) at _____(phone).

SAMPLE RADIO ANNOUNCEMENT

:45 announcement

Do you want to find out how to eat right even when you are busy? What are the best food choices prior to physical activity? This is your month! During the month of March, the _____(state/district) Dietetic Association and_____ (cosponsors/partners) are holding activities to promote good nutrition for all ages and for various activity levels. Join the kickoff on _____(date) by participating in the_____ (kickoff activity). Other planned activities range from a_____ (activity) to_____ (activity) to_____ (activity). All activities and nutrition materials are free. Call_____ (contact name) at_____ (telephone number) for more information. Bring your friends and join us for a very healthful time!

:30 announcement

Let's learn about FOOD & FITNESS: HEALTH FOR A LIFETIME by participating in the EAT RIGHT AMERICA campaign. Learn the importance of proper nutrition and physical activity at every stage of life. Come join_____ (name of sponsor) and_____ (special guest) at_____ (location of activity) on_____ (date) for the kickoff of National Nutrition Month. The event is being sponsored by the_____ (state/district) Dietetic Association and _____ (cosponsors/partners). Call_____ (contact name and telephone number) for a schedule of activity.

:15 announcement

Bring your friends and family to join_____ (name of special guest and sponsor) for the National Nutrition Month FOOD & FITNESS: HEALTH FOR A LIFETIME _____(activity). Participation is free and refreshments will be served. Contact _____(contact name) at_____ (telephone number) for more information. It's never too late to learn the importance of proper nutrition and physical activity at every stage of life.

SAMPLE PRESS RELEASE

For Immediate Release

Contact: (Name)

(Address)

(Phone Number)

National Nutrition Month Campaign: FOOD & FITNESS: HEALTH FOR A LIFETIME

_____(City State)_____ (Date) Come join the _____ (state/district) dietetic association and _____ (other cosponsors) for the _____ (activity, i.e. Healthy Food Fest) for _____ (target audience, i.e. children and teens) on _____ (date) at _____ (time). Participants will prepare their favorite healthy dishes, and share the written recipe. Food preparation tips and nutrition information will be provided.

The Healthy Food Fest is just one component of the EAT RIGHT AMERICA, FOOD & FITNESS: HEALTH FOR A LIFETIME® event being held from _____ (date) to _____ (date). The event activities show how healthful food choices can be made from a diverse food supply. Activities are designed to show that now, more than ever, the marketplace provides a wide array of foods to choose from, facilitating exciting and nutritious eating without spending tremendous time preparing them. Emphasis will be on the relationship between good nutrition and physical activity at every stage of life.

National Nutrition Month activities also include a senior citizen supermarket tour, a fun run/walk/skate, and much more! Please contact _____ (spokesperson) at _____ (telephone number) for more information or a schedule of activities.

SAMPLE PROCLAMATION

(Note: Contact the office of your governor or mayor to set up an appointment with his or her executive assistant. Explain the National Nutrition Month EAT RIGHT AMERICA campaign and provide a copy of this form on your state or district dietetic association letterhead. Most will be happy to use it as it stands.)

_____ (City) of _____ (State)

Executive office
Proclamation

WHEREAS food is the substance by which life is sustained: and

WHEREAS the type and quality of food individuals consume each day plays a vital role in their overall health and fitness; and

WHEREAS there is a need for continuing nutrition education and a massive effort to enhance good eating practices:

NOW, THEREFORE I _____ (Title)

_____ (City/State)

DO HEREBY PROCLAIM the month of March
NATIONAL NUTRITION MONTH in _____ (City/State), and I encourage all citizens to join the EAT RIGHT AMERICA campaign and become concerned about their nutrition and the nutrition of others in the hope of achieving optimal health for both today and tomorrow.

IN WITNESS WHEREOF I have here to set my hand and caused the Great Seal of the _____, of _____, to be affixed.

Done at the _____ on
This __ day of _____
Two Thousand
By: _____
Titles: _____
Attest: _____
Title: _____

Planning Milestones for Coordinating the Calendar

Suggestions for a National Nutrition Month calendar are listed. Fill in relevant activities and specific tasks required for the campaign. Distribute to all planning committee members, sponsors, cosponsors, and partners, as appropriate.

October

- Organize planning team.
- Choose message(s), audience(s), activity(ies), location(s), and date(s)/time(s) of activities/events.
- Decide on who, what, where, when, and how.

November/December

- Delegate responsibilities of planning to committee members.
- Investigate possible sites.
- Enlist partners.
- Develop media lists.
- Arrange meeting of state or district dietetic association public relations chair and media representative to plan and coordinate efforts.
- Order National Nutrition Month promotional materials
- Produce materials that will be handed out during activities. You may want to use reproducible slicks that make photocopying easier.

January

- Make site arrangements: sign contract, check on needed equipment and props.
- Finalize funding.
- Coordinate activities/timetable with allied partners.
- Review partner literature.
- Reproduce National Nutrition Month materials for activity and for media
- Finalize and share activity list with partners

Early February

- Confirm site arrangements.
- Develop media list and prepare media kits (press releases, fact sheets, list of partners, speaker biographies).
- Begin alerting media: send pitch letters and follow up after one week with telephone calls to discuss options for interviews and schedule potential dates.

February

- Implement
- Follow up with radio and television contacts to set up dates and times for interviews
- Send calendar announcements three to four weeks before activity to newspaper events editor and radio/community public service directors, along with letters requesting use in March.

- Mail or messenger media kits and schedule of National Nutrition Month activities and displays to all media contacts. (NOTE: this depends on date of event. If event is in mid or late March, kits will go out in early March.
- Schedule a photographer if local newspapers do not plan to send one.
- Display promotional posters.
- Make sure spokespersons have extra copies of background material before activity.

March

- Call media contacts with reminders of time, date, and location of event two days prior to activities.
- Immediately after activity, send press release describing activity to media contacts who did not cover activity.
- If appropriate, deliver photos of activity to newspapers and provide captions.

April

- Send thank you notes to all media personnel who attended activity.
- Obtain copies of all newspaper and magazine articles and videotapes of television coverage (or written transcripts). (Note: If you know which stations will cover and when coverage will air, some stations will copy segment.)
- Submit National Nutrition Month activities for a presentation or poster session presentation at the Annual U.S. Army Health Promotion Conference (for more information contact LTC Sally Hoedebecke DSN 584-7007).