



# Social Media Toolkit

April - June 2021



# April

## Key Dates in April 2021

1 <sup>st</sup>	National Burrito Day
2 <sup>nd</sup>	World Autism Awareness Day
4 <sup>th</sup>	International Carrot Day
7 <sup>th</sup>	World Health Day
8 <sup>th</sup>	National Empanada Day
12 <sup>th</sup>	Ramadan begins
19 <sup>th</sup>	<b>Foundation scholarship application deadline</b>
19 <sup>th</sup>	National Garlic Day
22 <sup>nd</sup>	Earth Day
23 <sup>rd</sup>	National Picnic Day
26 <sup>th</sup>	National Pretzel Day
30 <sup>th</sup>	National Raisin Day
5-11	National Public Health Week
18-24	National Infertility Awareness Week
26-30	Every Kid Healthy Week
	Alcohol Awareness Month
	Emotional Overeating Awareness Month
	Irritable Bowel Syndrome Awareness Month
	Move More Month
	National Autism Awareness Month
	National Minority Health Month
	National Pecan Month
	<b>National Preceptor Month</b>
	National Soyfoods Month
	Parkinson's Disease Awareness Month
	Stress Awareness Month

## Talking Points

### Lifestyle and Managing Stress (Stress Awareness Month)

April is Stress Awareness Month, a great time to learn how to help ease stress through good nutrition, physical activity and relaxation activities.

<https://www.eatright.org/health/wellness/preventing-illness/lifestyle-and-managing-stress>

- While there are supplements that claim to combat stress, no particular food or supplement is proven to do so. However, maintaining a balanced, nutritious eating plan can help with stress management.
- Participating in regular physical activity is beneficial for managing stress. Relaxation activities, such as meditation, guided imagery or breathing exercises, can be helpful, too.
- If you're often stressed and anxious, consider seeking professional help. Counselors and other health care providers can be a great resource.

### Make Fitness Fun for the Whole Family (Move More Month)

In honor of Move More Month, learn how to incorporate more physical activity into your family's routine.

<https://www.eatright.org/fitness/exercise/family-activities/make-fitness-fun-for-the-whole-family>

- Regular physical activity is just as important to a healthful lifestyle as eating nutritious foods. Apply the same principles of variety, balance and moderation to your food choices and physical activities.
- Some fun activities for kids include hopscotch, jumping rope and dancing. Or, use toys that encourage active play such as balls, kites, hula hoops, Frisbees and jump ropes.
- Before or after engaging in physical activity, fuel your body with nutritious snacks and stay hydrated by drinking at least six 8-ounce cups of water per day.

## Sample Social Media Posts

While no food or supplement can combat stress, maintaining a nutritious eating plan and engaging in physical activity can help you manage it. During #StressAwarenessMonth, use these tips: <https://sm.eatright.org/stressmanage> #eatright

April is #MoveMoreMonth! Learn more about the benefits of physical activity and how to incorporate movement into your family's routine: <https://sm.eatright.org/fitfunfamily> #eatright #kidseatright

If you are of legal age and choose to drink alcoholic beverages, always do so responsibly. Review these helpful guidelines: <https://sm.eatright.org/drinkresponsible> #eatright #AlcoholAwarenessMonth

Did you know April is Irritable Bowel Syndrome Awareness Month? Take a few minutes to learn about this common condition: <https://sm.eatright.org/IBS> #eatright #IBS

Looking for your next opportunity in the nutrition and #dietetics profession? Search and apply for jobs on EatRight Careers! Get started: <https://sm.eatright.org/ERcareers> #eatrightPRO



## Spread the word about Academy Foundation scholarships!

The [Academy of Nutrition and Dietetics Foundation](#) is the largest provider of dietetic scholarships to deserving students at all levels of study. Students are the future of the nutrition and dietetics profession, and the Foundation recognizes the importance of providing access to education and giving students the opportunity to develop their careers.

Individual [scholarships](#) range from \$500 to \$10,000 each. The Foundation scholarship application is a streamlined, convenient process: By completing the [application](#), you'll automatically be considered for every scholarship for which you are eligible! Before applying, review the eligibility criteria on the Foundation's website.

The Foundation offers a variety of scholarships for members from diverse backgrounds and cultures. In fact, from 2017-2019, the Foundation awarded more than \$535,000 to 211 recipients. [Learn more about these particular scholarships and past recipients.](#)

All scholarship applications are due by April 19 at 5 p.m. Central time. Encourage your nutrition and dietetics students, interns and friends to apply!

## Sample Social Media Posts

The Foundation is the largest provider of dietetic scholarships to deserving students at all levels of study. Submit your application by April 19: <https://sm.eatright.org/FoundationAppPortal> #eatrightPRO #futureRDN

By completing the Foundation's online scholarship application, you are automatically considered for every scholarship that you are eligible for! Apply by April 19: <https://sm.eatright.org/FoundationAppPortal> #eatrightPRO #futureRDN

Did you know the Foundation has awarded more than \$535,000 to 211 recipients from diverse backgrounds and cultures? Learn about the Diversity Scholarships and Awards: <https://sm.eatright.org/FoundationDiversityScholarship> #eatrightPRO #futureRDN

Nutrition and #dietetics students: Don't miss your chance to apply for a Foundation scholarship! Before submitting your application, take a look at the eligibility criteria and requirements: <https://sm.eatright.org/scholarships2021> #eatrightPRO #futureRDN



## During National Preceptor Month, help train and mentor the nutrition and dietetics professionals of the future!

Since 2013, the Academy has celebrated National Preceptor Month. This initiative raises awareness of [the need for preceptors](#), while also recognizing and thanking the practitioners who help shape the next generation of nutrition and dietetics professionals. Without preceptors, our profession would not exist!

During April, thank a preceptor who has made a difference in your professional life. You can [see what students and programs are doing to thank their preceptors](#) and [download a certificate of appreciation](#).

Also consider signing up to lend your expertise and [become a preceptor](#). By doing so, you will be listed in a [database](#) for students and program directors to search by specialty or geographical area. In addition, [preceptors may record a total of 15 CPEUs per five-year cycle](#) for precepting and/or leadership on your Activity Log.

If you're looking for [preceptor resources](#) such as webinars or orientation checklists, take a look at these materials from [Nutrition and Dietetic Educators and Preceptors](#), an organizational unit within the Academy. ACEND offers a variety of [diversity, equity and inclusion resources for preceptors](#), as well as an 8.0 CPEU [Dietetics Preceptor Training Program](#) available free of charge.

Throughout April, help promote the importance of preceptors using #PreceptorMonth.

### Sample Social Media Posts

During National #PreceptorMonth, volunteer your time to help impact the future of the nutrition and #dietetics profession! Sign up to become a preceptor: <https://sm.eatright.org/signuppreceptors> #eatrightPRO

Did you know you can earn #RDNCPE for precepting? Learn more and get the necessary forms during National #PreceptorMonth: <https://sm.eatright.org/preceptorsCPE> #eatrightPRO

The Academy offers lots of resources for preceptors, including webinars, guides and checklists! Learn more: <https://sm.eatright.org/resourcesNDEP> #eatrightPRO #PreceptorMonth

ACEND's Dietetics Preceptor Training Program helps preceptors prepare for and excel in their important role as teachers, coaches and mentors. Get started: <https://sm.eatright.org/ACENDpreceptor> #eatrightPRO #PreceptorMonth

# May

## Key Dates in May 2021

2 <sup>nd</sup>	World Tuna Day
9 <sup>th</sup>	Mother's Day
10 <sup>th</sup>	National Shrimp Day
13 <sup>th</sup>	International Hummus Day
15 <sup>th</sup>	National Chocolate Chip Day
17 <sup>th</sup>	World Hypertension Day
26 <sup>th</sup>	National Senior Health & Fitness Day
28 <sup>th</sup>	International Burger Day
31 <sup>th</sup>	<b>Deadline to renew Academy membership</b>
31 <sup>st</sup>	Memorial Day
1-30	<b>Call for late-breaking FNCE® abstracts</b>
9-15	Food Allergy Awareness Week
9-15	National Women's Health Week
	Arthritis Awareness Month
	Asian Pacific American Heritage Month
	Celiac Awareness Month
	Food Allergy Awareness Month
	Global Employee Health and Fitness Month
	Healthy Vision Month
	National Asthma and Allergy Awareness Month
	National Barbecue Month
	National Cancer Research Month
	National High Blood Pressure Education Month
	National Mental Health Awareness Month
	National Osteoporosis Month
	National Physical Fitness and Sports Month
	National Salad Month
	National Strawberry Month
	National Stroke Awareness Month
	Older Americans Month

## Talking Points

### Celiac Disease: Alleviating Gastrointestinal Symptoms (Celiac Awareness Month)

During Celiac Awareness Month, learn why following a gluten-free eating plan can help alleviate symptoms. <https://www.eatright.org/health/diseases-and-conditions/celiac-disease/celiac-disease-alleviating-gastrointestinal-symptoms>

- People with celiac disease may experience gastrointestinal symptoms such as diarrhea, constipation, abdominal pain and bloating, nausea and vomiting. However, strictly following a gluten-free eating plan significantly reduces many symptoms of the condition.
- If you believe you may have celiac disease, see your doctor before removing gluten from your diet.
- A registered dietitian nutritionist can provide further guidance on following an individualized, gluten-free eating style.

### Special Nutrient Needs of Older Adults (Older Americans Month)

As we get older, certain nutrients become especially important for good health. During Older Americans Month, learn how to get these nutrients through food sources.

<https://www.eatright.org/health/wellness/healthy-aging/special-nutrient-needs-of-older-adults>

- Older adults may need more calcium and vitamin D to help maintain bone health. Good sources of vitamin D include salmon and other fatty fish and fortified foods and beverages.
- Some adults older than 50 may not be able to absorb enough vitamin B<sub>12</sub>. Fortified cereal, lean meat and fish and seafood are sources of this nutrient.
- Dietary fiber may lower your risk for heart disease and reduce your risk for Type 2 diabetes. You can find dietary fiber in whole-grain breads and cereals, beans, fruits and vegetables.

## Sample Social Media Posts

Did you know May is #CeliacAwarenessMonth? Take a few minutes to learn about the risk factors, symptoms and diagnosis of celiac disease: <https://sm.eatright.org/celiacdiseaseintro> #eatright

As we age, our bodies have different needs and certain nutrients become especially important for good health. Use these helpful guidelines during #OlderAmericansMonth: <https://sm.eatright.org/olderadultnutri> #eatright

May 9-15: Women have special nutrient needs, and during each stage of a woman's life, these needs change. During National Women's Health Week, take a look at these helpful #nutrition tips: <https://sm.eatright.org/womenhlthyeating> #eatright #NWHW

There are many ways the Academy helps members develop their skills, advance their careers, and achieve their professional goals! Don't forget to renew your membership by May 31: <https://sm.eatright.org/renewAcademy> #eatrightPRO

Want to present your recent research at the #FNCE 2021 virtual event? Submit a late-breaking abstract by May 31! <https://sm.eatright.org/FNCE2021poster> #eatrightPRO



## May is Food Allergy Awareness Month.

Millions of Americans have allergic reactions to foods every year. During Food Allergy Awareness Month, take time to educate your clients and patients about food allergies and how to reduce the risk of children developing one.

[Food allergies](#) tend to first appear in young children and are common in people who have a family history, but about 15% of people with food allergies are diagnosed as adults. Eight foods account for 90 percent of all reactions in Americans: milk, eggs, peanuts, tree nuts, fish, crustacean shellfish, soy and wheat. Often times, bad food reactions happen when [cross-contact](#) occurs.

For your patients and clients who have children, provide tips for [reducing the risk of food allergies](#). While it's impossible to guarantee a child will not develop a food allergy, taking special care with feeding practices may be beneficial. The Academy also has information about [introducing new foods to babies](#), which addresses food allergy concerns.

Lastly, promote the importance of [visiting a registered dietitian nutritionist](#) who specializes in food allergies. An RDN can identify foods to avoid and help people find nutritious substitutions.

## Sample Social Media Posts

Did you know millions of Americans have allergic reactions to food every year? If you have a #foodallergy, use these important tips: <https://sm.eatright.org/foodallergies> #eatright

Cross-contact occurs when a food allergen or gluten is transferred to a food meant to be allergen- or gluten-free. During National #FoodAllergy Awareness Month, take measures to prevent cross-contact in your home: <https://sm.eatright.org/preventcrosscontact> #eatright

Did you know an estimated 8% of American children are allergic to certain foods? Throughout National #FoodAllergy Awareness Month, learn about common allergens and how to reduce your child's risk of developing an allergy: <https://sm.eatright.org/allergyrisk> #eatright #kidseatright

When introducing new foods to your baby, always allow time to monitor for allergic reactions. Follow these important #foodsafety tips: <https://sm.eatright.org/babyfirstfood> #eatright #kidseatright



## Support the Foundation while renewing your Academy membership.

The [Academy of Nutrition and Dietetics Foundation](#) is the only charitable organization devoted exclusively to promoting nutrition and dietetics, funding health and nutrition research, and improving the health of communities through public nutrition education programs.

The Foundation has received a [4-star rating from Charity Navigator](#), the largest and most utilized charity evaluator in America. This ranking indicates the Foundation exceeds industry standards, adheres to best practices and executes the organization's mission in a financially efficient way.

There are many ways to [support the Foundation](#). One of the easiest ways is to make a donation while [renewing your Academy membership](#) by May 31. Although affiliated with the Academy, the Foundation is an independent 501(c)(3) nonprofit and does not receive any portion of member dues. It is completely funded by donations, grants and sponsorships.

As you renew your Academy membership, consider supporting the Foundation and encourage your friends and colleagues to do the same!

## Sample Social Media Posts

While renewing your Academy membership, consider donating to the Foundation! Your support helps the Foundation's programs make a positive impact on fellow members. Get started: <https://sm.eatright.org/donate> #eatrightPRO

The Foundation has received a 4-star rating from Charity Navigator! This ranking indicates the Foundation exceeds industry standards, adheres to best practices and executes our mission in a financially efficient way. Learn more: <https://sm.eatright.org/CharityNavigator> #eatrightPRO

The easiest, most efficient way to support the Foundation is to make a donation while renewing your annual Academy membership dues! <https://sm.eatright.org/donate> #eatrightPRO

Donations to the Foundation help fund awards, grants, scholarships, programs and more. Please support the only charity dedicated exclusively to the nutrition and dietetics profession: <https://sm.eatright.org/donate> #eatrightPRO

# June

## Key Dates in June 2021

1 <sup>st</sup>	<b>Student liaison applications for 2021-2022 school year open</b>
2 <sup>nd</sup>	Global Running Day
3 <sup>rd</sup>	National Egg Day
4 <sup>th</sup>	National Cheese Day
5 <sup>th</sup>	World Environment Day
6 <sup>th</sup>	National Cancer Survivors Day
8 <sup>th</sup>	World Oceans Day
11 <sup>th</sup>	International Falafel Day
11 <sup>th</sup>	National Corn on the Cob Day
15 <sup>th</sup>	National Lobster Day
17 <sup>th</sup>	Eat All Your Veggies Day
18 <sup>th</sup>	International Picnic Day
19 <sup>th</sup>	Juneteenth
20 <sup>th</sup>	Father's Day
21 <sup>st</sup>	National Smoothie Day
30 <sup>th</sup>	World Social Media Day
14-20:	Men's Health Week
	Alzheimer's & Brain Awareness Month
	Cataract Awareness Month
	Men's Health Month
	National Dairy Month
	National Iced Tea Month
	National Papaya Month
	National Soul Food Month
	Pride Month

## Talking Points

### Keep Your Dairy and Egg Products Safe (National Dairy Month)

June is National Dairy Month. When using milk, cheese and yogurt, follow food safety measures to keep your items safe.

<https://www.eatright.org/homefoodsafety/safety-tips/food/keep-your-dairy-and-egg-products-safe>

- Always buy dairy products toward the end of your shopping trip. This way, they'll spend less time at room temperature.
- Wrap hard cheeses, such as cheddar, Gouda, Edam and Swiss, in an inner layer of wax or parchment paper and an outer layer of plastic wrap to help maintain freshness.
- When buying yogurt, check the "best-by" date on the carton. Refrigerate it as soon as you get home and eat the yogurt within one to two weeks after buying it.
- Store milk and other dairy products in the coldest part of your refrigerator. Never store milk in the refrigerator door, where it is susceptible to warmer air from opening and closing the door.

### 4 Types of Foods to Support Memory (Alzheimer's & Brain Awareness Month)

During Alzheimer's & Brain Awareness Month, learn why good nutrition may play a role in brain health.

<https://www.eatright.org/health/wellness/healthy-aging/4-types-of-foods-to-support-memory>

- Eating enough vegetables, especially cruciferous ones including broccoli, cabbage and dark leafy greens, may help improve memory.
- Berries, especially dark ones such as blackberries, blueberries and cherries, are a rich source of anthocyanins and other flavonoids that may support memory function. Enjoy berries as a nutritious snack or with breakfast.
- Essential for good brain health, omega-3 fatty acids, which contain docosahexaenoic acid, may help improve memory. DHA can be found in seafood, such as fatty fish, and in algae.
- Walnuts also may improve cognitive function. They are delicious on their own or can be added to oatmeal, salads and stir-fries.

## Sample Social Media Posts

When purchasing, storing and cooking with dairy products, it's important to follow correct #foodsafety measures. Use these guidelines during #NationalDairyMonth: <https://sm.eatright.org/eggdairysafe> #eatright

June is Alzheimer's & Brain Awareness Month. Learn why good #nutrition may support brain health and consider incorporating these foods into your eating plan: <https://sm.eatright.org/supportmemory> #eatright

Tropical fruits are flavorful, colorful and kid-friendly! Learn more about the benefits during #NationalPapayaMonth: <https://sm.eatright.org/fruitstropical> #eatright #kidseatright

Want to participate in the recruitment and retention of student members? Apply to become a student liaison! Learn more and apply: <https://sm.eatright.org/2021studentliaison> #eatrightPRO #futureRDN

Did you know the Academy Journal provides free #RDNCPE for members? Access the CPE articles and quizzes: <https://sm.eatright.org/CPEjrn1> #eatrightPRO



## June is Men's Health Month!

Each June, the Academy celebrates Men's Health Month by promoting the importance of good nutrition, physical activity and making smart lifestyle choices. We also celebrate Father's Day, a great time to [recognize the ways dads help kids develop lifelong healthy habits](#).

Teach your clients and patients the foundation of a [nutritious eating plan](#), which includes a variety of fruits and vegetables, whole grains, lean protein foods and low-fat or fat-free dairy.

As men age, their nutritional needs change, too. The Academy has [nutrition resources for young men](#), as well as tips for [older men](#). And remember, [eating disorders](#) can affect boys and men of all ages. Examples of eating disorders are anorexia, bulimia and binge eating disorder.

Throughout June, share the Academy's resources with your clients and patients. On social media, spread the word using #MensHealthMonth.

## Sample Social Media Posts

Dads can play a big role in helping kids maintain healthy habits! In honor of #FathersDay and #MensHealthMonth, take a look at these tips: <https://sm.eatright.org/dadnutritips> #eatright #kidseatright

For young men, maintaining a nutritious eating pattern may reduce their risk of health-related problems later in life! Use these tips during #MensHealthMonth and beyond: <https://sm.eatright.org/youngmennutri> #eatright

Did you know an estimated 10 million males will struggle with an eating disorder at some point in their lives? Learn about the types of eating disorders, warning signs and treatment options: <https://sm.eatright.org/EDmenboys> #eatright #MensHealthMonth

June is #MensHealthMonth! Use these tips to develop #nutrition habits that will last a lifetime: <https://sm.eatright.org/menhealthyeating> #eatright

# Coming Soon:

July                      Summertime  
August                  **Kids Eat Right Month™**  
September          World Alzheimer's Month

## Follow the Academy on social media!

For professional news and updates:



<https://www.facebook.com/eatrightPRO>



<https://twitter.com/eatrightPRO>



<https://www.linkedin.com/company/eatrightpro/>



<https://www.youtube.com/user/EatRightPROtv>



<https://twitter.com/eatrightFNCE>



[https://www.instagram.com/eatright\\_PRO/](https://www.instagram.com/eatright_PRO/)

For messaging to share with clients and consumers:



<https://www.facebook.com/EatRightNutrition>



<https://twitter.com/eatright>



<https://www.youtube.com/user/EatRightTV>



<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.