Social Media Toolkit
October–December 2018
Oats, apples and Brussels sprouts are delicious fall foods!
Add them to your family’s meals: http://sm.eatright.org/
fallfoods #eatright

When appropriately planned, #vegetarian meals can be
healthful and provide health benefits. Learn the myths
and facts of plant-based eating plans: http://sm.eatright.
.org/vegmythfact #eatright #VegetarianAwarenessMonth

Did you know nutrition has an effect on your oral health?
Eat these foods for healthy teeth and gums: http://
sm.eatright.org/nutrihealthyeffect #eatright

From October 20-23, more than 10,000 food and
nutrition experts will attend #FNCE! Don’t miss your
chance to attend this year’s conference and expo in
#eatrightPRO

#FNCE is the perfect opportunity to accelerate your
career, earn CPE and network with nutrition and dietetics
professionals! Register: http://sm.eatright.org/regFNCE
#eatrightPRO

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<tr>
<th>Key Dates in October 2018</th>
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**Talking Points**

### 4 Fall Foods for Your Family

For many, fall means new activities and sports, new schedules and a
shift to cool-weather foods! [https://www.eatright.org/food/planning-
and-prep/cooking-tips-and-trends/4-fall-foods-for-your-family](https://www.eatright.org/food/planning-and-prep/cooking-tips-and-trends/4-fall-foods-for-your-family)

- Pumpkin is a good source of vitamin A, dietary fiber and
potassium. Try pumpkin puree mixed into mac-and-cheese
or hummus for a seasonal spread. Or, roast your own
pumpkin seeds!
- Oats are an excellent source of manganese and a good source
of dietary fiber. Warm oatmeal topped with sliced bananas is
an affordable, filling breakfast option.
- Apples are a good source of vitamin C and dietary fiber.
Sprinkle apple slices with cinnamon or pair with cheese or
peanut butter for an easy snack.
- Brussels sprouts are an excellent source of folate and vitamins
C and K, and a good source of dietary fiber and iron. Add a light
coat of oil and roast in the oven for a nutritious side.

### Building a Healthy Vegetarian Meal

(Vegetarian Awareness Month)

When appropriately planned, vegetarian and vegan diets can be
healthful, nutritionally adequate and may aid in the prevention and
treatment of certain diseases. However, many myths still surround
the health implications of plant-based diets, and it’s important
to know the facts. [https://www.eatright.org/food/nutrition/
vegetarian-and-special-diets/building-a-healthy-vegetarian-meal-
myths-and-facts](https://www.eatright.org/food/nutrition/vegetarian-and-special-diets/building-a-healthy-vegetarian-meal-myths-and-facts)

- Adequate protein needs can be attained through a well-
planned diet. Versatile plant-based sources include legumes
(beans, lentils, peas and peanuts), soy products, whole grains,
nuts, seeds and low-fat or fat-free dairy and eggs (for
lacto-ovo vegetarians).
- Calcium is needed to help build and protect strong bones.
Sources of calcium, besides dairy, include kale, broccoli,
bok choy, calcium-set tofu and fortified soymilk.
- A well-planned vegetarian or vegan diet can meet the nutrient
needs of people at all stages of life, including pregnant and
lactating women, children and athletes.

### Sample Social Media Posts

Oats, apples and Brussels sprouts are delicious fall foods!
Add them to your family’s meals: [http://sm.eatright.org/
fallfoods](http://sm.eatright.org/fallfoods) #eatright

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healthful and provide health benefits. Learn the myths
and facts of plant-based eating plans: [http://sm.eatright.
.org/vegmythfact](http://sm.eatright.org/vegmythfact) #eatright #VegetarianAwarenessMonth
Attend FNCE® in Washington, D.C.

Each fall, the Academy hosts the Food & Nutrition Conference & Expo™ — the world’s largest meeting of food and nutrition experts. More than 10,000 registered dietitian nutritionists, nutrition and dietetics technicians, registered, nutrition science researchers, policymakers, health care providers and industry leaders attend to address key issues affecting the health of Americans.

FNCE® enables students and professionals to network and attend sessions that provide outcomes-based learning from the latest scientific information. Keynote speakers include paralympic medalist and best-selling author Bonnie St. John, culinary innovator and television personality José Andrés, and best-selling author Simon T. Bailey. FNCE® also is amping up the excitement level with timely topics such as the opioid crisis, cannabis and artificial intelligence.

For the first time, the Public Policy Workshop will immediately follow FNCE®. Attendees will participate in face-to-face training on key issues affecting the nutrition and dietetics landscape. The next day, Academy members will rally on the Capitol Hill steps and meet with their members of Congress to advocate for policies that help RDNs prevent and treat malnutrition.

Help spread the word about this year’s exciting career resources, keynote speakers and new additions!

Use the Academy’s social media assets and the official hashtag #FNCE to join the conversation online.

Sample Social Media Posts

Did you know there are more than 130 sessions, panel discussions, open forums and culinary demonstrations at #FNCE? Learn more about this year’s sessions and events: http://sm.eatright.org/sessionsFNCE #eatrightPRO

Get ready for this year’s lineup of engaging and inspiring #FNCE keynote speakers! Learn more about the presenters: http://sm.eatright.org/FNCEkeynotespeakers #eatrightPRO

#FNCE 2018 will feature new additions including debates and a current events track! View the full program: http://sm.eatright.org/programFNCE #eatrightPRO

This year, there will be many fresh innovations in the #FNCE educational experience! Learn what’s new for 2018: http://sm.eatright.org/FNCEwhatsnew #eatrightPRO
Key Dates in November 2018

1st Nominations for Diversity Awards and Grants open
1st Nominations for Membership Promotion Grant open
1st Nominations for National Honors and Awards open
1st World Vegan Day
3rd National Sandwich Day
6th National Nachos Day
9th National Greek Yogurt Day
14th World Diabetes Day
15th FNCE® 2019 Call for Sessions closes
15th Great American Smokeout
18th National Apple Cider Day
22nd Thanksgiving
23rd National Cashew Day
23rd National Eat a Cranberry Day
20-26 Gastroesophageal Reflux Disease (GERD) Awareness Week

American Diabetes Month
Diabetic Eye Disease Month
Lung Cancer Awareness Month
National Family Caregivers Month
National Healthy Skin Month
National Pepper Month

November

Talking Points

Understanding Diabetes (American Diabetes Month)
Diabetes, a condition that affects how the body uses energy in the form of glucose from food, can be successfully managed through proper self-monitoring, medication and lifestyle changes. [https://www.eatright.org/health/diseases-and-conditions/diabetes/understanding-diabetes](https://www.eatright.org/health/diseases-and-conditions/diabetes/understanding-diabetes)

- People with diabetes need to keep their blood sugar levels within a healthy range. Blood sugar levels are controlled through diet, physical activity and, for some people, a combination of medication and insulin therapy.
- Insulin is a hormone that the body’s cells need to get energy from food. When someone has diabetes, their body may not produce enough insulin, or their body’s cells don’t respond to insulin the way they should.
- There are three forms of diabetes: Type 1 diabetes, Type 2 diabetes and gestational diabetes.
- If you have been diagnosed with diabetes, seek the expert advice of a registered dietitian nutritionist to help manage the disease while ensuring you get the nutrients your body needs.

Gastroesophageal Reflux (Gastroesophageal Reflux Disease Awareness Week)
When indigestion occurs frequently, it could be indicative of gastroesophageal reflux disease, or GERD. This condition affects 20 percent of Americans. [https://www.eatright.org/health/wellness/digestive-health/gastroesophageal-reflux](https://www.eatright.org/health/wellness/digestive-health/gastroesophageal-reflux)

- GERD is a digestive disorder in which stomach acids, food and fluids flow back into the esophagus. It can occur at any age and may be a temporary or long-term issue.
- Heartburn is the most common symptom. Other symptoms may include bad breath, coughing, abdominal pain, nausea or vomiting.
- Sometimes your doctor can diagnose GERD based on symptoms and medical history. Other times, further testing is necessary, and you will be referred to a gastroenterologist.
- Certain foods and ingredients may worsen GERD symptoms. Try to avoid mint, chocolate, alcohol, caffeine, acidic foods and spicy foods, which may trigger a flare-up.

Sample Social Media Posts

During #AmericanDiabetesMonth, learn more about the condition, signs and symptoms, and how #diabetes can be managed: [http://sm.eatright.org/understanddiabetes #eatright](http://sm.eatright.org/understanddiabetes #eatright)

November 3: Celebrate #NationalSandwichDay by building a healthy sandwich with your family! Try these tasty, kid-friendly ideas: [http://sm.eatright.org/buildsandwich #eatright](http://sm.eatright.org/buildsandwich #eatright)

November 20-26: Have you heard of GERD? Learn more about symptoms, diagnosis and prevention of this condition, which affects 20% of Americans: [http://sm.eatright.org/whatisGERD #eatright](http://sm.eatright.org/whatisGERD #eatright)

Want to present at #FNCE 2019? The Call for Sessions closes November 15! Don’t forget to submit your session proposal: [http://sm.eatright.org/presentFNCE #eatrightPRO](http://sm.eatright.org/presentFNCE #eatrightPRO)

The Academy’s Honors and Awards celebrate outstanding nutrition and dietetics professionals! Use these guidelines when submitting a nomination: [http://sm.eatright.org/honorsandawards #eatrightPRO](http://sm.eatright.org/honorsandawards #eatrightPRO)

Academy of Nutrition and Dietetics SOCIAL MEDIA TOOLKIT 2018 | 4 |
November is American Diabetes Month

Did you know 30.3 million children and adults in the U.S. are living with diabetes? Additionally, many Americans are unaware they have an increased risk for developing Type 2 diabetes. The good news is people who are at high risk for Type 2 diabetes can lower their risk by making healthy lifestyle changes.

During American Diabetes Month — organized by the American Diabetes Association — help raise awareness about diabetes risk factors and encourage people to make healthy lifestyle changes. Start by encouraging your patients or clients and social media followers to understand diabetes, learn about the risk factors and manage the condition.

American Diabetes Month is an excellent opportunity to showcase a registered dietitian nutritionist’s role in helping people with diabetes. Let people know that RDNs can provide medical nutrition therapy, which includes personalized information about what to eat to help manage diabetes.

The Academy also has numerous consumer-friendly articles and resources to share. These include articles about diabetes and exercise, children’s diets and diabetes and understanding prediabetes.

During #AmericanDiabetesMonth, share your best advice about making positive lifestyle choices to help fight this disease.

Sample Social Media Posts

It’s essential to choose nutritious foods and maintain a healthy blood sugar level when managing #diabetes. Learn how an RDN can help: http://sm.eatright.org/diabetesRDN #eatright #AmericanDiabetesMonth

Physical activity helps fight #diabetes in a variety of ways! To get started, try this 3-step beginner walking plan: http://sm.eatright.org/exercisediabetes #eatright #AmericanDiabetesMonth

Millions of Americans have prediabetes – a condition that raises the risk of Type 2 #diabetes, heart disease and stroke. Learn about the risk factors and how to manage the condition: http://sm.eatright.org/whatisprediabetes #eatright #AmericanDiabetesMonth

With a few lifestyle changes, you can prevent or delay the onset of Type 2 #diabetes. Here’s how: http://sm.eatright.org/lowdowndiabetes #eatright #AmericanDiabetesMonth
During the holidays, take time to cook with your kids! Follow these strategies to safely prepare meals with children: [http://sm.eatright.org/holidaycookingkids #eatright #kidseatright](http://sm.eatright.org/holidaycookingkids)

As tasty as it might look, raw cookie dough could make you very sick! When handling raw dough, always keep important safety tips in mind. [https://www.eatright.org/homefoodsafety/four-steps/cook/cookie-rookie-pledge](https://www.eatright.org/homefoodsafety/four-steps/cook/cookie-rookie-pledge)

- Do not eat any raw cookie dough or any other raw dough product that’s supposed to be cooked or baked.
- Wash hands, work surfaces and utensils thoroughly after contact with raw dough products.
- Follow package directions for cooking at proper temperatures and for specified times.
- It’s especially important to teach children to not eat raw cookie dough, as young children are more vulnerable to food poisoning.

**Cooking with Kids During the Holidays**

With special treats and family gatherings, the holiday season is a great time to teach kids about cooking and nutrition! [https://www.eatright.org/homefoodsafety/safety-tips/holidays/the-joy-of-cooking-with-kids-during-the-holidays](https://www.eatright.org/homefoodsafety/safety-tips/holidays/the-joy-of-cooking-with-kids-during-the-holidays)

- Review safety precautions, such as proper hand-washing, with your kids.
- To begin cooking, teach your child the basics, such as cracking an egg or gathering ingredients for a favorite holiday recipe.
- Assign cooking tasks that are appropriate for your child’s age. Six- and 7-year-olds can crack eggs into a bowl, use a vegetable peeler and prepare lettuce for a salad. Eight- and 9-year-olds can rinse and clean vegetables, beat eggs and measure dry ingredients. Ten- to 12-year-olds can boil pasta and vegetables, slice and chop vegetables, simmer ingredients on the stove and follow a simple recipe.

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**Key Dates in December 2018**

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<td>National Eat a Red Apple Day</td>
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<td>1st</td>
<td>World AIDS Day</td>
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<td>National Gazpacho Day</td>
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<td>Dec. 26-Jan. 1</td>
<td>Kwanzaa</td>
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**Talking Points**

**Cookie Rookie Pledge**

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**Sample Social Media Posts**

**During the holidays, take time to cook with your kids!**

Follow these strategies to safely prepare meals with children: [http://sm.eatright.org/holidaycookingkids #eatright #kidseatright](http://sm.eatright.org/holidaycookingkids)

As tasty as it might look, raw cookie dough could make you sick! Have your kids take the Cookie Rookie Pledge to avoid food poisoning: [http://sm.eatright.org/cookierookiepledge #eatright #kidseatright](http://sm.eatright.org/cookierookiepledge)

Did you know December is Worldwide Food Service Safety Month? If your child has a #foodallergy, the school’s foodservice and nutrition staff can be a great resource: [http://sm.eatright.org/foodallrgyschl #eatright](http://sm.eatright.org/foodallrgyschl)

Whether or not you celebrate #Kwanzaa, enjoy this bread made with sweet potatoes, carrots and orange juice! Make the #recipe: [http://sm.eatright.org/breadkwanzaa #eatright](http://sm.eatright.org/breadkwanzaa)

December 1: Nutrition is a powerful tool for people with HIV-AIDS. These #nutrition tips can help keep the immune system strong: [http://sm.eatright.org/nutrihivaids #eatright #WorldAidsDay](http://sm.eatright.org/nutrihivaids)
Proper handwashing is crucial during the holiday season! Teach your family how to wash their hands the proper way: http://sm.eatright.org/handwashing #eatright

Are you washing your hands correctly? Follow these handwashing tips to stay healthy during the holiday season and all year long: http://sm.eatright.org/handwashing #eatright

Not washing your hands is one of the most common foodsafety mistakes! Follow these tips to reduce your risk of food poisoning: http://sm.eatright.org/10HFSmistakes #eatright

Does someone in your family have a foodallergy? Frequent hand-washing can help prevent cross-contamination! Here are more foodsafety tips: http://sm.eatright.org/holidayallergyfree #eatright
Coming Soon:

January  New Year’s Resolutions
February  American Heart Month
March   National Nutrition Month®

Follow the Academy on social media!

For professional news and updates:

Facebook: https://www.facebook.com/eatrightPRO
Twitter: https://twitter.com/eatrightPRO
LinkedIn: Academy of Nutrition and Dietetics
YouTube: https://www.youtube.com/user/EatRightPROtv
Twitter: https://twitter.com/eatrightFNCE

For messaging to share with clients and consumers:

Facebook: https://www.facebook.com/EatRightNutrition
Twitter: https://twitter.com/eatright
YouTube: https://www.youtube.com/user/EatRightTV
Google+: https://plus.google.com/+eatright

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.