

March is National Nutrition Month®

Host an event or display in your community!



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

Each year the ADA develops a theme for NNM. This year's theme is 'Nutrition: It's a Matter of Fact,' and key messages include:

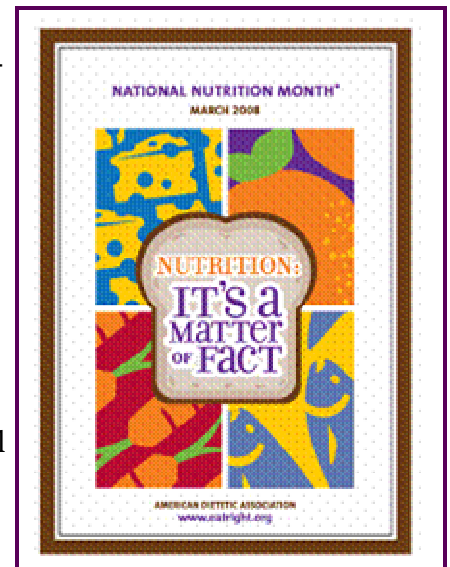
- **Separate fact from fiction.** Don't fall prey to food myths and misinformation that may harm rather than benefit your health. Get nutrition information from reputable sources so that you can make informed food choices. A wide variety of reliable nutrition information is available on the ADA website www.eatright.org.
- **Resist fad diets.** You may lose pounds quickly on a fad diet, but in the long term you are less likely to maintain that loss. The best way to reach and maintain a healthy weight is to develop an eating plan you can follow for life, combined with regular physical activity. Go to www.mypyramid.gov for the current *Dietary Guidelines for Americans*.
- **Look at the big picture.** No single food or meal makes or breaks a healthful diet. Your total diet is the most important focus for healthful eating.

Recognizing NNM in your community. Hosting an activity or display to celebrate NNM can be fun and easy to put together. Some ideas to try at your worksite, school or daycare, church or other community group include:

- Organize a **healthy recipe contest**. Award NNM t-shirts, mugs or other nutrition-related items as prizes.
- Develop an **eating the rainbow display** and provide examples of colorful fruits and vegetables that are yellow, orange, red, green, blue and purple. Give tips on how to include more fruits and vegetables in meals and snacks.
- Create a **sizing it up display** and include food models and household items to represent food portion sizes. Let participants try to match up foods with the appropriate serving size item.

Missoula's Eat Smart Program will be hosting nutrition month displays and activities for health department employees throughout the month of March and encourages other local businesses and community groups to do the same.

- To pick up a NNM event/display idea packet, contact Kristin at the Eat Smart Program (406) 258-3827 or rohfleischk@ho.missoula.mt.us.
- Event ideas and other nutrition month resources are available on the ADA's website www.eatright.org/nnm.



National Nutrition Month® products including mugs, tote bags, aprons and t-shirts make great prizes for NNM events and are available on the ADA website www.eatright.org.