

UK Malnutrition Awareness Week 2025



#UKMAW 2025

Save the Date

UK Malnutrition Awareness Week 2025!

We are delighted to announce that **UK Malnutrition Awareness Week (UKMAW) 2025** (“UKMAW2025”) will take place **17th to 23rd of November 2025**, and we would like to invite your university to join us in raising awareness and taking action.

This year’s campaign centres on the message **“Ask Look Listen: Make every contact count.”** Every interaction is an opportunity to spot the signs of malnutrition and take action – from wards to classrooms, from community settings to clinics. UKMAW 2025 will shine a light on this hidden issue and show how simple awareness can drive real change.

We’d love universities to get involved and lead the way. Engaging staff and students across nursing, medicine, and the allied health professions will inspire the next generation to recognise malnutrition early and act with confidence.

To make it as easy as possible, we’ll be sharing a campaign pack in October that will include:

- **Poster and social media templates** you can adapt with your own logo and share locally
- **Ideas for posts and activities** to bring the campaign to life on your campus
- **A suggested week of activities**

We will be sharing a comprehensive campaign pack in October with everything you need to adapt UKMAW activities locally and make them relevant to your community.

For now, please save the date: **17th to 23rd of November 2025**, and consider how your staff and students might like to get involved. Together, we can ensure malnutrition is recognised and addressed wherever it exists.

Thank you for your continued support in making nutritional care a national priority.

With best wishes,

Emily Walters

BAPEN Malnutrition Officer, Executive Board Member

ASK. LOOK. LISTEN : MAKE EVERY CONTACT COUNT!

