



# Social Media Toolkit

October - December 2023



# October

## Key Dates in October 2023

1	World Vegetarian Day
2	Child Health Day
4	National Taco Day
6	National Noodle Day
9	Indigenous Peoples' Day
10	World Mental Health Day
13	World Egg Day
15	National Mushroom Day
16	World Food Day
22	National Nut Day
<b>23</b>	<b>Nominations for Academy National Election positions due</b>
24	Dussehra
25	World Pasta Day
29	National Oatmeal Day
31	Halloween
1-7:	Mental Illness Awareness Week
2-7:	National Youth Sports Week
<b>7-10:</b>	<b>Food &amp; Nutrition Conference &amp; Expo®</b>
12-20:	Bone and Joint Action Week
	Down Syndrome Awareness Month
	Global Diversity Awareness Month
	Health Literacy Month
	National Apple Month
	National Breast Cancer Awareness Month
	National Dental Hygiene Month
	National Liver Awareness Month
	National Pasta Month
	National Seafood Month
	Sudden Cardiac Arrest Awareness Month
	Vegetarian Awareness Month

## Talking Points

### **Eat Right for a Healthy Mouth and Teeth (National Dental Hygiene Awareness Month)**

Good oral hygiene contributes to good overall health. Starting from infancy, proper oral care is essential. This includes being mindful of what children eat and drink. [www.eatright.org/health/wellness/healthful-habits/eat-right-for-a-healthy-mouth-and-teeth](http://www.eatright.org/health/wellness/healthful-habits/eat-right-for-a-healthy-mouth-and-teeth)

- Sugars and starches may contribute to tooth decay and gum issues. When these foods remain in the mouth for a long time and stick to your teeth, they can promote cavities.
- Older children and adults should drink plenty of water while eating and after eating. Not only does this help to reduce the amount of food particles that are in the mouth, but this also reduces the production of acid, helps to eliminate bacteria and reduces cavities.
- It's also important to limit the daily intake of added sugars. For children less than 2 years old, it's recommended they avoid all sources of added sugars.

### **25 Heart-Healthy Eating Tips (Sudden Cardiac Arrest Awareness Month)**

According to the Centers for Disease Control and Prevention (CDC), heart disease is the leading cause of death for men, women and people of most racial and ethnic groups in the United States. Fortunately, making changes in diet and lifestyle may help to lower the risk of heart disease or even prevent it. [www.eatright.org/health/health-conditions/cardiovascular-health-heart-disease-hypertension/heart-healthy-cooking-tips](http://www.eatright.org/health/health-conditions/cardiovascular-health-heart-disease-hypertension/heart-healthy-cooking-tips)

- When cooking or preparing dishes with fat, use vegetable oils, such as olive oil or canola oil in place of solid fats such as butter or lard, which contain higher amounts of saturated fat.
- Add more dietary fiber to your meals, such as vegetables and whole grains. Keep the peels of your fruit and veggies on, but make sure to wash carefully before using them.
- Choose healthier cooking methods more often, such as grilling, baking, broiling or steaming.
- Before you pick up that salt shaker, think about the ingredients in foods you're eating. Many of the ingredients in your dishes such as olives, pickles, ketchup and soy sauce contain higher amounts of sodium.

## Sample Social Media Posts

Know someone with the proven skills and vision to further the dietetics profession? Nominate them or even yourself for a position on the Academy's National Election ballot by October 23: [sm.eatright.org/election24noms](http://sm.eatright.org/election24noms) #eatrightPRO

If you have a child with food allergies, talk to them about strategies for parties and trick-or-treating to ensure they have a fun, safe Halloween: [sm.eatright.org/HalloweenAllergy](http://sm.eatright.org/HalloweenAllergy) #eatright #kidseatright

During National #BreastCancerAwarenessMonth, learn about reducing your risk for breast cancer with nutrition and physical activity: [sm.eatright.org/ReducingBreastCancerRisk](http://sm.eatright.org/ReducingBreastCancerRisk) #eatright

Good oral hygiene and a healthy eating routine can help reduce the risk of tooth and gum problems during National #DentalHygieneMonth and beyond. Learn more: [sm.eatright.org/HealthyTeethMouth](http://sm.eatright.org/HealthyTeethMouth) #eatright

To lower your risk of heart disease or help manage it, learn how to prepare delicious, heart-healthy meals at home. Check out these 25 tips during Sudden Cardiac Arrest Awareness Month: [sm.eatright.org/HealthyHeartTips](http://sm.eatright.org/HealthyHeartTips) #eatright



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## Attend [FNCE®](#) in Denver!

This October, don't miss your chance to attend the 2023 Food & Nutrition Conference & Expo® with fellow nutrition and dietetics professionals.

Take advantage of this amazing opportunity to listen to the latest news and updates in nutrition and dietetics from top experts in the field, plus interact with thousands of registered dietitian nutritionists, nutrition and dietetics technicians, registered, nutrition science researchers, policymakers, health care providers and industry leaders.

During this annual event, choose from more than 100 educational sessions exploring the latest advances in medical nutrition therapy, health care technology, nutrition services access and opportunity, and much more, all while earning CPEUs. If you're unable to attend in person, opt for FNCE® Front Row, a curated selection of live-streamed sessions.

In addition to educational and career advancement opportunities, FNCE® is a great time to network, connect with friends and attend fun events. [Take a look at the program](#) to learn more about this year's FNCE® events and Expo activities. Additionally, support the Academy Foundation by attending the President's Party with a Purpose, bidding in the [silent auction](#) and participating in the [Foundation FNCE® 5K](#) virtually. These events benefit the Academy's Foundation, the only public charity dedicated exclusively to the nutrition and dietetics profession and impacting hundreds of Academy members year-round.

Promote FNCE® online with our [social media toolkit](#). Sample messaging, shareable graphics and header photos can be downloaded or posted directly to your social media pages. Be sure to use the official hashtag #FNCE to join the conversation and help spread the word!

## Sample Social Media Posts

Did you know the Academy Foundation hosts several events at #FNCE? Learn about the Foundation's 5K, silent auction and more: [sm.eatright.org/FoundationFNCE23](#) #eatrightPRO #werundietetics

Earn #RDNCPE at #FNCE through educational sessions, posters and exhibits. Learn more: [sm.eatright.org/CPEinfoFNCE23](#) #eatrightPRO

Unable to attend #FNCE in person? Earn #RDNCPE and live stream select sessions with FNCE Front Row. Learn more: [sm.eatright.org/FNCEfrontrow23](#) #eatrightPRO

Learn from world-renowned nutrition and health experts at #FNCE on a variety of topics including medical nutrition therapy, health care technology and more. View the 100+ educational sessions: [sm.eatright.org/FNCE23sessions](#) #eatrightPRO

Excited about #FNCE? Download and share graphics and sample messages directly to your social media pages with this handy toolkit: [sm.eatright.org/FNCE23toolkit](#) #eatrightPRO



# November

## Key Dates in November 2023

**1 Nominations for Inclusion, Diversity, Equity and Access (IDEA) Awards and Grants open**

**1 Nominations for National Honors and Awards open**

1 World Vegan Day

3 National Sandwich Day

6 National Nachos Day

9 National Greek Yogurt Day

12 Diwali

14 World Diabetes Day

**15 FNCE® 2024 Call for Sessions and Workshops closes (5 p.m. Central Time)**

18 National Apple Cider Day

23 National Eat a Cranberry Day

23 Thanksgiving

28 Giving Tuesday

19-25: Gastroesophageal Reflux Disease (GERD) Awareness Week

Diabetic Eye Disease Month

Lung Cancer Awareness Month

National Alzheimer's Disease Awareness Month

National Diabetes Month

National Epilepsy Awareness Month

National Family Caregivers Month

Native American Heritage Month

## Talking Points

### Celebrate Native American Heritage Month (Native American Heritage Month)

Native American Heritage Month celebrates Native Americans and Indigenous peoples from past to present. It is also a time to learn more about the history, music, culture and cuisine of this community, which includes more than 500 federally recognized American Indian and Alaska Native tribes. [www.eatright.org/food/cultural-cuisines-and-traditions/celebratory-dates/celebrate-native-american-heritage-month](http://www.eatright.org/food/cultural-cuisines-and-traditions/celebratory-dates/celebrate-native-american-heritage-month)

- Broaden your knowledge of Native Americans and Indigenous peoples by reading books authored by them.
- Visit a museum and check out the Native American art or history collections.
- Research the foods of Native Americans and Indigenous peoples. Consider making a dish like succotash, a traditional dish made from corn and beans, which are mainstays in the Native American diet.
- Reach out to local and national representatives about issues facing native communities and tribal nations such as food and water justice, land acknowledgements and repatriations.

### Nutrition for People with Lung Cancer (Lung Cancer Awareness Month)

According to the National Cancer Institute, lung cancer is the third most common cancer in the country and is the leading cause of cancer-related death in the United States. Since both diet and physical activity may play a role in decreasing the risk of lung cancer, registered dietitian nutritionists can help guide their patients and clients with advice on food, nutrition, dietary supplements and lifestyle factors. [www.eatright.org/health/health-conditions/cancer/nutrition-for-lung-cancer-risk-reduction-and-treatment](http://www.eatright.org/health/health-conditions/cancer/nutrition-for-lung-cancer-risk-reduction-and-treatment)

- Nutritional counseling can help increase food intake in people with cancer-related weight loss.
- For those suffering from malnutrition, RDNs can provide education on dietary strategies such as encouraging meals and snacks dense in calories and protein and ways to meet vitamin and mineral needs.
- In need of an RDN to help with nutrition following a lung cancer diagnosis? Use the Academy's Find a Nutrition Expert database to locate an RDN near you or one who offers telehealth services.

## Sample Social Media Posts

Changes in weather also mean a change in selection at your local market. Celebrate fall by filling your basket with these seasonal produce picks: [sm.eatright.org/FallPicks](http://sm.eatright.org/FallPicks) #eatright

November provides many opportunities to learn about and celebrate Native Americans and Indigenous peoples throughout the centuries. Get some ideas on how you can celebrate Native American Heritage Month: [sm.eatright.org/NAheritage](http://sm.eatright.org/NAheritage) #eatright #NativeAmericanHeritageMonth

Whether you call it stuffing or dressing, ensure each serving you scoop this Thanksgiving is prepared safely. Learn more: [sm.eatright.org/SafeStuffingTips](http://sm.eatright.org/SafeStuffingTips) #eatright

Academy members, use the online Mentor Match program to connect with a mentor or mentee who best fits your professional areas of interest, communication style and availability. To get connected, visit [sm.eatright.org/MentorMatchProgram](http://sm.eatright.org/MentorMatchProgram) #eatrightPRO

The Academy's National Honors and Awards nominations open November 1! Nominate a colleague who has advanced the nutrition and dietetics profession, exhibited leadership and shown devotion to serving others: [sm.eatright.org/HonorsAwards](http://sm.eatright.org/HonorsAwards) #eatrightPRO



## November is National Diabetes Month.

In the United States, there are more than 37 million people living with diabetes and 96 million people living with prediabetes.

Diabetes occurs when the body is insufficient in producing or properly using insulin, resulting in higher amounts of blood sugar remaining in the blood. Per the Centers for Disease Control and Prevention, diabetes is listed as the No. 1 cause of kidney failure, lower-limb amputations and adult blindness. During National Diabetes Month, [learn more about diabetes](#), how to support the community and also [how a registered dietitian nutritionist](#) can help you manage this chronic disease to reduce the risk of diabetes-related complications.

Food and lifestyle choices play an important role in helping to manage diabetes. RDNs work with patients and clients to develop a [balanced eating plan](#) that includes a variety of foods including fruits, vegetables, whole grains, lean sources of protein, and low-fat or fat-free dairy products and recommended portion sizes.

[Physical activity](#) can help with managing diabetes and blood glucose levels. It's important to consult with your medical team [before beginning an exercise program](#), since certain diabetes medications could increase the risk of hypoglycemia. To prevent low blood sugar, changes may need to be made in the amount or timing of foods and how often you monitor your blood sugar. Any activity that gets you moving more — walking, jogging, bicycling, swimming and cleaning the house — will help meet daily physical activity goals.

The Academy offers many resources on diabetes. If you're living with diabetes or have a loved one with diabetes, [consult a registered dietitian nutritionist](#) who can create an eating plan tailored to individual food preferences, level of physical activity and lifestyle choices. For RDNs, consider the [diabetes-related products and resources](#) available on [eatrightSTORE.org](#).

Throughout November, promote diabetes awareness and help in educating friends, family, clients and patients about the treatment and management of diabetes and ways to reduce the risk of complications. Remember to share your tips using #NationalDiabetesMonth on social media.

## Sample Social Media Posts

A registered dietitian nutritionist is a valuable resource for people with diabetes. Learn what to expect when visiting an RDN: [sm.eatright.org/diabetesRDN](#) #eatright #NationalDiabetesMonth

Did you know diabetes affects more than 37 million Americans? During #NationalDiabetesMonth, learn about the three main types and how to reduce your risk: [sm.eatright.org/DiabetesUnderstanding](#) #eatright

Whether or not you have diabetes, physical activity can benefit your health. Use these tips to move more: [sm.eatright.org/DiabetesActivity](#) #eatright #NationalDiabetesMonth

During #NationalDiabetesMonth, learn how a balanced eating plan, physical activity and medication can help manage diabetes: [sm.eatright.org/DiabetesHealthfulEating](#) #eatright



## Support the Academy Foundation during the holiday season.

The holiday season is not only a time for celebration, it's also a time for giving.

November 28 is Giving Tuesday, an opportunity to show your support for the Academy Foundation by [giving a donation](#). Giving Tuesday was created in 2012 as a simple idea: a day that encourages people to do good. Since then, it has grown to inspire hundreds of millions of people to give, collaborate and celebrate generosity.

The Academy of Nutrition and Dietetics Foundation is the only charitable organization dedicated exclusively to the nutrition and dietetics profession. Gifts to the Foundation make an impact on hundreds of Academy members each year through scholarships, awards, research grants, fellowships and disaster relief efforts.

[Won't you consider contributing to the gift of education](#) for future nutrition and dietetics professionals? Include the Foundation on your list of organizations for holiday charitable giving. During this season of giving, consider donating to the sole Foundation dedicated to nutrition and dietetics. The Foundation deeply appreciates your support during the holiday season, and beyond.

### Sample Social Media Posts

*November 28:* Celebrate #GivingTuesday by donating to the only charitable organization dedicated exclusively to our profession, the Academy of Nutrition and Dietetics Foundation: [sm.eatright.org/DonateAcademy](https://sm.eatright.org/DonateAcademy) #eatrightPRO

Looking for the end-of-year tax deduction? Please remember the Academy Foundation this season when making your holiday gifts: [sm.eatright.org/DonateAcademy](https://sm.eatright.org/DonateAcademy) #eatrightPRO

Support the future of the nutrition and dietetics profession by donating to the Foundation's Make It a Million Scholarship Campaign! Learn more about the impact of your donation: [sm.eatright.org/OneMillionCampaign](https://sm.eatright.org/OneMillionCampaign) #MakeIt1Million #eatrightPRO

#GivingTuesday is the perfect opportunity to support hundreds of Academy members by donating to the Academy Foundation! Encourage your colleagues and peers to do the same: [sm.eatright.org/DonateAcademy](https://sm.eatright.org/DonateAcademy) #eatrightPRO



# December

## Key Dates in December 2023

### 1 Foundation Award and Grant applications open

1 National Eat a Red Apple Day

1 World AIDS Day

4 National Cookie Day

6 National Gazpacho Day

8 Bodhi Day

10 Human Rights Day

13 National Cocoa Day

13 National Popcorn String Day

25 Christmas Day

31 National Champagne Day

31 New Year's Eve

1-7: Crohn's and Colitis Awareness Week

5-11: National Handwashing Awareness Week

7-15: Hanukkah

Dec. 26-Jan. 1: Kwanzaa

National Pear Month

National Stress-Free Family Holiday Month

Worldwide Food Service Safety Month

## Talking Points

### Kwanzaa: A First Fruits Harvest Celebration (Dec. 26 – Jan. 1)

Kwanzaa honors African heritage in Black culture not only in the United States, but in other parts of the world. During the seven days of Kwanzaa, families and friends come together to reflect on the seven Kwanzaa principles and to celebrate by singing, dancing and enjoying traditional holiday food. [www.eatright.org/food/cultural-cuisines-and-traditions/holidays-and-celebrations/kwanzaa-a-first-fruits-harvest-celebration](http://www.eatright.org/food/cultural-cuisines-and-traditions/holidays-and-celebrations/kwanzaa-a-first-fruits-harvest-celebration)

- At the start of Kwanzaa, a table is decorated with certain symbols of Kwanzaa, such as the *kinara* (candleholder) which holds seven candles — three red, three green and one black. The candles in a *kinara* represent each of the seven principles of Kwanzaa, which are called *Nguzo Saba*.
- Each night, one of the seven candles is lit — starting with the black candle, then the red candle, then the green candle — and one of the seven principles is discussed.
- A large traditional meal called *karamu* is served on the sixth day of Kwanzaa. This meal can vary greatly among families, but two popular celebratory foods with significant symbolism include black-eyed peas and collard greens. Other dishes may include jollof rice, African peanut stew, fried chicken or fish, candied yams, macaroni and cheese, corn bread and sweet potato pie.

### Crohn's Disease and Diet (Crohn's and Colitis Awareness Week)

Crohn's disease and ulcerative colitis are two types of conditions known as inflammatory bowel disease, or IBD. Crohn's disease is defined by chronic inflammation and irritation of the entire digestive tract. Ulcerative colitis also results in inflammation but specifically in the colon and rectum. [www.eatright.org/health/health-conditions/digestive-and-gastrointestinal/crohns-disease-and-diet](http://www.eatright.org/health/health-conditions/digestive-and-gastrointestinal/crohns-disease-and-diet)

- Although the cause is not fully understood, IBD is known to run in families.
- A person's immune system and environment appear to play a role in the development of this condition.
- Individuals with IBD are at risk for nutrient deficiencies, so it's important to consult with a registered dietitian nutritionist who can help you develop a personalized eating plan.

## Sample Social Media Posts

The Academy's National Honors and Awards nominations are open! Nominate a colleague who has advanced the nutrition and dietetics profession, exhibited leadership and shown devotion to serving others: [sm.eatright.org/HonorsAwards](http://sm.eatright.org/HonorsAwards) #eatrightPRO

Celebrated from December 26 through January 1, Kwanzaa is primarily an African American holiday to honor African heritage in Black culture not only in the United States, but in other parts of the world. Learn more: [sm.eatright.org/CelebrateKwanzaa](http://sm.eatright.org/CelebrateKwanzaa) #eatright

While raw cookie dough may look appetizing, eating it could make you very sick. When baking holiday treats, always follow these food safety tips: [sm.eatright.org/RawCookiePledge](http://sm.eatright.org/RawCookiePledge) #eatright

Proper handwashing can help reduce food poisoning and decrease the spread of infections. Keep yourself and those around you safe with these tips: [sm.eatright.org/TipsHandWashing](http://sm.eatright.org/TipsHandWashing) #eatright

December is #NationalPearMonth! Use the fruit to make this delicious breakfast crisp recipe, which can be served warm or cold! [sm.eatright.org/PearBerryCrisp](http://sm.eatright.org/PearBerryCrisp) #eatright



EvgeniyShkolenko / iStock / Getty Images Plus

## 'Tis the Season for a Safe Celebration.

Holidays are not only a time of celebration, but a chance to catch up with loved ones near and far, while preparing and enjoying delicious dishes.

With the abundance of holiday food needed to be prepared, family members often scramble in the kitchen for those hungrily waiting to eat. As always, when it comes to [food preparation](#), [proper planning](#) and [following food safety practices](#) are important.

During food preparation, food safety practices such as [keeping kitchen surfaces clean](#), using separate cutting boards and utensils dedicated for raw and ready-to-eat foods and using a food thermometer to check doneness are crucial. Avoid undercooking foods and understand how to safely prepare stuffing. If there are guests with food allergies, it is critical to [avoid cross-contact](#) and read ingredient labels carefully.

Encourage your clients and patients to start new safe [holiday cooking habits and traditions](#). Have any tips of your own? Share them throughout December!

### Sample Social Media Posts

When you're preparing holiday meals, let your kids help in the kitchen! Review this article for some great age-appropriate cooking tasks: [sm.eatright.org/HolidayKidsCook](https://sm.eatright.org/HolidayKidsCook) #eatright #kidseatright

Whether you're an experienced cook or preparing to host your first holiday gathering, use these food safety and cooking tips to have a happy, healthy meal! [sm.eatright.org/HolidayFoodSafety](https://sm.eatright.org/HolidayFoodSafety) #eatright

Hosting a party for guests with food allergies? Follow these tips to prepare a healthful meal that everyone can enjoy: [sm.eatright.org/HolidayAllergyFree](https://sm.eatright.org/HolidayAllergyFree) #eatright

Have any potentially unsafe holiday food habits? Swap them out for new, safer traditions to ensure everyone has a healthy holiday. Check out these food safety tips: [sm.eatright.org/HolidayTraditions](https://sm.eatright.org/HolidayTraditions) #eatright

# Coming Soon:

January	National Glaucoma Awareness Month
February	National Cancer Prevention Month
March	<b>National Nutrition Month®</b>

## Follow the Academy on social media!

For professional news and updates:



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For messaging to share with clients and consumers:



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The Academy of Nutrition and Dietetics is the world's largest organization of food and nutrition professionals. The Academy is committed to improving health and advancing the profession of dietetics through research, education and advocacy.