Social Media Toolkit

April - June 2019
Key Dates in April 2019

2nd  World Autism Awareness Day
4th  International Carrot Day
7th  World Health Day
14th National Pecan Day
19th National Garlic Day
22nd Academy Foundation Scholarship Application Deadline
22nd Earth Day
23rd National Picnic Day
26th National Pretzel Day
30th National Raisin Day

April 1-7: National Public Health Week
April 21-27: National Infertility Awareness Week
April 22-26: Every Kid Healthy Week
Alcohol Awareness Month
Cancer Control Month
Emotional Overeating Awareness Month
Move More Month
National Preceptor Month
National Soyfoods Month
Stress Awareness Month
World Autism Awareness Month

Talking Points

**Sustainable Eating (Earth Day)**

Sustainability involves choosing foods that are healthful to the environment and our bodies. In honor of Earth Day, make a few changes to incorporate sustainable eating strategies into your lifestyle. [https://www.eatright.org/health/lifestyle/culture-and-traditions/sustainable-eating](https://www.eatright.org/health/lifestyle/culture-and-traditions/sustainable-eating)

- Grow your own food, whether it's herbs in a pot or tomatoes on your patio. This may help you appreciate the process of creating food and influence how you buy, use and dispose of it.
- Shop locally to keep your dollars in the community. This also cuts down on the amount of fuel needed to ship the food to your market or grocery store.
- When you purchase foods that are out of season, they are coming from far away. Instead, eat foods that are in season and in your area.
- When grocery shopping, purchase more foods from bulk dispensers and those that are minimally processed and plant-based. This translates into less packaging, as well as less water and other resources used to produce certain foods.

**Why You Should Make Physical Activity a Part of Your Day (Move More Month)**


- While there is no published recommendation for a "safe" amount of time spent sitting each day as of yet, a good rule of thumb is to move for at least one to two minutes each hour in addition to 150 minutes of moderate-intensity physical activity each week. If your job is sedentary, you can break up that time with bits of activity.
- To get more steps, park farther away from your building or use public transportation if possible.
- Use a standing or walking desk. After lunch, take a brisk walk. Rather than sending an email, walk to your co-worker's desk or office.
- After work, do something active. Instead of watching TV, go for a walk or play lawn games.

Sample Social Media Posts

Celebrate #EarthDay with sustainable eating! Learn how you can make a big impact with these small changes: [https://sm.eatright.org/sustainableeating #eatright](https://sm.eatright.org/sustainableeating #eatright)

Did you know that being active throughout the day can help decrease your risk for chronic disease? Check out these ways to get moving at work and at home: [https://sm.eatright.org/exercise/healthyliving #eatright #MoveMoreMonth](https://sm.eatright.org/exercise/healthyliving #eatright #MoveMoreMonth)

April is #NationalSoyfoodsMonth! Celebrate by preparing this Crispy Tofu and Bok Choy Stir-fry #recipe: [https://sm.eatright.org/tofubokchoyrecipe #eatright](https://sm.eatright.org/tofubokchoyrecipe #eatright)

Each year, the Academy Foundation provides scholarships to deserving nutrition and dietetics students! Learn more about available scholarships and apply by April 22: [https://sm.eatright.org/2019scholarship #eatrightPRO #futureRDN](https://sm.eatright.org/2019scholarship #eatrightPRO #futureRDN)

Academy members can utilize many benefits to help advance their careers, including access to publications, educational resources and networking opportunities! Learn more about member benefits: [https://sm.eatright.org/valuemembership #eatrightPRO](https://sm.eatright.org/valuemembership #eatrightPRO)
Celebrate National Preceptor Month!

This April, join the Academy in thanking preceptors — those who mentor future registered dietitian nutritionists and nutrition and dietetic technicians, registered. In their important roles, preceptors help shape and guide the next generation of nutrition and dietetics professionals. Without preceptors, our profession wouldn’t exist!

Encourage fellow colleagues and Academy members to become preceptors. Preceptors are listed in a database that can be searched by students and educational program directors. As an incentive, the Commission on Dietetic Registration allows preceptors to record a total of 15 CPEUs per five-year cycle on their activity log. CDR also offers a free preceptor training program that provides 8 CPEUs.

Be sure to encourage students, dietetic interns and young professionals to get involved! They can thank their preceptors by downloading a certificate of appreciation and submitting a preceptor recognition story about how a mentor shaped their career.

Throughout the month, use the hashtag #PreceptorMonth on social media.

Sample Social Media Posts

During #PreceptorMonth, learn how you can make a difference in the lives of future RDNs and NDTRs: https://sm.eatright.org/preceptor #eatrightPRO

This month, thank a preceptor who has made a difference in your life! Both students and nutrition and dietetics professionals can submit a recognition story: https://sm.eatright.org/recognizepreceptor #eatrightPRO

April is #PreceptorMonth! Sign up to help shape the next generation of nutrition and dietetics professionals: https://sm.eatright.org/preceptorsignup #eatrightPRO

Looking for ways to give back to the nutrition and dietetics profession? Sign up to become a preceptor! https://sm.eatright.org/preceptorsignup #eatrightPRO #PreceptorMonth
Key Dates in May 2019

2nd
World Tuna Day

5th
Cinco de Mayo

8th
Bike to School Day

12th
Mother’s Day

15th
National Chocolate Chip Day

17th
World Hypertension Day

28th
National Hamburger Day

29th
National Senior Health & Fitness Day

31st
Deadline to Renew Academy Membership

May 1-30: Call for late-breaking FNCE® abstracts

May 12-18: Food Allergy Awareness Week

May 12-18: National Women’s Health Week

Arthritis Awareness Month

Asian Pacific American Heritage Month

Food Allergy Action Month

Healthy Vision Month

National Allergy and Asthma Month

National Cancer Research Month

National High Blood Pressure Education Month

National Osteoporosis Month

National Physical Fitness and Sports Month

National Salad Month

National Strawberry Month

Older Americans Month

Talking Points

Combatting High Blood Pressure (National Blood Pressure Education Month/World Hypertension Day)

High blood pressure affects one in three adults in the United States. This condition is a major risk factor for heart disease, stroke, congestive heart failure and kidney disease. To lower your blood pressure, follow a healthful eating plan, maintain a healthy weight and stay active.  

https://www.eatright.org/health/wellness/heart-and-cardiovascular-health/combating-high-blood-pressure

• People with high blood pressure should consult a physician and follow a heart-healthy diet, such as the Dietary Approaches to Stop Hypertension, or DASH, eating plan.

• Sodium intake should be reduced to 2,300 milligrams per day for individuals age 14 and older. Adults with prehypertension and hypertension may benefit from reducing their sodium intake further.

• To get an assortment of nutrients, eat a variety of colorful fruits and vegetables that are high in potassium, such as tomatoes, beans and oranges.

• Consult a registered dietitian nutritionist for help combating high blood pressure and for guidance regarding healthier food choices.

Understanding Osteoporosis (National Osteoporosis Month)

According to the National Osteoporosis Foundation, half of women and one in four men over the age of 50 will break a bone due to osteoporosis. A healthful eating plan and weight-bearing activities are important to ensure strong bones. 

https://www.eatright.org/health/wellness/preventing-illness/understanding-osteoporosis

• Calcium, the major nutrient needed to form new bone cells, is vital for bone health. Some calcium-rich foods include low-fat or fat-free milk, yogurt and cheese, and calcium-fortified soy milk, cereal and 100-percent fruit juice. Other good sources include soybeans, dark green leafy vegetables and calcium-fortified tofu.

• Other nutrients to increase bone density and strength include vitamin D, vitamin K, potassium and magnesium.

• Supplements can’t duplicate what foods offer naturally. If you’re considering taking a calcium supplement with vitamin D, consult a registered dietitian nutritionist.

Sample Social Media Posts

Your food choices may help play a role in preventing cataracts, macular degeneration, glaucoma and other sight woes! Add these five foods to your plate:  

https://sm.eatright.org/eyehealth #eatright #HealthyVisionMonth

May 31 is the deadline to renew your Academy membership! Perks include access to educational and professional resources, publications and more:  

https://sm.eatright.org/valuemembership #eatrightPRO

Have ground-breaking research you’d like to share at FNCE? Submit an abstract by May 31:  

https://sm.eatright.org/FNCElatebreaking #eatrightPRO

On WorldHypertensionDay, kick high blood pressure to the curb by increasing your physical activity, achieving or maintaining a healthy weight and following this #hearthealthy eating plan:  

https://sm.eatright.org/bloodpressure #eatright

Don’t wait until a break! Osteoporosis is said to affect half of women and one in four men. Learn how your food choices now can affect your #bonehealth later in life:  

https://sm.eatright.org/understandosteoporosis #eatright

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May is Food Allergy Action Month.

Organized by the Food Allergy Research & Education Foundation, Food Allergy Action Month generates awareness of and makes an impact on the millions of Americans with food allergies, intolerances and sensitivities.

The number of people with a food allergy has significantly grown in recent years, and these allergies can be life-altering and, in some cases, life-threatening. This can concern parents who have kids with food allergies, especially when their children eat lunch at school with classmates.

The Academy has several helpful resources to share with patients and clients. Topics include a breakdown of the different types of food allergies and ways to prevent cross-contact at home. Cross-contact occurs when a food allergen is transferred to a food that does not contain the allergen.

Other articles for parents with kids who have food allergies include ways to keep food-allergic kids safe at school, find allergy-free school cafeteria meal options and host an allergy-free birthday bash.

Sample Social Media Posts

Millions of Americans have a food allergy. During #FoodAllergy Action Month, learn more about different types of food allergies and intolerances: https://sm.eatright.org/foodallergyintol #eatright

Does your child have a food allergy? Follow these five steps to help prevent allergic reactions at school: https://sm.eatright.org/childfdalrgy #eatright #kidseatright

If your child has a food allergy, the school’s foodservice and nutrition staff can be a valuable resource! Learn more: https://sm.eatright.org/schfoodallrgy #eatright #kidseatright

With nearly one in 13 children under age 18 suffering from food allergies, birthday parties can pose problems! Luckily, it’s possible to host an allergy-free bash. Use these tips: https://sm.eatright.org/bdayalrgysafe #eatright #kidseatright
June

Key Dates in June 2019

1st  Student Liaison applications for 2019-2020 school year open

3rd  National Egg Day

5th  National Running Day

5th  World Environment Day

8th  World Oceans Day

10th National Iced Tea Day

11th  FNCE® Registration Opens

12th  International Falafel Day

16th  Father’s Day

17th  Eat All Your Veggies Day

18th  International Picnic Day

25th  National Lobster Day

June 10-16: Men’s Health Week

Alzheimer’s & Brain Awareness Month

Men’s Health Month

National Dairy Month

National Iced Tea Month

National Papaya Month

National Soul Food Month

Talking Points

Brain Health and Fish (Alzheimer's & Brain Awareness Month)

Research suggests improved memory is one of many possible brain-boosting benefits associated with eating more fish. During Alzheimer’s & Brain Awareness Month, consider adding fish to your meals. https://www.eatright.org/health/wellness/healthy-aging/brain-health-and-fish

- Fish contains DHA, an omega-3 essential fatty acid needed for normal and efficient brain function.
- To reap the benefits, you must constantly consume DHA-rich foods such as fish, fish oil, algal oil supplements or DHA-fortified foods.
- The 2015-2020 Dietary Guidelines for Americans recommends adults consume at least 8 ounces of seafood per week, which is about two 4-ounce servings of fish. Oily fish such as wild salmon, albacore tuna, mackerel, herring and farmed trout are great options that contain DHA.
- If you follow a vegetarian or vegan eating plan, getting DHA is possible through algae (used to make vegetarian DHA supplements). Ground flaxseed, walnuts and chia seeds are rich in ALA, which the body can convert to DHA.

Go Tropical with Super Fruits (National Papaya Month)

In honor of National Papaya Month, take a walk on the tropical side and try some new fruits! Tropical fruits are colorful, versatile and kid-friendly. https://www.eatright.org/food/planning-and-prep/snack-and-meal-ideas/go-tropical-with-super-fruits

- Papaya provides vitamin A through an especially potent form of beta-carotene for healthy skin and eyes. Enjoy papaya alone or in a salad paired with avocados and chopped fresh mint.
- Guava provides dietary fiber to help keep your digestive system in top shape. One guava boasts 3 grams of fiber!
- Mangoes are loaded with vitamin C. This nutrient helps wounds heal, promotes healthy gums and keeps your immune system strong.

Sample Social Media Posts

Adding seafood to your diet can be a delicious way to boost #brainhealth! Improved memory is just one of the many potential benefits of eating fish: https://sm.eatright.org/brainhlthfish #eatright #AlzheimersandBrainAwarenessMonth

June is #NationalPapayaMonth! Packed with vitamin A, this tropical treat is the perfect addition to your next trip to the beach: https://sm.eatright.org/superfruits #eatright

On June 5: Whether you’re training for a 5K or marathon, proper #nutrition is key to obtaining your personal best time! Take a look at this handy guide: https://sm.eatright.org/runnutriguide #eatright #NationalRunningDay

Students: Looking for a way to get involved? Become an Academy student liaison for the 2019-2020 school year! Start your application: https://sm.eatright.org/studentliaison #eatrightPRO #futureRDN

Don’t miss your chance to attend #FNCE, the world’s largest meeting of food and nutrition experts! Register for this year’s conference and expo: https://sm.eatright.org/FNCE2019reg #eatrightPRO
June is Men's Health Month.

Each June, Men's Health Month is celebrated across the country, encouraging men of all ages to implement smart lifestyle changes including healthful eating and physical activity.

On social media, share general nutrition tips that can help men eat right and prevent disease. Since men of different ages have different nutritional needs, the Academy has articles geared toward young men and older men.

Share the importance of making smart food choices to decrease the risk of heart disease and osteoporosis. The risk of prostate cancer, one of the most common cancers in American men, also can be reduced with proper nutrition.

Another health concern for men and boys is eating disorders. While many people think only women struggle with anorexia, bulimia and binge eating disorder, 10 million men will have a clinically-defined eating disorder at some point in their lives.

Use the hashtag #MensHealthMonth to share your best men's nutrition tips!

Sample Social Media Posts

June is #MensHealthMonth! Learn how proper #nutrition can help fight disease and keep you looking and feeling younger: https://sm.eatright.org/healthyeating #eatright

Prostate cancer is one of the most common cancers in American men. Maintaining a healthy eating plan may help reduce risk: https://sm.eatright.org/prostatecancerprev #eatright #MensHealthMonth

Eating disorders are a concern among men: 10 million men will struggle from one at some point in their lives. Learn more in honor of MensHealthMonth: https://sm.eatright.org/eddisordersmen #eatright

Good #nutrition and a healthy lifestyle play a big role in keeping your heart healthy! Here are some heart health tips for men: https://sm.eatright.org/heart #eatright #MensHealthMonth
Coming Soon:

July  National Picnic Month
August  Kids Eat Right Month™
September  Spotlight on Malnutrition Month

Follow the Academy on social media!

For professional news and updates:

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

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
Pinterest: 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.