

## March is National Nutrition Month®

Every year during the month of March, the American Dietetic Association (ADA) sponsors a national educational campaign to promote healthy eating and physical activity. The theme of 2003's National Nutrition Month® is *Healthy Eating, Healthy You*.

Since 1980, the ADA has celebrated National Nutrition Month® as a way to promote optimal nutrition and wellness in all people, while bringing attention to the organization and its 70,000 professional members as the most respected and credible sources of up-to-date, scientifically-sound information on diet and nutrition.

The focus of this year's campaign is aimed at promoting nutrition as a key factor of good health, along with regular exercise.

The *Healthy Eating, Healthy You* campaign promotes the message that we can all get the most out of life through healthy eating habits. The ADA encourages individuals to focus on getting *variety* in their food choices by exploring new tastes and finding pleasure from the experience of eating.

The ADA also recommends making *moderation* a priority by focusing on when and how much to eat at individual meals and over the course of several days.

Finally, a truly *healthy you* requires choosing one or more enjoyable activities you can do on a regular basis for exercise. The message is simple: eat a varied, moderate diet and exercise routine to promote good health. Sound familiar?

Kick off your healthy eating and fitness goals in March, and make a commitment to creating a *healthy you* for the long-term. Look for National Nutrition Month® activities in your town throughout the month of March.

*Reference:*

The American Dietetic Association. Internet site: [www.eatright.org](http://www.eatright.org). (February 2003).