

Malnutrition Week_{ANZ}

Tue 6th - Fri 9th Oct 2020

Toolkit

Have we missed a diagnosis?

Help fight malnutrition by getting involved and raising awareness



Inside this Toolkit

- What is Malnutrition Week ANZ?
- How can I get involved?
- Ideas for events and activities
- List of FREE resources

#malnutritionweekANZ | dietitianconnection.com/MalnutritionWeekANZ

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What is Malnutrition Week ANZ?

It's no secret that malnutrition is a huge issue. Unfortunately, an unacceptable proportion of the population experiences malnutrition at some point in their lives. Part of the challenge is **awareness**, both amongst clinicians and the public.

Malnutrition Week ANZ is primarily an awareness-building campaign. We have chosen the date to correspond with ASPEN Malnutrition Week in the USA and we will be working collaboratively with ASPEN to reach as many people as possible with the malnutrition awareness message.

In 2020, Dietitian Connection wants to help fight malnutrition by launching Malnutrition Week ANZ – and we want you to play a part.

Have we missed a diagnosis?

We're kicking off our inaugural Malnutrition Week ANZ campaign with the theme:
Have we missed a diagnosis?

The campaign spotlights the common malnutrition conundrum of patients (young or old) appearing relatively healthy, only to show several signs and symptoms of malnutrition once you do a little bit of digging.



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Why is Malnutrition Week ANZ important?

Until now, there has not been a dedicated time or place to talk about malnutrition in Australian and New Zealand communities and healthcare settings. This is a real shame, given that **up to 40% of hospital patients¹ and up to 50% of nursing home residents² are thought to be malnourished**. So, we figure there is no time like the present to bring the issue of malnutrition to the forefront.

Malnutrition Week ANZ is your opportunity to **band together with your nutrition colleagues** to get involved and raise awareness of the important and necessary work being done in the malnutrition space. Start the conversation with your multidisciplinary health care colleagues and spread the word: malnutrition impacts lives. We need to work together to identify those at risk and make a difference that matters.

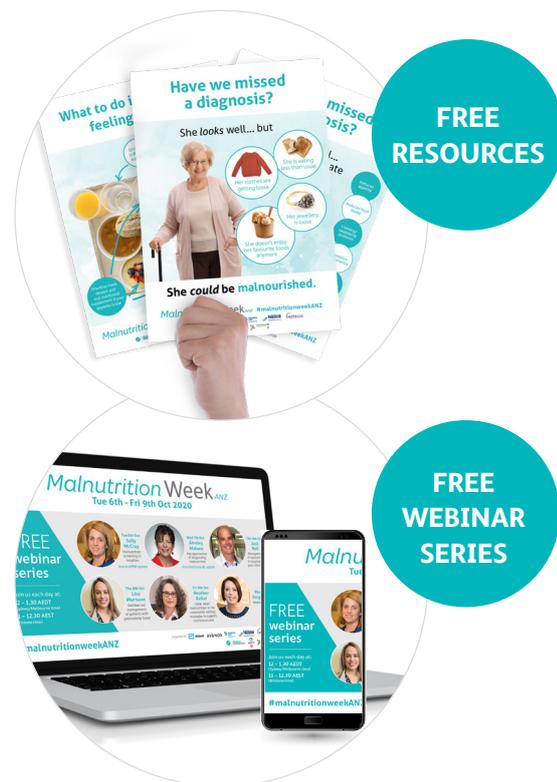
As dietitians, you play a pivotal role in diagnosing and treating malnutrition – or preventing it all together.

How can I get involved?

It's easy! The more people talking about malnutrition, **the louder the message**. Get together with your colleagues and choose something from our list of ideas or come up with your own. We have developed a range of **FREE resources** for you to use, so all you need is a bit of manpower and some enthusiasm.

As part of Malnutrition Week ANZ, we're giving you the professional development you need and want with a **series of free educational webinars on malnutrition** presented by leading international malnutrition experts and hosted by DC founder and Malnutrition Screening Tool (MST) co-author, Maree Ferguson. Be sure to invite your multidisciplinary team to watch the webinars, too.

Make sure you share what you're doing far and wide – **tag us and use the hashtag #malnutritionweekanz**.



1. Australian Commission on Safety and Quality in Health Care 2018. Hospital-Acquired Complication: MALNUTRITION. https://www.safetyandquality.gov.au/sites/default/files/migrated/SAQ7730_HAC_Malnutrition_LongV2.pdf

2. Dietitians Australia 2019. Royal Commission into Aged Care Quality and Safety. https://dietitiansaustralia.org.au/wp-content/uploads/2019/03/DAA_Royal-Commission-Aged-Care-Mar-2019_Final.pdf

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Ideas for events and activities



Set up a booth in a prominent area – you could take the opportunity to demonstrate or conduct malnutrition screening.



Place a malnutrition flyer on patient/resident meal trays

Follow a patient meal from ordering to plating to delivery to collection, and watch out for any barriers to good nutrition. Take a member of executive along for the ride and talk as you go.



Check out resources from Nutrition and Dietetic colleagues around the world – webinars, factsheets, more ideas for events and activities.

UK

CANADA

USA



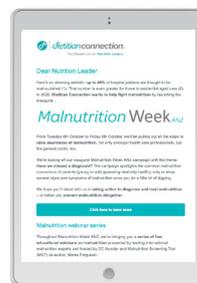
Lunch and learn presentations – Dietitian Connection is pleased to present a series of FREE webinars each day during Malnutrition Week ANZ – make sure you tune in and invite your colleagues and other healthcare workers to join too!

[CLICK HERE TO REGISTER NOW](#)

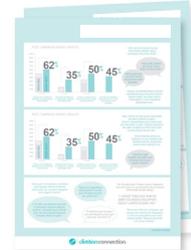


Use the FREE artwork available from Dietitian Connection to add to your Facility website or display posters on the wall.

[CLICK HERE TO GET STARTED](#)



Publish an article in your Facility newsletter



Malnutrition audit – team up with nursing or other care staff to do a ward audit, or look back at records from a set period of time.



Host a morning or afternoon tea for staff at your facility – include dishes from your food service menu and take the opportunity to explain how your kitchen can support specialised diets.



Share your activities on social media (be sure to tag us @DietitianConnection and use the hashtag #malnutritionweekanz)

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What resources are available *to support me and my organisation?*

We've done the hard yards for you. On our website you will find everything you need to promote Malnutrition Week ANZ in your facility – **all downloadable for free.**

- Posters and flyers for healthcare professionals



- Flyers for you to provide to patients/residents



- Social media tiles for you to use on Facebook, Instagram, LinkedIn and Twitter



- Links to register for our FREE webinars



[CLICK HERE TO GET STARTED](#)

Malnutrition Week ANZ **#malnutritionweekANZ**



Your chance to WIN!

True change and awareness comes when we share all of the great work that we are doing. During Malnutrition Week ANZ, be sure to tag us on social media (@dietitianconnection and use the hashtag #malnutritionweekanz) or email us some photos with permission to share on social media (info@dietitianconnection.com).

The most innovative promotion of Malnutrition Week ANZ will win one of two great prizes – four tickets to Dietitians Unite or a malnutrition book pack including the Handbook of Clinical Nutrition and Dietetics from Australian Dietitian and a plush mascot from Great Creates.

Your participation in our FREE webinars can also be used for CPD.

1st prize



2nd prize



Competition closes 11.59pm 12th October 2020. Open to Australian and New Zealand dietitians only. Prize winners will be notified via email or social media and announced on Dietitian Connection channels.

So, what are you going to do to take action and ensure we don't miss another diagnosis?

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