Social Media Toolkit

October - December 2021
### Talking Points

**Tips for a Healthy Halloween Party**

This year, celebrate Halloween with nutritious, themed treats, activities and games. Make the holiday an opportunity to teach your child to enjoy sweets, in moderation, as part of an overall balanced eating plan. 

[https://www.eatright.org/health/lifestyle/holidays/tips-for-a-healthy-halloween-party](https://www.eatright.org/health/lifestyle/holidays/tips-for-a-healthy-halloween-party)

- Make Halloween more nutritious by including fruits, vegetables, nuts or whole grains. Some options include baked apples or pears with cinnamon, nuts and honey; warm apple cider with cinnamon sticks; and apple slices with a fruit dip made with yogurt mixed with canned pumpkin and pumpkin pie spice.

- Serve each child individually rather than leaving candy or desserts out on the table.

- Plan fun activities and games to get kids moving, such as a costume parade or relay race. Always refer to the CDC's guidelines for hosting safe gatherings during the COVID-19 pandemic.

**Healthful Vegetarian Meal Ideas (Vegetarian Awareness Month)**

During Vegetarian Awareness Month, learn how to prepare nutritious and tasty vegetarian meals for breakfast, lunch and dinner! 

[https://www.eatright.org/food/nutrition/vegetarian-and-special-diets/healthful-vegetarian-meal-ideas](https://www.eatright.org/food/nutrition/vegetarian-and-special-diets/healthful-vegetarian-meal-ideas)

- For breakfast, try a tofu scramble. Or, spread almond butter on a whole-grain toasted bagel and top with apple slices.

- Some great lunches include a vegetable sandwich of sliced tomato, pepper, onion, avocado and hummus stuffed in a whole-grain pita. Or, try chili made with beans and texturized vegetable protein and serve with cornbread.

- For dinner, make tacos or burritos filled with beans, texturized vegetable protein, tofu or tempeh. Another option is whole-grain pasta with tomato sauce and vegetables.

### Key Dates in October 2021

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>1st</td>
<td>World Vegetarian Day</td>
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<tr>
<td>4th</td>
<td>Child Health Day</td>
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<td>4th</td>
<td>National Taco Day</td>
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<td>6th</td>
<td>National Noodle Day</td>
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<td>8th</td>
<td>World Egg Day</td>
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<td>10th</td>
<td>World Mental Health Day</td>
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<td>15th</td>
<td>National Mushroom Day</td>
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<td>16th</td>
<td>World Food Day</td>
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<td>22nd</td>
<td>National Nut Day</td>
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<td>25th</td>
<td>World Pasta Day</td>
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<tr>
<td>29th</td>
<td>National Oatmeal Day</td>
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<tr>
<td>31st</td>
<td>Halloween</td>
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- **3-9**: Mental Illness Awareness Week
- **12-20**: Bone and Joint Action Week

### 16-19: Food & Nutrition Conference & Expo™

- Down Syndrome Awareness Month
- Health Literacy Month
- National Apple Month
- National Breast Cancer Awareness Month
- National Bullying Prevention Month
- National Dental Hygiene Month
- National Liver Awareness Month
- National Pasta Month
- National Seafood Month
- Sudden Cardiac Arrest Awareness Month
- Vegetarian Awareness Month

### Sample Social Media Posts

Hosting a #Halloween party for your kids? Use these tips to prepare festive, nutritious treats that children of all ages will love: 

[https://sm.eatright.org/party/Halloween #eatright #kidseatright](https://sm.eatright.org/party/Halloween #eatright #kidseatright)

During #VegetarianAwarenessMonth, use these ideas to make meals and snacks that incorporate all five food groups! 

[https://sm.eatright.org/ideasvegmea #eatright](https://sm.eatright.org/ideasvegmea #eatright)

When buying, preparing and storing seafood, always keep #foodsafety in mind. Review these tips before your next trip to the grocery store or fish market: 

[https://sm.eatright.org/seafoodsafe #eatright #NationalSeafoodMonth](https://sm.eatright.org/seafoodsafe #eatright #NationalSeafoodMonth)

This year’s #FNCE virtual event experience on October 16-19 features dynamic educational opportunities not available elsewhere! Learn more and register today: 

[https://sm.eatright.org/2021regFNCE #eatrightPRO](https://sm.eatright.org/2021regFNCE #eatrightPRO)

Want to help further the nutrition and dietetics profession? Nominate yourself or a colleague for a position on the Academy’s National Election ballot by November 8: 

[https://sm.eatright.org/election2022 #eatrightPRO](https://sm.eatright.org/election2022 #eatrightPRO)
Attend the FNCE® 2021 virtual event experience!

This year, from October 16-19, the Food & Nutrition Conference & Expo™, or FNCE®, will be held as a virtual event.

FNCE® features dynamic educational opportunities not available elsewhere. With more than 100 educational events across 14 tracks, experts will examine the intersection between nutrition, culture, technology, mental and physical health, and modern practice. Plus, the event’s online platform makes it easy to log CPEU, and FNCE® content is available on-demand until May 31, 2022.

Attendees will learn about products and services from exhibiting companies showcasing the latest and greatest trends and offerings in food, nutrition and health. The Expo Theater will feature a wide variety of special events, presentations and briefings.

And don’t miss the President’s Party with a Purpose, hosted by Academy President Kevin Sauer, PhD, RDN, LD, FAND, on Sunday, October 16 from 6:30 – 8 p.m. Central Time. This Big Easy-inspired event will feature preparations of traditional fare by a local chef and mixologist, exciting museum tours and authentic jazz music.

If you haven’t done so already, register to attend and use the official hashtag #FNCE on social media!

Sample Social Media Posts

From educational sessions to Expo exhibits, a lot is happening at FNCE this year! View the conference calendar to help build your schedule: https://sm.eatright.org/2021FNCEprogram #eatrightPRO

Looking for a fun way to celebrate the nutrition and dietetics profession at FNCE? Attend the Academy President’s Party with a Purpose on Sunday, October 16. Learn more: https://sm.eatright.org/PresidentsPartyFNCE #eatrightPRO

Did you know there are 100+ educational events offered at FNCE? Take a look at this year’s sessions and tracks: https://sm.eatright.org/sessionsFNCE2021 #eatrightPRO

#FNCE has lots of fun opportunities for students! Learn about the student lounge and internship/supervised practice fair: https://sm.eatright.org/FNCE2021students #eatrightPRO
Participate in the Academy Foundation’s events during FNCE®!

During the Food & Nutrition Conference & Expo™ from October 16-19, support the Academy Foundation by attending its exciting virtual events! The Foundation is funded solely by donations and relies on FNCE® events to support its annual programs which positively impact nutrition and dietetics professionals and students.

One Foundation event is the virtual FNCE® 5K My Way, which you can complete on your own terms. We encourage you to share photos on social media using the hashtag #werundietetics. Attend the No-Show Foundation Gala by dressing up during the week of FNCE® and posting your celebratory pictures on social media with hashtag #NoShowFoundationGala. Also, the Foundation Symposia is a great way to earn CPEU while learning about hot topics.

Remember to register for the Foundation’s silent auction, too! Sign up today, so you are ready to bid on items including handbags, jewelry, study courses and a hotel and registration package for FNCE® 2022 in Orlando. Bidding starts at noon Central Time on Tuesday, October 12 and ends on Tuesday, October 19 at noon Central Time.

To stay up to date on the Foundation’s news for FNCE®, as well as scholarship, award and grant announcements, subscribe to the weekly Kids Eat Right Monday Message and Foundation News email digest.

Sample Social Media Posts

Mark your calendar for the Academy Foundation’s virtual events at #FNCE! Sign up for the #werundietetics 5K, #NoShowFoundationGala and more: https://sm.eatright.org/FoundationeventsFNCE #eatrightPRO

The #FNCE virtual silent auction is a great way to bid on fun items while supporting the Academy Foundation! Sign up and start bidding: https://sm.eatright.org/Foundationsilentauction #eatrightPRO

Want to support the only charitable organization dedicated to the #nutrition and #dietetics profession? Attend the Academy Foundation’s events at #FNCE! Learn about this year’s happenings: https://sm.eatright.org/FoundationeventsFNCE #eatrightPRO

To keep up with the latest Foundation news, including #FNCE, scholarship and award announcements, subscribe to the weekly #KidsEatRight Monday Message and Foundation News eblast! Get started: https://sm.eatright.org/signupKERMM #eatrightPRO
After your family’s Thanksgiving celebration, there are many ways to reinvent your feast! Try these ideas for putting your leftovers to use:

**Reinventing Thanksgiving**

Nothing tastes better than leftovers after your family’s Thanksgiving feast! Use these ideas to reinvent your meal.

https://www.eatright.org/health/lifestyle/holidays/reinventing-thanksgiving

- For lunch, make a turkey-berry wrap: Wrap sliced turkey, shredded greens and cranberry sauce in whole-wheat tortillas. Add toasted pecans if you have them.
- Freeze turkey stock in small amounts. Later, thaw in the refrigerator and cook couscous, pasta, rice or soup with the stock instead of water.
- Have leftover cranberries? Blend them with frozen yogurt and orange juice for a delicious treat!

**How an RDN Can Help with Diabetes (National Diabetes Month)**

Maintaining a healthy blood sugar level is key to managing diabetes, and choosing nutritious foods and watching portion sizes can help you control blood sugar levels. During National Diabetes Month, learn how a registered dietitian nutritionist can help.


- RDNs treat diabetes with medical nutrition therapy, or MNT. MNT includes a nutrition diagnosis as well as therapeutic and counseling services.
- RDNs provide detailed information about how to eat and practical tips for addressing daily challenges. A registered dietitian nutritionist can create a daily meal plan tailored to your individual food preferences, level of physical activity and lifestyle choices.
- The length of a visit with an RDN may vary. However, many people need four to five visits across three to six months.

**Sample Social Media Posts**

*After your family’s Thanksgiving celebration, there are many ways to reinvent your feast! Try these ideas for putting your leftovers to use:*

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

*Maintaining a healthy blood sugar level is key to managing diabetes, and a registered dietitian nutritionist can be a helpful resource. Learn what to expect when consulting an RDN:*

https://sm.eatright.org/visitRDNdiabetes #eatright #NationalDiabetesMonth

*The holidays are a great time to teach kids the importance of good table manners! Here are some ways to get started at home:*

https://sm.eatright.org/TableMannersKids #eatright #kidsateatright

*The Academy’s National Honors and Awards recognize outstanding food and nutrition practitioners and supporters of the profession. Submit a nomination:*

https://sm.eatright.org/2022honorsawards #eatrightPRO

*Did you know the Academy offers a variety of free RDNCEP opportunities for members? Take a look at these resources:*

https://sm.eatright.org/CPEfree #eatrightPRO
Join the ACT now for MNT Campaign!

Passage of the recently introduced Medical Nutrition Therapy Act would be a win-win for the nutrition and dietetics profession and our communities. If passed, RDNs would receive more opportunities for reimbursement while also addressing the gap in care for our country’s seniors who only have access to MNT for diabetes and renal disease. It’s a crucial step needed to achieve health equity for racial and ethnic minority populations.

Help keep the momentum going on this critical piece of legislation by joining the ACT now for MNT campaign! You can join this effort by taking the following three steps:

1. Action alert for Medical Nutrition Therapy Act
2. Contribute $5 to ANDPAC to support the advancement of the MNT Act and other key Academy policy initiatives
3. Tell five people (friends, colleagues, clients) to “ACT now for MNT” by sharing this public action alert

After completing the three steps, share why it was important to you to ACT now for MNT by completing this brief form. Your “why” could be shared by the Academy far and wide! Also, use the ACT now for MNT social media toolkit and hashtag #ACTnowforMNT to help spread the word about this important initiative.

Together, we can advocate for access to MNT and improve our nation’s health.

Sample Social Media Posts

The Academy is a proud champion of the Medical Nutrition Therapy Act! It would contribute to health equity for minority communities with higher rates of nutrition-related chronic disease. Learn more: https://sm.eatright.org/MNTACTnow #ACTnowforMNT #eatrightPRO

Passage of the recently introduced Medical Nutrition Therapy Act would be a win-win for our profession and our communities. Spread the word about this important initiative: https://sm.eatright.org/MNTACTnow #ACTnowforMNT #eatrightPRO

Want to support the MNT Act? Share your story about the effectiveness of providing MNT for Medicare beneficiaries or any time you might have been unable to see a patient due to lack of Medicare coverage. Get started: https://sm.eatright.org/surveyActnowforMNT #ACTnowforMNT #eatrightPRO

Have you been unable to see a patient due to lack of Medicare coverage? Support the MNT Act by sharing your story about the effectiveness of providing MNT for Medicare beneficiaries: https://sm.eatright.org/surveyActnowforMNT #ACTnowforMNT #eatrightPRO

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Support the Academy Foundation during the holidays.

Tuesday, November 30, is Giving Tuesday, which was created in 2012 as a simple idea: A day that encourages people to do good. Since then, it has grown into an annual global movement that inspires hundreds of millions of people to give, collaborate and celebrate generosity.

On Giving Tuesday, consider donating to the Academy of Nutrition and Dietetics Foundation, the only charitable organization dedicated exclusively to our profession. You can choose to have your donation support the Foundation’s Annual Fund, disaster relief efforts, scholarship and grants, and more.

Another great way to support the Foundation this holiday season is using AmazonSmile when shopping online. When you shop at smile.amazon.com, you will find the same low prices and convenient shopping experience as Amazon.com. However, Amazon will donate 0.5% of your eligible purchase price to the Foundation. And, if you’re looking for the end-of-year tax deduction, consider supporting the Foundation when making your holiday gifts.

Sample Social Media Posts

Looking for a way to celebrate #GivingTuesday? Support the Foundation by donating to the Annual Fund, scholarships and more: https://sm.eatright.org/Foundationdonate #eatrightPRO

This holiday season, shop for gifts using AmazonSmile, which will donate 0.5% of your eligible purchase price to the Foundation! To begin, follow these steps: https://sm.eatright.org/AmazonSmileFoundation #eatrightPRO

Looking for the end-of-year tax deduction? Please remember the Academy Foundation this season when making your holiday gifts: https://sm.eatright.org/Foundationdonate #eatrightPRO

#GivingTuesday is the perfect opportunity to support the Foundation! Donate and encourage your friends and colleagues to do the same: https://sm.eatright.org/Foundationdonate #eatrightPRO
**December**

**Key Dates in December 2021**

1st
- National Eat a Red Apple Day
- World AIDS Day

1st
- National Cookie Day

4th
- National Gazpacho Day
- National Cocoa Day

6th
- National Popcorn String Day

25th
- Christmas Day

31st
- National Champagne Day
- New Year’s Eve

1-7: National Handwashing Awareness Week

Dec. 26-Jan. 1: Kwanzaa

National Pear Month

National Stress-Free Family Holiday Month

Worldwide Food Service Safety Month

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**Talking Points**

**Nutrition Tips to Keep the Immune System Strong for People with HIV/AIDS**

Whether you have just been diagnosed, show no signs of illness or are in a more challenging stage of HIV, knowing what and how to eat can help keep your body and immune system strong. [https://www.eatright.org/health/diseases-and-conditions/hiv-aids/nutrition-tips-to-keep-the-immune-system-strong-for-people-with-hiv-aids](https://www.eatright.org/health/diseases-and-conditions/hiv-aids/nutrition-tips-to-keep-the-immune-system-strong-for-people-with-hiv-aids)

- Good nutrition can minimize symptoms associated with HIV, lessen the side effects of medications, increase your quality of life and improve your resistance to other infections and complications.

- For people with HIV/AIDS, it’s especially important to eat a variety of nutrient-rich foods, incorporate protein into every meal and be vigilant about food safety.

- HIV/AIDS may lead to diarrhea, nausea, vomiting, sore mouth and taste changes. However, a registered dietitian nutritionist can help you develop the right nutrition plan to get you through difficult periods.

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**Pear-Berry Breakfast Crisp**

December is National Pear Month! While pears are delicious on their own, they make a tasty addition to recipes, such as this Pear-Berry Breakfast Crisp. [https://www.eatright.org/food/planning-and-prep/recipes/pear-berry-breakfast-crisp-recipe](https://www.eatright.org/food/planning-and-prep/recipes/pear-berry-breakfast-crisp-recipe)

- The blueberries in this breakfast crisp deliver antioxidants, as well as dietary fiber and vitamin C. Also, the pears are a good source of fiber.

- Serve warm or cold, topped with low-fat Greek yogurt. Or, for dessert, serve with frozen vanilla yogurt or ice cream.

- This recipe is a delicious dish for busy weekdays, as well as holiday breakfasts.

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**Sample Social Media Posts**

Nutrition is a valuable tool for people with HIV/AIDS. Learn why knowing what and how to eat can help keep your body and immune system strong: [https://sm.eatright.org/HIVAIDSnutritips eatright WorldAIDSDay](https://sm.eatright.org/HIVAIDSnutritips eatright WorldAIDSDay)

Did you know December is National Pear Month? Use the fruit to make this delicious breakfast crisp #recipe, which can be served warm or cold! [https://sm.eatright.org/breakfastcrisp eatright kidseatright](https://sm.eatright.org/breakfastcrisp eatright kidseatright)

Whether you are a student or seasoned professional, Academy membership provides access to many resources that help take your career to the next level! Use these resources that are free for members: [https://sm.eatright.org/resourcescareer eatrightPRO futureRDN](https://sm.eatright.org/resourcescareer eatrightPRO futureRDN)

While raw cookie dough may look enticing to kids, it can make them very sick! When handling raw dough, always follow these #foodsafety tips: [https://sm.eatright.org/pledgecookie eatright kidseatright](https://sm.eatright.org/pledgecookie eatright kidseatright)

The Academy offers many #RDNCPE opportunities to #nutrition and #dietetics professionals! Check out these materials: [https://sm.eatright.org/CPEopportunities eatrightPRO](https://sm.eatright.org/CPEopportunities eatrightPRO)
This holiday season, keep #foodsafety in mind every step of the way, which includes meal planning, grocery shopping, working in the kitchen and wrapping up leftovers. Learn more: https://sm.eatright.org/HSholiday #eatright

Whether you’re an experienced cook or preparing to host your first #holiday gathering, use these #foodsafety and #cooking tips to have a happy, healthy meal! https://sm.eatright.org/TipsHolidayCooks #eatright

When you’re preparing #holiday meals, let your kids help in the kitchen! Review this article for some great age-appropriate cooking tasks: https://sm.eatright.org/CookingWithKids #eatright #kidseatright

The holidays are a great time for gathering with friends and family around food! Use these tips to enjoy #holiday treats mindfully: https://sm.eatright.org/partyholiday #eatright

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Coming Soon:

January  
FNCE® 2022 Poster Session abstracts

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: https://www.linkedin.com/company/eatrightpro/
instagram: https://www.instagram.com/eatright_PRO/
youtube: https://www.youtube.com/user/EatRightPROtv

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.