

Nutrition and Hydration Week Newsletter



Website

You can find a myriad of information on the website at www.nutritionandhydrationweek.co.uk

Social Media

Twitter : @NHWeek Facebook : NHWeek LinkedIn : Nutrition and Hydration Week Supporter

Series 8 No 2

June 2020

Nutrition and Hydration Week 10th Year Celebration 15th to 21st March 2021

This month its Thirsty Thursday 18th June 2020

Please share with us your events and promotions during the day so that we can share them wider. We know it's been a challenging and difficult period, but if you have any hydration related practices you wish to share wider please do. It's not about big events, it's about sharing information on what works in improving hydration of those we care for be they patients, residents, service users or staff teams.

Remember to either

@NHWeek

#NHWeek

on your social media so we can track them.

2020 Events Update

Hungary and The MDOSZ

The key highlights and results of the Hydration and Nutrition Week activity 2020 in Hungary held by the Hungarian Dietetic Association were shared by their president Janan Kubanyi.

“As a continuation of last year's initiative, we had an online educative campaign between 16 and 23 of March as an apropos of the NHW. The main platform of the activity was the Facebook page of the Hungarian Dietetic Association <https://www.facebook.com/teritekenazegeszsseg/> where we placed infographics and videos around the main messages of the week "small swaps - big changes". We have covered different topics e.g. how to build a balanced meal? how to reduce added salt and sugar in your diet? how to add variety to the family menu? or how to hydrate yourself healthily?

We also released a press material to put more emphasis on the NHW initiative and increase outreach.

Although the massive attention to the COVID pandemic was the hottest topic in the Hungarian media also during the NHW, we were able to get strong results. Our messages reached approximately 3 million people via SM and traditional PR channels.”

Here is an example of the graphics they shared. We have uploaded copies of their graphics to our website <https://nutritionandhydrationweek.co.uk/stories-2/>

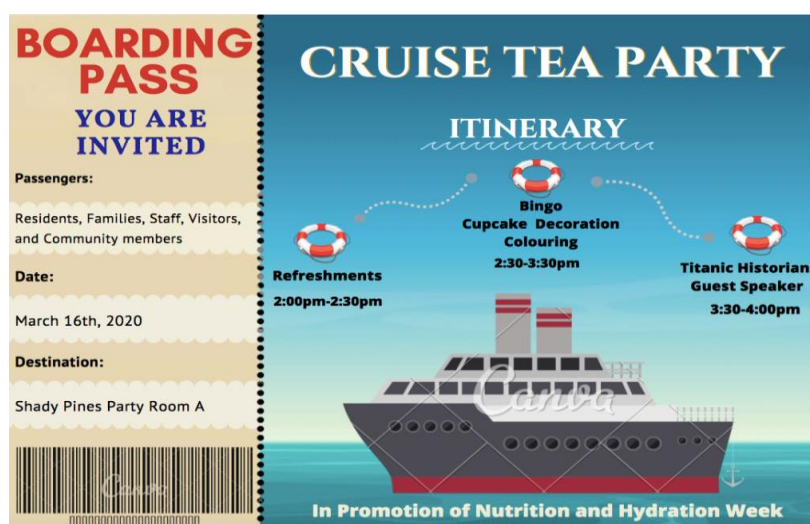


Barking, Havering and Redbridge University Hospitals NHS Trust

A Healthy Eating Poster and a couple of breakfast recipes designed by Sitaara Saggarr-Parikh, Dietitian at Barking, Havering and Redbridge University Hospitals NHS Trust can be found on our resources page on the website

<https://nutritionandhydrationweek.co.uk/resources/>

From Canada



Our colleagues, and friends, in the Canadian Society of Nutrition Management (CSNM) have shared the top entries for their Student Competition, which was to devise Nutrition and Hydration Week activities. You can find their excellent entries here on our website <https://nutritionandhydrationweek.co.uk/stories-2/>

If you are a lecturer in a college, or a trade association this is an inspirational way of engaging students who will be the future leaders of our industry.

Sponsorship Wanted for 2021 our 10th Anniversary

Next year see's our 10th Nutrition and Hydration Week, March 15th to 21st 2021, we are looking for sponsors for the week.

What Sponsorship provides the sponsor:

Direct contact with the newsletter circulation contacts - key decision makers and managers in health and social care; Dietitians; Speech and Language Therapists; health and care workers; wellbeing leads in many major businesses

- A banner on our website home page
- A logo on the opening page of the Newsletter
- A dedicated mails hot to all email recipients
- Social Media coverage twice a year
- A dedicated sponsors newsletter

If you would like more information on the package please contact us.

What sponsorship enables for you our supporters.

It secures the week's future as we, Derek, Caroline & Andy, have been operating the week with no budget for the past couple of years so to have funding means that we can look at the following -

- Review the Resources and develop more to meet your changing needs.
- We would like to roll out our Nutrition Champions scheme wider.
- Explore developing further materials to support you (leaflets & posters)
- Investigate additional tools and aids for you to promote your great work via the week i.e. give aways & merchandise.

Remember to make a note in your diary for October too and our Mealtimes Matter Month the new share a tip a day during the month promoting the importance of mealtimes.

NEWSLETTER CIRCULATION	
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Countries reached regularly at least 45	