



## **ASPEN Malnutrition Awareness Week 2026** **Nutrition Care Is a Team Effort**

ASPEN, the American Society for Parenteral and Enteral Nutrition, is an interprofessional, multidisciplinary organization dedicated to advancing clinical nutrition and thereby improving patient outcomes.

A core part of our mission is raising awareness of malnutrition and promoting early identification and intervention among healthcare professionals, consumers, patients, and communities. In 2012, ASPEN launched Malnutrition Awareness Week™ (MAW)—an annual campaign to educate and drive action around the prevalence and impact of malnutrition.

**MAW 2026 takes place September 14–18, with the theme, “Nutrition Care Is a Team Effort.”** This year’s campaign emphasizes the critical role of the healthcare team—along with informed consumers and caregivers—in recognizing malnutrition and taking action to prevent and treat it.

**ASPEN invites your organization to serve as a MAW Ambassador and help amplify this important message.** There is no financial commitment. Ambassadors are asked to:

- Share MAW resources with members, colleagues, and the community.
- Encourage participation in ASPEN’s educational events on malnutrition care.

*Ambassador organizations receive complimentary access to MAW webinars, with opportunities to earn continuing education credits. Additional details on Ambassador roles and benefits are on page 2.*

Last year, [232 organizations](#) worldwide served as MAW Ambassadors, driving continued growth and engaging healthcare professionals, government leaders, patients, and caregivers to advance nutrition therapy’s impact on patient outcomes.

### **Can we count on your organization to be a MAW Ambassador?**

We look forward to partnering with you to expand awareness and strengthen nutrition care. For questions, please contact Valerie Bloom at [marcom@nutritioncare.org](mailto:marcom@nutritioncare.org).

Best regards,

Sharon Y. Irving, PhD, RN, CRNP, FCCM, FNAP, FAAN, FASPEN  
ASPEN President 2026–2027  
[nutritioncare.org/MAW](https://nutritioncare.org/MAW)

Malnutrition Awareness Week™ is a mark of the American Society for Parenteral and Enteral Nutrition (ASPEN).

## 2026 ASPEN Malnutrition Awareness Week Ambassador Letter of Agreement

This letter of agreement outlines the benefits and responsibilities of the ambassador organization, \_\_\_\_\_, and the American Society for Parenteral and Enteral Nutrition (ASPEN) in this opportunity to support ASPEN Malnutrition Awareness Week™ (MAW), September 14-18, 2026.

### The Ambassador Organization Will:

Use the prepared resources available on [nutritioncare.org/SpreadTheWord](https://nutritioncare.org/SpreadTheWord) to promote Malnutrition Awareness Week in the following ways:

- “ Add the Malnutrition Awareness Week logo, date, and URL on their website(s), along with the statements shown below:



**September 14–18, 2026**

[nutritioncare.org/MAW](https://nutritioncare.org/MAW)

[Ambassador Organization Name] is an official ambassador of ASPEN Malnutrition Awareness Week™

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- “ Add ASPEN Malnutrition Awareness Week, September 14–18, 2026, to their event calendar(s).
- “ Send at least **three** emails or communications promoting ASPEN Malnutrition Awareness Week to members, colleagues, and/or the community.
  - **One** should be dedicated solely to sharing information about Malnutrition Awareness Week.
  - **Two** can be part of the organization’s standing communications (regular newsletters, podcasts, blogs, etc.). *ASPEN will provide content for the organization’s use.*

*Note: Please add [marcom@nutritioncare.org](mailto:marcom@nutritioncare.org) to your mailing lists.*
- “ Post a minimum of **two** announcements on your institution’s social media accounts about being an ASPEN Malnutrition Awareness Week ambassador and joining ASPEN in the fight against malnutrition.
- “ Post prepared MAW facts and images (available at [nutritioncare.org/SpreadTheWord](https://nutritioncare.org/SpreadTheWord) on social media at least **three times a month during July, August, and September, totaling 9 posts**. Organizations that join later in the summer can still participate by posting prepared MAW facts and images more frequently, for a total of 9 posts.

### ASPEN Will:

- Provide the ambassador organization and its members with complimentary access to ASPEN Malnutrition Awareness Week programming, resources, and CE credits when they complete the accredited webinars.
- Include the ambassador organization’s logo and a link to their website on the Malnutrition Awareness Week website.
- Acknowledge all ambassador organizations’ participation on ASPEN social media channels.
- If the organization is collaborating with ASPEN to create an event for Malnutrition Awareness Week, display the organization’s logo and the following statement: *Produced in collaboration with (Ambassador Organization Name), an official ambassador of ASPEN Malnutrition Awareness Week.™*

The proposed duration of the relationship will begin on the date of this agreement's signing and conclude on September 18, 2026.

Given that ASPEN Malnutrition Awareness Week is an annual event, the ambassador organization may be automatically enrolled as an official ambassador each year by checking the first box below. The ambassador organization may discontinue its participation at any time by contacting Valerie Bloom at [marcom@nutritioncare.org](mailto:marcom@nutritioncare.org) at the ASPEN National Office.

- YES, please enroll us as an ongoing ASPEN Malnutrition Awareness Week ambassador.
- NO, we wish to decline auto-enrollment; please contact us next year for support consideration.

**Ambassador Organization Representative**

**ASPEN Representative**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Email Address

\_\_\_\_\_  
Signature

Stephanie Lee  
\_\_\_\_\_  
Name

Director, Marketing and Communications  
\_\_\_\_\_  
Title

[marcom@nutritioncare.org](mailto:marcom@nutritioncare.org)  
\_\_\_\_\_  
Email Address

**Please return this signed agreement to [marcom@nutritioncare.org](mailto:marcom@nutritioncare.org) by August 1, 2026.**

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