Sample Email / Newsletter Content

Sample Subject Lines:

- Canadian Malnutrition Awareness Week™ 2020
- Moving from Awareness to Action: Canadian Malnutrition Awareness Week™ 2020
- Join CNS/CMTF for Canadian Malnutrition Awareness Week™ 2020
- Canadian Malnutrition Awareness Week™ is October 5 to 9
- Help reduce the incidence of malnutrition! Join me for Canadian Malnutrition Awareness Week™ 2020
- Join the global Malnutrition Awareness Week (CNS, ASPEN, BAPEN) 2020

Email Graphic:

A graphic to accompany your email / newsletter is available for download here: nutritioncareincanada.ca/sites/default/uploads/files/CMAW2020-ENG/Buzz-Kit_Email-Graphic.jpg

Sample Content:

Canadian Malnutrition Awareness Week™ 2020
Moving from Awareness to Action
October 5-9, 2020
https://nutritioncareincanada.ca/canadian-malnutrition-awareness-week

Join the Canadian Nutrition Society (CNS) / Canadian Malnutrition Task Force (CMTF) from October 5 to 9, 2020, for the 6th annual Canadian Malnutrition Awareness Week™. This year’s theme is Malnutrition: Moving from Awareness to Action. #malnutritionawarenessweek

Canadian Malnutrition Awareness Week will be packed with daily educational webinars and valuable resources to support efforts to move from awareness of the human and economic costs of malnutrition to action. We all have a role to play! For more information, please visit the Canadian Malnutrition Task Force website.

Canadian Malnutrition Awareness Week™ is a multi-organizational campaign established in an effort to educate healthcare professionals to identify and treat for malnutrition earlier, educate consumers/patients on the importance of discussing their nutrition status with healthcare professionals, and to increase awareness of nutrition’s role on patient recovery. The American Society for Parenteral and Enteral Nutrition (ASPEN) and the British Society for Parenteral and Enteral Nutrition (BAPEN) are participating in simultaneous activities.