



19 April 2011

NACC Campaign scoops Cost Sector Marketing Award

The National Association of Care Catering's (NACC) No One Should Go Hungry Campaign won the Cost Sector Catering Marketing Award at the Annual Awards dinner last week. The campaign aims to raise awareness and tackle issues of malnutrition in vulnerable people. The campaign is only six months old, being launched in October last year; so to win this award was a surprise for all those involved, particularly as it was up against some well established marketing strategies.

Derek Johnson said on receiving the Award on behalf of the Association, 'To have the campaign recognised so early in our endeavours is truly a magnificent achievement. We could not have gained the level of coverage without the support we have had from our members, and the wonderful input from our media partner JAG Press & Publicity'.

Derek went on to add, 'This is just the start of the campaign, further activities are in the pipeline to further raise the issues associated with malnutrition and bring them to everyone's attention. Our next phase is to raise awareness of good hydration. So please watch out for events and promotions during our Dehydration in Older People Awareness Week from the 6-12 June'

End.

For more information and a copy of the report, please contact: Derek Johnson, **Chair NACC** on: 07891271870/ 0870 7480 180 chair@thenacc.co.uk

Notes to editors:

The National Association of Care Catering (NACC) is a progressive organisation representing professionals providing catering to the care industry. They are recognised by Local Authorities, independent providers, the charitable sector and Government departments as a prime source of information and opinion on all aspects of catering within the care sector and whose primary aim is to improve standards.

The NACC works with a number of partners to:

- To promote and enrich the standard of catering within the care sector, whether that catering be provided by Social Care Departments or other Caring Agencies
- To provide a forum for debate among individuals, companies and organisations of all kinds involved in catering for the care sector
- To facilitate the exchange of information, experience and expertise
- To promote the development of professional standards among those involved in catering for the care sector
- To commission research into matters relating to catering for the care sector
- To publish guidelines, policy papers and authoritative statements on all aspects of catering for the care sector