Social Media Toolkit
January - March 2020
Key Dates in January 2020

1st Call for FNCE® 2020 Poster Session Abstracts opens
1st New Year’s Day
4th National Spaghetti Day
6th National Bean Day
9th National Apricot Day
11th National Milk Day
12th National Curried Chicken Day
19th National Popcorn Day
20th Martin Luther King Jr. Day
21st National Granola Bar Day
24th National Peanut Butter Day
19-26: National Fresh Squeezed Juice Week

National Birth Defects Prevention Month
National Glaucoma Awareness Month
National Healthy Weight Awareness Month
National Hot Tea Month
National Oatmeal Month
National Slow Cooking Month
National Soup Month
Thyroid Awareness Month

Talking Points

Raise Healthy Eaters in the New Year
Make it your New Year’s resolution to make healthful eating a priority for your entire family! It’s important for parents, grandparents and caregivers to model positive nutrition and lifestyle habits.
https://www.eatright.org/food/nutrition/eating-as-a-family/raise-healthy-eaters-in-the-new-year

• Eat meals together as a family. This fosters family unity, promotes a healthy weight for kids, enhances academic success and improves overall nutrition.

• During family meals, serve a variety of nutrient-rich foods. Allow children to use their body’s signals to decide how much and what to eat from the foods you serve for each meal.

• Get kids involved in nutrition by taking them to the grocery store or a community garden. Have them select nutritious foods from all of the food groups, including grains, fruits, vegetables, dairy and protein.

Green Tea with Fresh Mint Recipe (National Hot Tea Month)
During the winter, nothing is better than cozying up with a warm cup of tea! It’s quick and easy to prepare your own flavorful cup at home.
https://www.eatright.org/food/planning-and-prep/recipes/green-tea-with-fresh-mint-recipe

• In addition to symbolizing hospitality and friendship, tea may have potential health benefits (perhaps derived from its flavonoids). It also may play a role in relaxation and better mental performance.

• This tea recipe is made with fresh mint leaves, but you can easily substitute it as the seasons change. For example, try spearmint from your garden when in season!

Sample Social Media Posts

This year, make it a priority to teach your kids the importance of food, #nutrition and healthful eating habits! Review these strategies: https://sm.eatright.org/NYhlthyeat eatright kidseatright

Made with fresh mint, green tea leaves and ginger root, this recipe is perfect for #NationalHotTeaMonth! Make it: https://sm.eatright.org/food/planning-and-prep/recipes/green-tea-with-fresh-mint-recipe

January is the perfect time to prepare a warm bowl of soup! Try this family-friendly Creamy Broccoli Soup recipe: https://sm.eatright.org/food/planning-and-prep/recipes/cream-broc-soup eatright NationalSoupMonth

Don’t miss the opportunity to present a poster at #FNCE 2020 in Indianapolis! Submit your abstract by February 18: https://sm.eatright.org/FNCE2020poster eatrightPRO

Oatmeal is nutritious, tasty and budget-friendly! Try this flavorful Apple Cinnamon Baked Oatmeal recipe: https://sm.eatright.org/food/planning-and-prep/recipes/Apple-Cinnamon-Baked-Oatmeal eatright NationalOatmealMonth
Share the Academy’s resources for achieving and maintaining a healthy weight in a safe way.

During January, it’s no secret that many individuals make resolutions related to nutrition, fitness and weight loss. If your clients and patients have these types of resolutions, work with them to determine measurable, action-oriented and time-bound goals.

Encourage your clients and patients to get back to the basics when it comes to nutrition and physical activity. Strategies include selecting nutrient-rich foods, building meals that include every food group and fitting moderate- to vigorous-intensity physical activity into your day.

Some people may believe a fad diet is the fast trick to achieving goals, but it’s important to encourage a more sustainable, long-term approach. Provide information about following the 2015-2020 Dietary Guidelines for Americans, MyPlate and food labels.

Remember, maintaining a healthy weight is much more than the numbers — it’s about developing positive nutrition and lifestyle habits. The Academy offers resources for maintaining a healthy weight for all age groups, including kids, teenagers and older adults.

Throughout the month, share your tips using #eatright.

Sample Social Media Posts

Want to improve your eating habits in 2020 but don’t know where to start? Here’s how a registered #dietitian nutritionist can help: https://sm.eatright.org/goalsRDN #eatright

The key to achieving a healthy weight for the long haul is balance! Follow these #nutrition and lifestyle strategies: https://sm.eatright.org/basicsweightloss #eatright

Looking for evidence-based, useful resources for smart nutrition decisions? Use the #DietaryGuidelines, #MyPlate and food labels! Learn more: https://sm.eatright.org/DGAfoodchoices #eatright

Many factors affect how many calories adults need, including age, gender and physical activity level. Take a look at these general guidelines: https://sm.eatright.org/adultscals #eatright #fitness
Looking for candy-free #ValentinesDay ideas? Here’s a list of nutritious, festive options! [https://sm.eatright.org/vdaycandyfree](https://sm.eatright.org/vdaycandyfree)

Almost half of the U.S. population has some form of heart disease. Luckily, you can reduce your risk by making smart #nutrition and lifestyle choices! [https://www.eatright.org/health/wellness/heart-and-cardiovascular-health/love-your-heart-love-your-food](https://www.eatright.org/health/wellness/heart-and-cardiovascular-health/love-your-heart-love-your-food)

- Fill your plate with a variety of nutrient-dense foods. Eat more fruits, vegetables, whole grains, legumes and fatty fish, which are a source of omega-3 fatty acids. Eat less foods with salt, added sugars and saturated or trans fats.

- Get moving! Regular moderate-intensity physical activity may help lower blood pressure and help your body control stress and weight.

- Find healthier ways to manage stress. This could include yoga, walking or meditation.

- If you smoke, quit! Smoking increases your risk for heart disease.

### 9 Candy-free Ideas for Valentine’s Day Classroom Parties

For Valentine’s Day, think outside the heart-shaped box and prepare some festive, nutritious treats instead! There are lots of ways to include fruits and vegetables, whole grains and dairy in classroom Valentine’s Day treats. [https://www.eatright.org/health/lifestyle/holidays/9-candy-free-ideas-for-valentines-day-classroom-parties](https://www.eatright.org/health/lifestyle/holidays/9-candy-free-ideas-for-valentines-day-classroom-parties)

- Want to prepare a red treat? Set up a “salsa dip bar” and let kids make their own snack plates. Include cut-up vegetables, low-fat cheese cubes and whole-grain pita chips or crackers to dip into tomato salsa.

- Whip up a nutritious pink smoothie! Blend cranberry or pomegranate juice with low-fat milk, bananas and canned pineapple for a naturally sweet treat.

- Strawberries, a naturally sweet and healthful treat, provide dietary fiber and are rich in vitamin C. For a sweet dip, mix cinnamon and low-fat vanilla yogurt.

### Key Dates in February 2020

- **1st**: Membership renewal for 2020-2021 opens online
- **1st**: Voting in the Academy National Election begins
- **2nd**: Super Bowl Sunday
- **4th**: National Homemade Soup Day
- **4th**: World Cancer Day
- **7th**: National Wear Red Day (heart disease awareness)
- **9th**: National Pizza Day
- **14th**: Valentine’s Day
- **15th**: Voting in the Academy National Election closes
- **16th**: National Almond Day
- **17th**: Presidents’ Day
- **18th**: Call for FNCE® 2020 Poster Session Abstracts closes
- **26th**: National Pistachio Day
- **27th**: National Strawberry Day
- **23-29**: National Eating Disorders Awareness Week
  - American Heart Month
  - Low Vision Awareness Month
  - National Black History Month
  - National Canned Food Month
  - National Children’s Dental Health Month
  - National Cherry Month

### Sample Social Media Posts

Looking for candy-free #ValentinesDay ideas? Here’s a list of nutritious, festive options! [https://sm.eatright.org/vdaycandyfree](https://sm.eatright.org/vdaycandyfree) #eatright #kidseatright

Almost half of the U.S. population has some form of heart disease. Luckily, you can reduce your risk by making smart #nutrition and lifestyle choices! Here’s how: [https://sm.eatright.org/heartfood](https://sm.eatright.org/heartfood) #eatright #AmericanHeartMonth

If you or a loved one is struggling with an eating disorder, it’s vital to seek professional help. Learn more about the main types of eating disorders and common symptoms: [https://sm.eatright.org/eatingdisorder](https://sm.eatright.org/eatingdisorder) #eatright #NEDAwareness

Good oral hygiene and a nutritious eating plan can help prevent problems with your child’s teeth throughout life! Review these strategies during National Children’s Dental Health Month: [https://sm.eatright.org/hlhtymouthteeth](https://sm.eatright.org/hlhtymouthteeth) #eatright #kidseatright

The Academy’s National Honors and Awards recognize outstanding nutrition and dietetics professionals! Submit nominations by March 1: [https://sm.eatright.org/2020honorsawards](https://sm.eatright.org/2020honorsawards) #eatrightPRO
Make your voice heard in the 2020 Academy National Election!

Voting in the Academy National Election will take place February 1-15, 2020. Don’t miss your chance to cast your vote for each of the Academy’s leadership positions, including president-elect, speaker-elect, treasurer-elect and more!

On the ballot, you can compare skills and qualifications of each candidate. In addition, DPGs, MIGs and affiliates are challenged to increase Academy member participation in the election. By voting, you’ll benefit your group as well as the nutrition and dietetics profession.

If you’re a candidate for one of the leadership positions, use social media to promote yourself and encourage fellow members to vote! The Academy offers downloadable graphics to share on Facebook, Twitter, LinkedIn and Instagram. In your posts, follow the Academy’s social media guidelines and use #eatrightPRO.

Sample Social Media Posts

Want to help shape the future of the nutrition and dietetics profession? Vote in the Academy National Election! Visit https://sm.eatright.org/election2020 #eatrightPRO

Before casting your vote in the Academy National Election, learn more about this year’s candidates and their qualifications: https://sm.eatright.org/election2020candidates #eatrightPRO

Voting in the Academy National Election is open from February 1st through 15th! Cast your votes: https://sm.eatright.org/election2020 #eatrightPRO

Campaigning for votes in the Academy National Election? Don’t forget to review and follow the Academy’s National Campaign Guidelines: https://sm.eatright.org/campaignrules #eatrightPRO
March

Key Dates in March 2020

1st  Last day to submit nominations for 2020 National Honors and Awards
1st  Last day to apply for the Academy’s Diversity and Inclusion Awards and Grants
1st  National Peanut Butter Lover’s Day
7th  National Cereal Day
8th  International Women’s Day
11th  Registered Dietitian Nutritionist Day
12th  International School Meals Day
12th  World Kidney Day
16th  National Artichoke Hearts Day
17th  St. Patrick’s Day
19th  National Poultry Day
24th  American Diabetes Association Alert Day
26th  National Spinach Day
26th  Purple Day (epilepsy awareness)
27th  National Spanish Paella Day
30th  National Doctor’s Day
16-22: Brain Awareness Week
National Colorectal Cancer Awareness Month
National Frozen Food Month
National Kidney Month
National Noodle Month
National Nutrition Month*

Talking Points

Lower Your Risk for Kidney Disease (National Kidney Month)
Did you know the two most common causes of chronic kidney disease are diabetes and high blood pressure? Eating right can help manage both health conditions and reduce your risk for developing another one. https://www.eatright.org/health/diseases-and-conditions/kidney-disease/lower-your-risk-for-kidney-disease

• If you’ve been diagnosed with diabetes, prediabetes or metabolic syndrome, manage your blood sugar as instructed by your physician. To help manage blood pressure, keep sodium intake to less than 2,300 milligrams per day. A further reduction to 1,500 milligrams of sodium per day may help adults diagnosed with high blood pressure lower it.

• Physical activity improves blood flow through your body and improves muscle function, both of which help your kidneys.

• Maintain a balanced eating plan of vegetables, fruits, whole grains, fat-free or low-fat dairy products, and lean protein foods, including poultry, seafood, eggs, beans, nuts and seeds. These foods provide nutrients that may help lower blood pressure and reduce the risk of other chronic diseases.

10 Ways RDNs Can Improve the Health of Americans (National Nutrition Month® and Registered Dietitian Nutritionist Day)
A registered dietitian nutritionist, or RDN, serves as an important liaison in helping individuals and communities make changes to live healthier through food and nutrition. https://www.eatright.org/food/resources/learn-more-about-rdns/10-ways-rdns-can-improve-the-health-of-americans

• Working with public health organizations, the government, schools and other local leaders, a registered dietitian nutritionist can create wellness programs that promote healthful eating and physical activity.

• Registered dietitian nutritionists provide personalized nutrition information to individuals with various health conditions, such as diabetes.

• A registered dietitian nutritionist can suggest healthful cooking methods for preparing nutritious, family-friendly meals. An RDN also can provide nutrition information for kids and teens.

• If you’re training for an athletic event, a registered dietitian nutritionist can provide personalized nutrition information to help improve your performance.

Sample Social Media Posts

Did you know eating well can help lower the risk of #kidneydisease, as well as other health conditions? Consider these #nutrition and lifestyle tips: https://sm.eatright.org/riskkidneyd #eatright #NationalKidneyMonth

March 12: Over the years, meals served at school have changed a lot! Learn more about the nutritional requirements for today’s school lunch programs: https://sm.eatright.org/schoollunch #ISMD2020 #eatright

Celebrate #StPatricksDay with nutritious, green meals! Add these fun foods to your plate: https://sm.eatright.org/stpot #eatright #kidseatright

Research shows that #nutrition may play a role in brain health! Incorporate these foods to your meals and snacks: https://sm.eatright.org/brainhealth #BrainAwarenessWeek #eatright

Registered #dietitian nutritionists help people create healthier lives! Learn more about an RDN’s important role: https://sm.eatright.org/RDNhlthAmericans #eatright #RDNday #NationalNutritionMonth
Help clients and patients Eat Right, Bite by Bite!

March is National Nutrition Month®! Throughout the month, the Academy will focus on the importance of making informed food choices and developing sound eating and physical activity habits.

This year’s theme — Eat Right, Bite by Bite — supports the philosophy that every little bit (or bite!) of nutrition is a step in the right direction. Small goals and changes can have a cumulative healthful effect, and nutrition doesn’t have to be overwhelming!

In addition to National Nutrition Month®, the Academy will celebrate Registered Dietitian Nutritionist Day on March 11, 2020. On this day, the Academy will celebrate the dedication and expertise of registered dietitian nutritionists and nutrition and dietetics technicians, registered, recognizing them as the food and nutrition experts.

In February, handouts, tip sheets and shareable social media graphics will be posted to the Academy’s website. Throughout March, share healthful eating posts on social media using #NationalNutritionMonth!

Sample Social Media Posts

Registered dietitian nutritionists play a vital role in improving the health of Americans! During #NationalNutritionMonth, take a look at these 10 reasons to consult an RDN: https://sm.eatright.org/10RDN eatright RDNday

Cooking meals at home can be nutritious and cost-effective! Use these simple techniques to enhance the flavors of foods: https://sm.eatright.org/flavorenhance NationalNutritionMonth eatright

During #NationalNutritionMonth, learn how to find nutritious, affordable foods at the grocery store! Here are ways to eatright on a budget: https://sm.eatright.org/budgetshop

When packing your child’s lunch for school, make sure it passes from the kitchen to school in A+ condition! Review these tips: https://sm.eatright.org/packlunch NationalNutritionMonth kidsateatright eatright
Coming Soon:

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Follow the Academy on social media!

For professional news and updates:

- Facebook: [https://www.facebook.com/eatrightPRO](https://www.facebook.com/eatrightPRO)
- Twitter: [https://twitter.com/eatrightPRO](https://twitter.com/eatrightPRO)
- LinkedIn: [https://www.linkedin.com/company/eatrightpro/](https://www.linkedin.com/company/eatrightpro/)
- YouTube: [https://www.youtube.com/user/EatRightPROtv](https://www.youtube.com/user/EatRightPROtv)
- Twitter: [https://twitter.com/eatrightFNCE](https://twitter.com/eatrightFNCE)
- Instagram: [https://www.instagram.com/eatright_PRO/](https://www.instagram.com/eatright_PRO/)

For messaging to share with clients and consumers:

- Facebook: [https://www.facebook.com/EatRightNutrition](https://www.facebook.com/EatRightNutrition)
- Twitter: [https://twitter.com/eatright](https://twitter.com/eatright)
- YouTube: [https://www.youtube.com/user/EatRightTV](https://www.youtube.com/user/EatRightTV)
- Pinterest: [https://www.pinterest.com/kidseatright/](https://www.pinterest.com/kidseatright/)

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.