

National Nutrition Month® and U.S. Government Agencies

The Academy of Nutrition and Dietetics invites U.S. federal and state agencies to join us in celebrating [National Nutrition Month®](#) each March — as well as Registered Dietitian Nutritionist Day, or RDN Day (second Wednesday in March), and Nutrition and Dietetics Technician, Registered Day, or NDTR Day (second Thursday in March).

Quick Facts

- The Academy of Nutrition and Dietetics started National Nutrition Month® more than 50 years ago. It began in 1973 as National Nutrition Week and became a month-long observance in 1980 in response to growing interest in nutrition.
- Each year, the Academy develops a National Nutrition Month® theme, logo, campaign graphics, weekly messaging and promotional assets.
- The Academy applied for registration with the United States Patent and Trademark Office in 1988, and National Nutrition Month® has been a protected registered service mark for 35+ years.
- The purpose of National Nutrition Month® [usage guidelines](#) is to consistently protect the Academy's registered mark, per the USPTO, so the public knows that official National Nutrition Month® information and messaging is **credible**.
- The guidelines are strictly enforced to prevent bad actors from using the campaign to disseminate misinformation or sell products or services that are questionable at best — and dangerous or potentially harmful at worst.

You Can Celebrate National Nutrition Month®

1. Use the phrase “National Nutrition Month®” in conjunction with sound nutrition information to promote health to the public. The registration symbol (®) must appear with every use of the phrase to indicate permission to use.
2. Use the Academy's National Nutrition Month® unaltered themes, campaign graphics and messaging. The creation of alternate themes or campaign logos is prohibited; however, agency nutrition messaging that includes generic or contextual graphics (e.g. stock imagery, Nutrition Facts Panel, etc.) in promotional assets for social media or digital media is permitted.
3. Link to your agency's nutrition information and content from your National Nutrition Month® promotions. Please note: The official National Nutrition Month® website is eatright.org/NNM. Creating a separate website or hub and promoting it as a National Nutrition Month® website is prohibited.
4. Join the Academy in social media activities such as Twitter (now X) chats, Facebook Lives and more from government agency social media profiles.
5. Use the hashtags **#NationalNutritionMonth**, **#RDNday**, **#NDTRday**, **#eatright** (for consumers) and **#eatrightPRO** (for professional audiences).

Note: Each agency must submit a [Request Permission](#) application including contact information for an accountable representative, but *it is not necessary* for each division, institute, center or office within an agency to request permission. After submitting the request, you will be taken to a page to **download graphics**.

Specific questions? Have an idea for collaborating with the Academy? Email us at NNM@eatright.org!