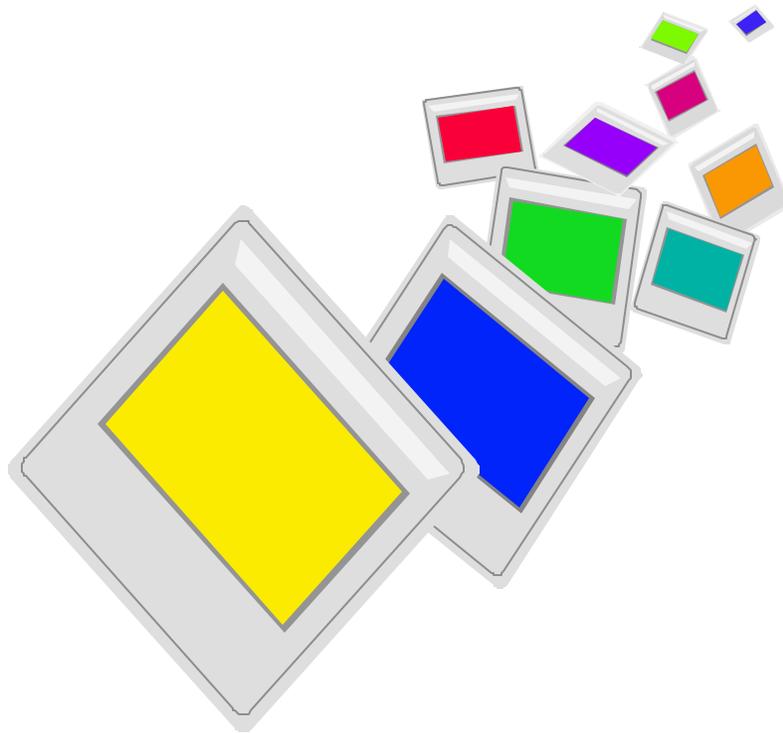


Section A

Marketing and Planning



**"FOOD & FITNESS:
Build a Healthy Lifestyle"
Eat Right America®**

Nutrition Month Information Sheet

National Nutrition Month 2001 -- Fact Sheet

National Nutrition Month® -- March 2001

Purpose

National Nutrition Month® (NNM) is a nutrition education and information campaign sponsored annually by the American Dietetic Association (ADA) and its Foundation. The campaign is designed to focus attention on the importance of making informed food choices and developing sound eating and physical activity habits. NNM also promotes ADA and its members to the public and the media as the most valuable and credible source of timely, scientifically based food and nutrition information.

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: Build a Healthy Lifestyle

The slogan for 2001, "**Food & Fitness: Build a Healthy Lifestyle**" reinforces the importance of nutrition and physical activity as key components of a healthy lifestyle. The slogan communicates the flexibility of nutrition recommendations, dietary guidelines, and the Food Guide Pyramid as the framework for daily food choices that can be personalized to each individual's food preferences, nutritional needs, health status, and lifestyle. It is a call to action that challenges Americans to take responsibility for their food, nutrition, and physical activity habits.

Sponsor

The American Dietetic Association's mission is to promote optimal nutrition and well being for all people by advocating for its members. With nearly 70,000 members, ADA is the world's largest organization of food and nutrition professionals. Members of ADA are registered dietitians (RDs) and dietetic technicians, registered (DTRs).

Service Mark

National Nutrition Month® is the property of the American Dietetic Association. Its use is encouraged, but only in accordance with [ADA's published guidelines](#). Unauthorized use is strictly prohibited.

Further Information

NNM inquiries should be directed to 312/899-4771 or by e-mail: nmm@eatright.org. For media related information contact ADA Public Relations at 312/899-4802 or 4769 or by e-mail: media@eatright.org.

Guidelines for Using "National Nutrition Month®" Service Mark and the 2001 slogan "Food & Fitness: Build a Healthy Lifestyle".

"National Nutrition Month®" is a registered service mark of The American Dietetic Association (ADA). To protect this mark, the "®" symbol should be used after the words "National Nutrition Month" to indicate its registration status.

Permission is granted to use the mark "National Nutrition Month®" and the slogan "Food & Fitness: Build a Healthy Lifestyle" to promote "National Nutrition Month®" to the general public or to companies and organizations which serve the public. They cannot be used to promote a company or a product. The words must never be altered in any

way.

Permission is granted to broadcast media and publishers for use of the marks "National Nutrition Month®" and the slogan "Food & Fitness: Build a Healthy Lifestyle" for use with publicity focusing on the campaign.

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)."

Graphics and art for National Nutrition Month® are also copyrighted. Graphics and related materials may not be reproduced electronically nor used on a web site. Written permission must be obtained from ADA to reproduce the graphic on non-educational, non-print materials. For example, this includes T-shirts, mugs, or other promotional items. To obtain permission from ADA for theme or artwork usage as described above, or if you have questions, contact ADA at 312/899-4771 or e-mail nnm@eatright.org.

SAMPLE MEDIA ADVISORY

For Immediate Release

Contact:

Organization

Contact Telephone #

MEDIA ADVISORYMEDIA ADVISORY***

WHAT: The 2001 theme for the March National Nutrition Month is "Food & Fitness: Build a Healthy Lifestyle." 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: BUILD A HEALTHY LIFESTYLE 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: BUILD A HEALTHY LIFESTYLE 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: BUILD A HEALTHY LIFESTYLE _____ (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: BUILD A HEALTHY LIFESTYLE ® 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.)