



# Social Media Toolkit

April - June 2020



# April

## Key Dates in April 2020

2<sup>nd</sup> World Autism Awareness Day

4<sup>th</sup> International Carrot Day

7<sup>th</sup> World Health Day

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

6-12: National Public Health Week

19-25: National Infertility Awareness Week

20-24: Every Kid Healthy Week

Alcohol Awareness Month

Emotional Overeating Awareness Month

Move More Month

National Cancer Control Month

National Pecan Month

**National Preceptor Month**

National Soyfoods Month

Stress Awareness Month

World Autism Awareness Month

## Talking Points

### Eat Right and Drink Responsibly (Alcohol Awareness Month)

For those who are of legal drinking age and choose to enjoy alcoholic beverages, always do so responsibly. During Alcohol Awareness Month, take time to understand the appropriate portion sizes of alcoholic beverages. <https://www.eatright.org/food/nutrition/dietary-guidelines-and-myplate/eat-right-and-drink-responsibly>

- The 2015-2020 *Dietary Guidelines for Americans* do not encourage alcohol consumption. They advise those who are of legal drinking age and choose to drink to limit alcohol to one drink per day for women and no more than two drinks per day for men.
- The serving size for an alcoholic beverage depends on the type of drink. One serving of alcohol is considered 12 ounces of beer, 5 ounces of wine and 1.5 ounces of hard liquor or distilled spirits.
- For adults who choose to drink alcoholic beverages, start with a non-alcoholic drink before drinking an alcoholic beverage. Sip alcoholic beverages slowly and avoid drinking on an empty stomach. Eating before drinking helps slow the absorption of alcohol.

### 6 Tips to Lighten Your Carbon Footprint (Earth Day)

When it comes to food, there are plenty of ways to lighten your carbon footprint (or foodprint) while eating more healthfully. In honor of Earth Day, follow these tips. <https://www.eatright.org/food/planning-and-prep/smart-shopping/6-tips-to-lighten-your-carbon-footprint>

- Not only does eating locally grown fruits and vegetables save fossil fuel, but also food is likely fresher, tastes better, costs less and retains more nutrients. It also supports local farmers and keeps dollars in your community.
- Bring your own reusable bag to the grocery store instead of using a paper or plastic bag.
- Consider incorporating more plant-based protein foods such as beans, lentils and tofu into your eating plan.
- Buying in bulk reduces the amount of plastic, paper, metal and energy that goes into manufacturing the packaging.

## Sample Social Media Posts

If you are of legal age and choose to drink alcohol, always do so responsibly! Use these tips for consuming alcohol in moderation: <https://sm.eatright.org/ERdrinkresponsibly> #eatright #AlcoholAwarenessMonth

Take measures to lighten your carbon footprint while grocery shopping! Follow these tips on #EarthDay and beyond: <https://sm.eatright.org/carbonfootprint> #eatright

If you suddenly find yourself and your children stuck at home, there are plenty of productive, healthy ways to pass the time! Here are some fun ideas: <https://sm.eatright.org/athome> #eatright #kidseatright

During a quarantine or shelter in place, follow these tips to make less trips to the grocery store and select nutritious food items: <https://sm.eatright.org/quarantinegroc> #eatright #COVID19

The Academy helps members develop their skills, advance their careers and achieve professional goals! Review this list of member benefits: <https://sm.eatright.org/valueofmembership> #eatrightPRO



## Celebrate National Preceptor Month during April!

Initiated in 2013, April was named National Preceptor Month to raise awareness of the need for preceptors and to recognize and [thank practitioners](#) who help change the next generation of nutrition and dietetics professionals. Without preceptors, the profession would not exist!

[Nutrition and Dietetic Educators and Preceptors](#), an organizational unit within the Academy of Nutrition and Dietetics, provides numerous [resources](#) for those who want to be preceptors. They include training resources supplied by dietetic internship programs and a webinar.

Preceptors may record a total of 15 CPEUs per five-year cycle for presenting and/or leadership duties on their Activity Log. The Commission on Dietetic Registration also has a free [Preceptor Training Program](#) offering 8 CPEUs.

This month, thank the preceptors who have shaped your career and spread awareness of this important leadership role. Use #NationalPreceptorMonth on social media.

### Sample Social Media Posts

Looking for a rewarding way to shape the future of the nutrition and dietetics profession? Sign up to be a preceptor! Learn more: <https://sm.eatright.org/signuppreceptor> #eatrightPRO #NationalPreceptorMonth

Did you know there are #RDNCPE opportunities for precepting? During #NationalPreceptorMonth, review these resources: <https://sm.eatright.org/ndepresources> #eatrightPRO

During #NationalPreceptorMonth, learn about the amazing ways preceptors have impacted nutrition and dietetics professionals! <https://sm.eatright.org/preceptorrecognize> #eatrightPRO

Preceptors: Looking for training resources? Use these programs provided by CDR: <https://sm.eatright.org/cdrprepresources> #eatrightPRO

# May

## Key Dates in May 2020

2 <sup>nd</sup>	World Tuna Day
6 <sup>th</sup>	Bike to School Day
10 <sup>th</sup>	Mother's Day
13 <sup>th</sup>	International Hummus Day
17 <sup>th</sup>	World Hypertension Day
27 <sup>th</sup>	National Senior Health & Fitness Day
28 <sup>th</sup>	National Hamburger Day
31 <sup>st</sup>	<b>Deadline to renew Academy membership</b>
1-30:	<b>Call for late-breaking FNCE® abstracts</b>
10-16:	Food Allergy Awareness Week
10-16:	National Women's Health Week
	Arthritis Awareness Month
	Asian Pacific American Heritage Month
	Food Allergy Action 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 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

### Food Allergies (Food Allergy Action Month)

Each year, millions of Americans have allergic reactions to food. During Food Allergy Action Month, learn more about common food allergies. <https://www.eatright.org/health/allergies-and-intolerances/food-allergies/food-allergies-and-intolerances>

- Eight foods account for 90 percent of food-allergic reactions in Americans: milk, egg, peanuts, tree nuts, fish, crustacean shellfish, soy and wheat.
- If you or a family member has a food allergy, meet with a registered dietitian nutritionist. An RDN can help you understand which foods are safe to eat and how to avoid items that may cause a reaction.
- Read food labels and ingredient lists carefully and watch out for allergens in food. Eggs, wheat, milk and other allergy-causing foods often are called by other names.
- Make sure teachers, nurses and administrators at your child's school or day care center are aware of any food allergies. Also ensure they know how to respond to adverse reactions your child may experience.

### Tips for a Healthy Cookout (National Barbecue Month)

Host a cookout during National Barbecue Month! Prepare a tasty, nutritious spread of lean meats, roasted vegetables, salads and grilled desserts. <https://www.eatright.org/food/planning-and-prep/cooking-tips-and-trends/tips-for-a-healthy-cookout>

- Select nutritious protein options such as lean cuts of beef, pork, poultry or fish. For a meatless option, grill tofu, tempeh or a bean-based veggie burger.
- Baste cut-up vegetables with olive oil and season with herbs. Some nutritious options are red peppers, corn on the cob, eggplant, summer squash, sweet potatoes and cherry tomatoes.
- Make tasty alternatives to mayonnaise-based salads such as caprese, fruit salad or avocado salad.
- In addition to grilling your main dish, grill your dessert! Try grilling fruit kabobs or watermelon slices.

## Sample Social Media Posts

During Food Allergy Action Month, take time to learn about the different types of food allergies: <https://sm.eatright.org/foodintolallergy> #eatright

Fire up the grill and take your meal outside! Build a healthful barbecue with lean protein foods and seasonal fruits and vegetables: <https://sm.eatright.org/cookouthlthy> #eatright #NationalBarbecueMonth

During #NationalMentalHealthMonth, learn how eating disorders can affect anyone, including boys and men: <https://sm.eatright.org/meneatdisorder> #eatright

The deadline to renew your Academy membership is approaching! Take a few minutes to renew today: <https://sm.eatright.org/joinAcademy> #eatrightPRO

Interested in submitting a late-breaking abstract for #FNCE? Review the criteria and submit a proposal by May 30: <https://sm.eatright.org/FNCE2020latebreaking> #eatrightPRO



## Spread Awareness of National High Blood Pressure Education Month.

About 45 percent of U.S. adults have high blood pressure, a major risk factor for heart disease, stroke, congestive heart failure and kidney disease. National High Blood Pressure Education Month is an excellent time to share ways the risk for this [condition can be reduced through good nutrition and maintaining a healthy lifestyle](#).

One way to help lower blood pressure is to [prepare nutritious, heart-healthy meals](#). At the grocery store, purchase beans, peas and lentils; soybeans and tofu; fruits and vegetables; salmon, tuna, sardines and mackerel; whole-grain breads, cereals and pasta; brown rice, oatmeal and unsalted nuts. Use low to moderate amounts of unsaturated fat, too.

Emphasize the importance of [reducing sodium intake](#) to help reduce the risk of high blood pressure. Many individuals consume too much sodium, and it can be hidden in several foods.

Lastly, [promote the important role of a registered dietitian nutritionist](#) for combatting high blood pressure. An RDN can help individuals understand the condition and how food choices may affect it.

Throughout the month of May, share your best tips and resources on social media!

### Sample Social Media Posts

Looking to lower your blood pressure? Follow a [#hearthealthy](#) eating plan, maintain a healthy weight and increase physical activity! Follow these strategies to get started: <https://sm.eatright.org/bphigh> #eatright

While sodium is an essential nutrient, eating too much of it may lead to high blood pressure. Here's why lowering your sodium intake may be beneficial: <https://sm.eatright.org/bpsodium> #eatright

During National High Blood Pressure Education Month, take time to prepare nutritious, [#hearthealthy](#) meals for your family! Use these ideas: <https://sm.eatright.org/familyHH> #eatright

For those who need to lower their blood pressure, reducing sodium intake is especially important! Use the Nutrition Facts label to select healthful, low-sodium foods: <https://sm.eatright.org/nutrifactbasics> #eatright

# June

## Key Dates in June 2020

1<sup>st</sup> **Student liaison applications for 2020-2021 school year open**

3<sup>rd</sup> National Egg Day

3<sup>rd</sup> National Peanut Butter Lover's Day

5<sup>th</sup> World Environment Day

7<sup>th</sup> National Cancer Survivors Day

8<sup>th</sup> World Oceans Day

12<sup>th</sup> International Falafel Day

13<sup>th</sup> Family Health & Fitness Day

15<sup>th</sup> National Lobster Day

16<sup>th</sup> **FNCE® housing opens**

17<sup>th</sup> Eat All Your Veggies Day

18<sup>th</sup> International Picnic Day

21<sup>st</sup> Father's Day

30<sup>th</sup> World Social Media Day

15-21: 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

## Talking Points

### Healthy Eating for Men (Men's Health Month)

June is Men's Health Month! Take time to learn the importance of good nutrition, in addition to achieving and maintaining a healthy lifestyle. <https://www.eatright.org/health/wellness/healthy-aging/healthy-eating-for-men>

- A healthful eating plan for men includes a variety of fruits, vegetables, grains (especially whole grains), lean protein foods, and low-fat or fat-free sources of dairy.
- Since men have more muscle and typically are bigger than women, they require more calories throughout the day. Moderately active adult males likely need 2,200 to 2,800 calories per day. One's energy needs depend on a variety of factors including height, weight and physical activity level.
- Eat a variety of protein foods, including seafood and plant-based sources, such as beans, peas and soy products. Cut down on saturated fat from high-fat meats and full-fat dairy products and fried foods. Instead, opt for foods with unsaturated, heart-healthy fats such as olive oil, canola oil, nuts, seeds and avocados.

### Sand, Surf and Great Eats

As the weather gets warmer, many people flock to the beach! When enjoying food outside, choose nutritious options and practice proper food safety. <https://www.eatright.org/health/lifestyle/seasonal/sand-surf-and-great-eats>

- Instead of buying meals and snacks at beachside cafes, save money and bring snacks with you. Some healthful, portable options are raw or dry-roasted nuts, pre-washed and cut fruit and vegetables, trail mix and whole-grain crackers.
- When packing your cooler for the beach, remember to bring plenty of water. Use a reusable water bottle.
- Always make sure your cooler is clean and ensure all food is packed safely. Pack plenty of ice if you're bringing perishable foods. Your cooler must maintain food at a temperature of 40°F or lower.

## Sample Social Media Posts

During #MensHealthMonth, learn how to develop good #nutrition habits that will last a lifetime: <https://sm.eatright.org/menhitheat> #eatright

In the summertime, nothing is better than escaping to the beach! Always bring healthful snacks, stay hydrated and practice proper food safety: <https://sm.eatright.org/beach> #eatright

Snacks can be a nutritious part of a runner's eating plan! In honor of #NationalRunningDay, try these ideas: <https://sm.eatright.org/runningsnack> #eatright

Starting June 16, you can book your housing for #FNCE in #Indy! Learn more about this year's hotel options: <https://sm.eatright.org/FNCEhousing> #eatrightPRO

Nutrition and dietetics students: Looking for ways to get involved with the Academy? Apply to be a student liaison! Learn about this volunteer role: <https://sm.eatright.org/liaisonstudent> #eatrightPRO #futureRDN



## June is Alzheimer's & Brain Awareness Month.

Alzheimer's disease is a type of [dementia](#), and it causes problems with memory, thinking and behavior. Symptoms often develop slowly and get worse over time. During Alzheimer's & Brain Awareness Month, share information about the disease and how nutrition may play a vital role in brain health.

Research suggests that improved memory is just one of many [brain-supporting benefits associated with eating more fish](#). Omega-3 fatty acids, especially docosahexaenoic acid (DHA) found in fish, are good for your health.

To obtain the benefits of omega-3 fatty acids, the 2015-2020 *Dietary Guidelines for Americans* recommends adults consume at least 8 ounces of seafood per week. For those who follow a vegetarian or vegan eating plan, other sources of omega-3 fatty acids are ground flaxseed, walnuts and chia seeds. [Other foods that may support memory](#) include vegetables, berries, cherries and walnuts.

[Malnutrition](#) frequently occurs in older adults, including those with dementia or Alzheimer's disease. For these individuals, it's especially important to seek the help of a registered dietitian nutritionist.

On social media, use #ENDALZ to bring awareness to Alzheimer's & Brain Awareness Month.

### Sample Social Media Posts

Did you know there are possible brain-supporting benefits associated with eating fish? Learn more: <https://sm.eatright.org/fishbrainhlth> #eatright #ENDALZ

During Alzheimer's & Brain Awareness Month, understand how #nutrition may play a role in brain health: <https://sm.eatright.org/boostmemory> #eatright #ENDALZ

#Malnutrition frequently occurs in the older adult population, especially in those with dementia or Alzheimer's disease. Learn how an RDN can help: <https://sm.eatright.org/malnutritionalz> #eatright #ENDALZ

Alzheimer's is a form of #dementia, and some individuals with dementia struggle to maintain a healthy body weight. Review this important nutrition information: <https://sm.eatright.org/dementianutri> #eatright #ENDALZ

# Coming Soon:

July National Grilling Month

**August Kids Eat Right Month™**

September Spotlight on Malnutrition 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/>



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