

How RDs Can Work with Oldways Programs

Oldways has a wealth of free and affordable resources at www.oldwayspt.org



Since creating the Mediterranean Diet Pyramid in 1993, Oldways has been the trusted

source on this gold standard pattern of eating.

- Celebrate International Mediterranean Diet Month in May with social media campaigns or supermarket sampling.
- Subscribe to Fresh Fridays (our popular bi-weekly email newsletter) for ideas and tips for following Mediterranean diet.

Questions? Lara@oldwayspt.org



This annual event offers a unique opportunity for food company reps to network, strategize, and collaborate with retail health

leaders from the top supermarket chains in the US and Canada.

- If you work for an agency, recommend this event to clients who are interested in connecting with retail RDs.
- If you work for a food company, tell your marketing department about this event.

Questions? Gorcutt@oldwayspt.org



If your patients are interested in a plant-based diet, our materials model a healthy, balanced

approach to this rich lifestyle.

 Celebrate Vegetarian Awareness Month in October, to demonstrate how delicious a plant-based lifestyle can be.

Questions? Gorcutt@oldwayspt.org



Oldways Nutrition Exchange is an online hub where dietitians can find a wealth of resources to help

them do their job more easily.

- Utilize our thematic toolkits produced by Oldways and Oldways sponsors (and reviewed by our dietitians) in your education events.
- Refer to our ONE-Stop Resource Directory for listings of commodity boards and food organizations that want to work with you. (Includes contact info and links to their resources)

Questions? lara@oldwayspt.org



In addition to our well-known packaging symbol, the Whole **Grain Stamp**, the Whole Grains Council offers many other

resources to registered dietitians.

- Plan Events for Whole Grains Month (Sept) & Whole Grain Sampling Day (March 29, 2017). We supply publicity, social media ideas, and other tools – and even find whole grain products for store samplings.
- Get free whole grain posters, buttons, and stickers from us to pass out to your patients!

Questions? Kelly@oldwayspt.org



Use our African Heritage & Health Program to teach patients about the naturally healthy features of African Heritage Cuisine.

- Volunteer to teach A Taste of African Heritage, a sixweek healthy cooking class inspired by the foods of the African diaspora.
- Celebrate African Heritage & Health Week during the first week in February, to get patients excited about health through heritage cuisines.
- Encourage your patients to join our online African **Heritage & Health community:** facebook.com/groups/atasteofafricanheritage

Questions? Johnisha@oldwayspt.org



The Oldways Cheese Coalition aims to offer a strong voice in support of artisan voldwayscheese,org cheese and rational regulations.

- Celebrate Raw Milk Cheese Appreciation Day (April 15, 2017) to educate customers about traditional cheeses.
- Watch the Taste Cheese LIVE Video to learn how to buy, serve, and taste fine cheeses.

Questions? Carlos@oldwayspt.org



Oldways "Culinarias," culinary trips around the world, offer unmatched opportunities to explore

traditional global cuisines through eating, cooking, and learning.

• Attend one of our Culinarias, which offer CPE credit. In November 2016, we'll be in Thessaloniki and Athens, Greece, and in March 2017, we're going to Liguria and Cinque Terre, Italy.

Questions? Asloane@oldwayspt.org



DWAYS How RDs Can Work with Oldways Programs

Oldways has a wealth of free and affordable resources for dietitians and nutrition educators/communicators at www.oldwayspt.org.

Share Our FREE Downloadable Resources with Patients & Clients

- 12 Ways to Use handouts
- Tri-fold brochures on the Mediterranean Diet, Whole Grains, Latin American Heritage Diet, African Heritage Diet, Vegetarian/Vegan Diets, and the Oldways Cart
- Weekly Heritage Menus
- Hundreds of Recipes
- Store Tours (for Whole Grains or the Mediterranean Diet)

Visit the Oldways Webstore to Purchase Low Cost Resources (available by heritage diet or type of material)

- 4-Week Menu Plan books (Mediterranean or Vegetarian/Vegan)
- NEW 12 Ways to Use (and Use Up) Vegetables book
- Bulk Discount on Tri-fold Brochures
- Posters
- Grocery Lists
- Refrigerator Magnets

Take FREE CPE Courses

- African Heritage & Health
- Oldways Finding Common Ground
- Healthy Pasta Meals
- Whole Grains Away from Home

Browse Our Health Studies

• Our website has thumbnail summaries of the most up-to-date research on food, nutrition, and healthy lifestyles

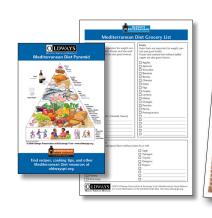
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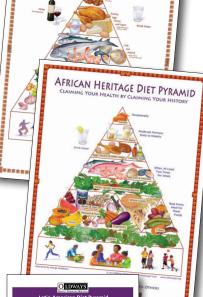
• Questions about licensing? Lara@oldwayspt.org

Co-Brand our Resources

Questions about co-branding? Lara@oldwayspt.org







MEDITERRANEAN DIET PYRAMID



