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: