

National Nutrition Month Programming 2024

Washington University in St. Louis

Essay:

National Nutrition Month (NNM) Programming 2024

Innovation & Program Overview & Goals:

For NNM 2024, WashU Dining's Nutrition team implemented a unique, team-driven approach to programming, allowing each dietitian to develop and lead an event based on their expertise and passion. This method encouraged staff development, support, and creativity and fostered student engagement and offered high-quality nutrition education. The goal was to increase nutrition education efforts through interactive experiences that reinforce our team's nutrition philosophy of supporting overall well-being, promoting mindful and intuitive eating, and a positive relationship with food.

Marketing & Advertising:

Our events for NNM were promoted through social media, posters, digital screens, and outreach from the Dining Services Advisory Team (DSAT) to encourage student participation and engagement. Furthermore, we collaborated with WashU Student Health Center's promotion team to foster a campus-wide culture of nutrition support.

Program Content:

Our team, consisting of three full-time dietitians, one part-time dietitian, and one dietetic intern implemented the following programming:

- Herb Planting (3/5/24): engaged approx. 40 students to grow their own herbs, promoted sustainable fresh ingredient use,

and emphasized the importance of destressing and self-care during high-stress times such as midterms.

- Energy Bite Demo (3/19/24): showcased an easy, replicable, carbohydrate-dense snack for approx. 30 students to grab & go for fueling in between classes.
- Smash the Scale (3/25/24): encouraged approx. 23 students to rethink weight stigma and its impact on eating disorders, symbolically smashing the misconceptions around weight.
- Cooking Class (3/27/24): provided hands-on culinary-forward classes for approx. 10 students. This class focused on American cuisine that highlighted cultural influences, regional differences, and essential ingredients.
- Mindful Meal (3/28/24): organized students to eat a meal together while our dietitian who specializes in eating disorders led students through mindfulness exercises to foster self-awareness and challenge disordered eating thoughts. Two students attended, this allowed for a more intimate and individualized conversation.

Feedback & Evaluation:

Students who attended our events shared their gratitude and appreciation for the stress-relief given in herb planting and for the grab-n-go energy bites. Student reactions were positive, with many expressing appreciations for our interactive and inclusive approach. Attendance was strong across events, and social media engagement demonstrated meaningful impact. Smash the Scale’s Instagram post received 9.8K views, reached 4,816 accounts, and was shared 76 times via direct messages, illustrating strong engagement and relevance. The individualized approach to event planning allowed for the exploration of diverse topics that resonated with different student populations, making the programs highly effective and relevant. Student consultations showed increased awareness and use of the WashU Nutrition Team services after NNM. The two-month average rose from 27.5 consults per month before NNM to 39 consults per month after – a 70.5% increase. Consults peaked in April (42), doubling January’s low (21), highlighting NNM’s impact on student engagement. Additionally, expanding our team with another part-time dietitian helped meet the growing demand for Nutrition Team services and student needs.

Log in to nacufs.awardsplatform.com to see complete entry attachments.

DOCX

WashU Nutrition... 19 KiB

Figure 1. At 42, April had the highest count of consultations and was 100% higher than January, which had the lowest count of consults at 21. April accounted for 25.11% of Count of Consults. Average of 3 Months, Count of Consults ranged from 27 to 42.

As evidenced by 1:1 student consults, the awareness and utilization of the WashU Nutrition Team increased drastically following National Nutrition Month (NNM) and its events. The 2 month average before NNM was 27.5 consults, whereas the 2 month average following NNM was 39. This is a 70.5% increase in 1:1 student consults.

Student Consult... 127 KiB

3.5.24 Nutrition... 528 KiB



National Nutrition Month
Herb Planting
@ Edison Courtyard
Today! (Mar 5th)
Plant your own herb outside in Edison Courtyard with the Nutrition Team from 2-4 pm

[Herb Planting M...](#) 232 KiB



National Nutrition Month
Energy Bites
@ The Bear's Den + Fireplace
Tuesday, March 19th
Learn how to make Energy Bites (and enjoy free samples) by the Bear's Den Fireplace from 6-8pm

[Energy Bite Mar...](#) 1.3 MiB

PDF

[Energy Bite Reci...](#) 410 KiB

PDF

[Mindful Meal Ha...](#) 123 KiB



A circular diagram divided into 12 colored segments (12 hours of the day). Each segment contains a list of activities or feelings associated with that time of day. The colors transition from green at the top, through yellow, orange, red, purple, and blue.

[Calm Feelings W...](#) 487 KiB


Attachment name
Smash the Scale Insta...

<https://www.instagram.c...>



Attachment name
The Monthly Dish Blog P...

<https://diningservices.wu...>



Attachment name
Event Photos (Let us kno...

<https://wustl.box.com/s/...>