

## Southern Nevada Dietetic Association's **National Nutrition Month®** Grant 2012



*“National Nutrition Month® is a nutrition education and information campaign created annually in March by the Academy of Nutrition and Dietetics. The campaign focuses attention on the importance of making informed food choices and developing sound eating and physical activity habits. Registered Dietitian Day, also celebrated in March, increases awareness of registered dietitians as the indispensable providers of food and nutrition services and recognizes RDs for their commitment to helping people enjoy healthy lives.”*

The Southern Nevada Dietetic Association is offering two \$500 Grants to RD members for the 2012 campaign. Grants will provide funding for promotional and/or educational events during the month of March in conjunction with the theme and focus described above.

Applications for grants must be submitted by Friday, February 17, 2012. Applications will be reviewed by the SNDA Board and awardees notified by February 22.

All applicants will be required to:

- Follow ADA Guidelines for using “National Nutrition Month®” Service Mark (<http://www.eatright.org/NNM/content.aspx?id=7835>)
- Incorporate the 2012 theme “Get your plate in shape.”

Consideration will be given to:

- Reaching the broadest target market
- Creativity and uniqueness of promotional message
- Use of funds for maximum impact

Applications should be submitted in writing (emailed by February 17, 2012) and include the following:

- Title of Campaign
- Name of Applicant
- Purpose and Target Audience
- Method and Timeline
- Budget – specifically listing how grant money will be spent

Submit to: Megan Mullin, SNDA President Email: [megan.mullin@us.nestle.com](mailto:megan.mullin@us.nestle.com)