

UK Malnutrition Awareness Week 2025



#UKMAW 2025

UKMAW2025 - Instagram Stories Quiz Instructions

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This quiz is designed to help universities engage staff and students during UK Malnutrition Awareness Week 2025. It is a quick and interactive way to raise awareness of malnutrition, correct common myths, and encourage action.

Instagram Stories are perfect for this format because they are fast, familiar to students, and make use of Instagram's built-in quiz sticker. Universities can upload the provided templates, add stickers in under five minutes, and optionally save the Stories into "Highlights" for longer visibility.

How to set up

Download the blank template from your pack, which already contains the BAPEN logo and space for your university logo. Save it to your phone or device. Open Instagram, swipe right to create a Story, and upload the first slide. Tap the sticker icon, choose the quiz sticker, and type in the question and answer options from the table below. Select the correct answer before posting. Add each slide in sequence: introduction, five questions, and the final call to action.

Quiz content

Question	Options	Correct Answer
Q1. How many people in the UK are malnourished or at risk?	300,000 / 3 million / 30 million	3 million
Q2. True or False - Malnutrition only happens in poorer countries.	True / False	False
Q3. Where are most people with malnutrition found?	Hospitals / Care homes / The community (93%)	The community (93%)
Q4. Which of these is a possible sign of malnutrition?	Loose clothing / Shiny hair / Big appetite	Loose clothing
Q5. Who plays a role in tackling malnutrition?	Doctors / Nurses / Allied Health Professionals / All of the above	All of the above

Final call to action

The last slide should say: *“How did you do? Share your results, tag @BAPEN and #UKMAW2025, and join us this November for UK Malnutrition Awareness Week.”* You can also add: *“Tag @BAPEN and #UKMAW2025 for your chance to win. Your university may also offer its own prizes.”* Include the QR code linking directly to the BAPEN resource hub, and add the strapline: *Ask. Look. Listen – Make every contact count.*

Engagement tips

Encourage student societies to re-share the quiz, add music or GIFs to make the slides more eye-catching, and save the full quiz into a “UKMAW 2025” Highlight so it lasts longer than 24 hours.

ASK. LOOK. LISTEN : MAKE EVERY CONTACT COUNT!

