



## Health Promotion Toolbox March– “National Nutrition Month® “

Theme: *“Get Your Plate in Shape!”*

### **Purpose**

National Nutrition Month® (NNM) is an annual nutrition education and information campaign created by the American Dietetic Association. The campaign is designed to focus attention on the importance of making informed food choices and developing sound eating and physical activity habits.

### **History**

NNM was 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.

### **Sponsor**

National Nutrition Month is sponsored by the American Dietetic Association (ADA). The ADA's mission is to promote optimal nutrition and well being for all people by advocating for its members. With more than 67,000 members, ADA is the world's largest organization of food and nutrition professionals. The majority of ADA's members are registered dietitians and dietetic technicians, registered.

### **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 the ADA website at: <http://www.eatright.org/nnm/>  
There you'll find a wealth of resources you can use to promote this year's National Nutrition Month theme, as well as an extensive list of Nutrition Fact Sheets on a variety of nutrition topics, resources, an extensive nutrition reading list, activity ideas, etc.

These promotional ideas come from the American dietetic Association:

- [Guidelines For Using the NNM Mark and Slogan](#)
- [Nutrition Education Resources](#)
- [Event Ideas](#)

Try implementing some of these additional activity ideas to promote the National Nutrition Month Theme, “*Get Your Plate in Shape*”:

**Fact sheets /posters** on this month’s topic and/or on multiple topics can be put in a rack of fact sheets. They could be displayed in high visibility areas and where individuals may have time to read, such as clinic or pharmacy waiting areas, galleys, fitness centers, elevators, stairwells, ship’s stores, or health promotion departments. Fact sheets related to Nutrition can be downloaded from the NMCPHC website at: [http://www.nmcphc.med.navy.mil/Healthy\\_Living/](http://www.nmcphc.med.navy.mil/Healthy_Living/) then click on Nutrition, then Additional Resources.

**Plan of the Day/Week Notes** are arranged for weekly and/or daily use. The first four listed are recommended as POW notes and the remainder can be used for POD notes.

Register your coworkers for the **Crews into Shape Challenge**. The Crews into Shape Challenge is a team-oriented approach to get your command personnel and their family members to increase exercise, eat more fruits and vegetables and set a healthy weight goal. The dates for the 2012 challenge are 4-28 March. The deadline to register a crew is 4 March. Check out the website at: [http://www.nmcphc.med.navy.mil/Healthy\\_Living/](http://www.nmcphc.med.navy.mil/Healthy_Living/) then click on Resources and Products and then Crews into Shape for more information.

**Complete the Military Nutrition Environment Assessment tool (m-NEAT)** to determine the level of support for making healthy food options available at your command. The m-NEAT can be found at: [http://www.nmcphc.med.navy.mil/Healthy\\_Living/](http://www.nmcphc.med.navy.mil/Healthy_Living/), then click on Nutrition, then m-NEAT assessment tool.

Get the facts on nutrition by attending the full-day **Choose Healthy Options for Wellness (CHOW) Course** offered by the staff at the NMCPHC. The course includes information about basic nutrition, functional nutrition, performance nutrition, dietary supplements, helping others make healthy behavior changes related to their eating habits, and additional resources that are available. Learn more about this course at:

[http://www.nmcphc.med.navy.mil/downloads/healthyliv/nutrition/CHOW\\_Course\\_DescriptionJuly09.pdf](http://www.nmcphc.med.navy.mil/downloads/healthyliv/nutrition/CHOW_Course_DescriptionJuly09.pdf)

**Host a “healthy pot luck” event.** Invite coworkers to bring in their healthy dishes and swap recipes. On-line recipe ideas may be found at:

<http://www.nhlbi.nih.gov/health/public/heart/other/syah/index.htm> .

<http://www.fruitsandveggiesmorematters.org/cdc-resources>

<http://www.cnpp.usda.gov/dietaryguidelines.htm>

You can **promote healthy menus at meetings** held at your command - and use these opportunities to provide nutrition information to participants. Check out the CDC's 'Choosing Healthy Foods for Meetings' at:

[http://www.cdc.gov/nccdphp/dnpa/pdf/Healthy\\_Worksite\\_Food.pdf](http://www.cdc.gov/nccdphp/dnpa/pdf/Healthy_Worksite_Food.pdf)

**Post “Who’s Who in Health Promotion” sign.** Put up a sign at your command that identifies:

Command Health Promotion Coordinator/Director

Command Fitness Leader

Local medical treatment facility Health Promotion Director/nutrition staff resources

**GMT Note:** There are no supporting GMT training materials for this month’s theme.