



Nutrition Month 2010 Activities and Ideas for dietitians

Planning Activities

- ◇ Work with your colleagues or clients to start, support or get involved with local community garden projects to grow fresh fruits, vegetables and herbs.
- ◇ Work with your local school board to create ways to showcase local foods either in the classroom or in the school cafeterias.
- ◇ Team up with a chef from a nearby restaurant and host cooking demonstrations featuring local foods from your region.
- ◇ Develop a cooking class using lower cost foods; showcase the cost of fresh produce to frozen or canned.
- ◇ Host a 'cook-off' by having consumers submit their favorite healthy, low cost recipe; ask a local chef to judge the recipes.
- ◇ Host a 'cook-off' by having consumers submit their favorite recipes using foods grown in their gardens or foods they have preserved. Ask a local chef to judge the recipes.
- ◇ Hold a 'local recipe competition' and encourage participants to analyze their recipes with Dietitians of Canada's Recipe Analyzer. Provide Nutrition Month promotional items or Dietitians of Canada's **Simply Great Food** cookbook as prizes.
- ◇ Create a recipe booklet targeted to kids, teens or adults using local foods. Fill it with tips on eating and drinking healthy foods known to your area.
- ◇ Team up with local farms or farmers and create a healthy eating contest or quiz with prizes such as copies of Dietitians of Canada's **Simply Great Food** cookbook.

- ◇ Organize a tour of a local farm or farmers market and invite families to join you. Make a point to stop and discuss with farmers such issues as farming techniques for soil sustainability, type of farming methods used (e.g. organic or conventional), etc.
- ◇ See that a dietitian is available at local farmers markets to field nutrition questions. Volunteer yourself!
- ◇ Encourage your clients to ask your grocery store to carry more local foods.
- ◇ Encourage families to prepare a picnic basket filled with healthy local foods and beverages that they can take on a day of skiing, hiking, cycling, sledding, snow-shoeing or other fun physical activity.
- ◇ Organize a winter hike or ski, snow shoveling contest, snow-shoe race, sledding party, walk, jog or bike ride and host a post-event nutrition pot-luck. Encourage everyone to bring healthy choices prepared with favorite foods from your area.
- ◇ E-mail clients, community and media contacts daily or weekly tips, recipes, links to Nutrition Month consumer fact sheets and copies of Eating Well with Canada's Food Guide.
- ◇ Develop and post recipes for healthy local snacks, meals and beverages for use by people in your area on local websites or social networking sites.
- ◇ Put together a list of podcasts or RSS feeds on nutrition and healthy eating topics for tech-savvy clients/consumers. Suggest downloading podcasts to iPod or MP3 players and listening to them while exercising.
- ◇ Create a Nutrition Month healthy eating challenge or scavenger hunt/race for groups, workplaces or schools. Select Nutrition Month promotional items or Dietitians of Canada's **Simply Great Food** cookbook as prizes.
- ◇ Tailor a supermarket tour or a cooking class to the theme of "Celebrate food...from field to table". Use recipes created from this year's campaign or from Dietitians of Canada's **Simply Great Food** cookbook.
- ◇ Host a Meal-Makeover workshop. Take this time to educate attendees on the diversity of healthy foods available to Canadians.
- ◇ Create handy lists of healthy, quick and easy snack and meal ideas (include ideas of snacks to keep in the car, the desk or to grab on the way to the gym). Put lists on small playing card sized or business card sized paper and laminate. Distribute to clients or at events.
- ◇ Team up with school teachers and develop programs focused on this year's theme.

Professional Development Action Ideas

- ◇ Submit a practice question on Canadian food issues to PEN. Better yet - volunteer to write the practice question or to review content.

Ideas and Reminders

- ◇ Distribute Nutrition Month fact sheets wherever Canadians are busy shopping for food – grocery stores, farmers markets, big-box stores.
- ◇ Encourage families to prepare a healthy meal together and talk about their food – where it comes from and its nutritional merits.
- ◇ Encourage Canadians to enter their e-mail address at www.dietitians.ca to receive nutrition updates from Dietitians of Canada.
- ◇ Remind Canadians that spring is on the way! Encourage them to start making plans to grow a vegetable garden or berry patch or go fishing as a family (during fishing season). Do the work and eat the rewards!
- ◇ Circulate your contact information to community leaders, co-workers and fitness professionals and make them aware that dietitians are the most trusted source for advice on nutrition and healthy eating.
- ◇ Reach out to the media to promote and encourage coverage of the Nutrition Month campaign, theme and the regional activities you are coordinating.

For more information about Nutrition Month, visit www.dietitians.ca/eatwell. Nutrition Month is brought to you by Dietitians of Canada and thousands of dietitians across the country, in collaboration with the campaign sponsors.

Participating sponsors for Nutrition 2010 include Compass Group Canada, Dairy Farmers of Canada, General Mills Canada Corporation, McCormick Gourmet Spices and Seasonings.

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