

## UKMAW2025 – Suggested Week of Activities for Universities

### Goal:

Provide your campus with easy, low-lift, digital-first engagement activities to raise awareness of malnutrition and hydration. All resources are designed for quick use, with minimal preparation needed.

### Included in your pack:

- Blank poster and social media templates that can be adapted with your university logo (double-branded alongside BAPEN).
- Ready-made posts (myth-busting, hydration, statistics, infographics) for use across Instagram, TikTok, and campus communications, that can be adapted to include your university logo.
- Please tag **@BAPEN\_UK** and use **#UKMAW2025** when posting, and ensure the BAPEN, MAG and UKMAW2025 logos remain on the post as well.

We suggest the following activity schedule to guide your university through the week.

### Monday – Myth-Busting Monday

- Share the “Myth vs Fact” carousel on Instagram (template provided).
- Run a quick poll on Instagram stories (e.g. *“Can you be overweight and malnourished? Yes/No”*).
- Display a poster on campus screens or noticeboards with a QR code linking to BAPEN resources and the MUST tool.
- **Infographic to post:** Myths and Facts.

### Tuesday – Challenge Tuesday

- **Hydration Habit Swap:** Encourage students and staff to swap one sugary/energy drink for water, tea, or another hydrating option.
- **Hydration Moments:** Ask participants to post a photo or short story of *when* and *how* they hydrate (e.g. “water with lunch,” “reusable bottle in lectures”).
- Share a short Instagram quiz on malnutrition.
- **Infographics to post:** Why Hydration Matters! and Malnutrition Demographics.

### Wednesday – Ask. Look. Listen Wednesday

- Post the “Ask. Look. Listen” infographic on recognising malnutrition.
- Optional: organise a student society Insta/TikTok takeover to share their perspective – interview staff and students on what they would *ask, look, and listen for*.

- **Infographics to post:** Ask. Look. Listen – Make Every Contact Count; Who's at Risk?

#### **Thursday – Toolkit Thursday**

- Share an explainer infographic or short video about the MUST (made simple for students). Consider involving nutrition and dietetics students to create or front the explainer.
- Run a quick poll: *"Would you know how to spot the signs of malnutrition?"*
- **Infographics to post:** How to Spot the Signs of Malnutrition; Who Do You See at the Hospital?

#### **Friday – Fact Friday / Wrap-Up - Lets Make Every Contact Count!**

- Share striking stats (e.g. *"Over 3 million people in the UK are malnourished or at risk."*).
- Post a reel of staff and student voices: *"Why malnutrition awareness matters to me."* Encourage nutrition/dietetics students to prepare contributions.
- End with a thank-you/round-up post linking back to BAPEN resources and the MUST.
- **Infographics to post:** Malnutrition Statistics; Impact of Malnutrition.

**By taking part, your university will contribute to a UK-wide campaign, build campus awareness, and give students practical tools they can carry into placements, practice, and future careers. Together, we can make nutrition everyone's business.**