



UK Malnutrition Awareness Week

Suggested social media copy

Please feel free to use the below key messages on social media to help spread the word about UKMAW 2026 and the importance of good nutritional care.

When sharing content remember to:

- Use the hashtag **#UKMAW2026**
- Tag **BAPEN** in your posts
- Share your local activities, initiatives and success stories
- Encourage colleagues and partner organisations to get involved

BAPEN Socials



Get involved in **#UKMAW2026**

This November, join healthcare professionals, organisations, charities and community groups across the UK in raising awareness of malnutrition and dehydration.

Download campaign materials and help spread the word: www.bapen.org.uk/malnutrition/uk-malnutrition-awareness-week/

Together, we can make nutrition everyone's business.

Every conversation is an opportunity to make a difference.

Whether in hospitals, care homes, GP practices, community services or social care settings, we all have a role to play in identifying and addressing malnutrition.

This **#UKMAW2026**, we're supporting the message that Every Contact Counts. Together, we can help ensure people receive the nutritional support they need, when they need it.

Good nutrition underpins good health.

It supports growth, recovery, strength, independence and overall wellbeing. Yet undernutrition can affect people of all ages and is often overlooked.

During **#UKMAW2026**, we're helping shine a spotlight on the importance of identifying undernutrition early and ensuring everyone has access to the support they need.

We're supporting **#UKMAW2026**.

Malnutrition can affect anyone, at any age, and often goes unnoticed. This November, let's work together to raise awareness, encourage action and ensure that Every Contact Counts. Find out more and get involved: www.bapen.org.uk/malnutrition/uk-malnutrition-awareness-week/