Social Media Toolkit
January - March 2022
January

Key Dates in January 2022

1st Call for FNCE® 2022 poster session abstracts
1st New Year’s Day
4th National Spaghetti Day
6th National Bean Day
9th National Apricot Day
11th National Milk Day
12th National Curried Chicken Day
17th Martin Luther King Jr. Day
19th National Popcorn Day
21st National Granola Bar Day
24th National Peanut Butter Day

January 16-22: National Fresh Squeezed Juice Week

January 25-27: Nutrition and Dietetics Advocacy Summit
National Glaucoma Awareness Month
National Hot Tea Month
National Mentoring Month
National Oatmeal Month
National Slow Cooking Month
National Soup Month
Thyroid Awareness Month

Talking Points

Raise Healthy Eaters in the New Year
The new year is the perfect time to help your kids learn how to make nutritious, balanced food choices. Use these tips to make family mealtimes a priority and get your kids involved in nutrition from the ground up.

https://www.eatright.org/food/nutrition/eating-as-a-family/raise-healthy-eaters-in-the-new-year

- Family meals help foster unity, improve nutrition and enhance academic success. If your family has a hectic schedule, add just one family meal to the schedule each week.
- To get your kids involved in nutrition, have them choose new foods they want to try, including picking out a new fresh, frozen, canned or dried fruit or vegetable at the grocery store. Then, use these items to prepare a nutritious dish at home.
- Consider starting a garden at home, which helps children learn where their food comes from. Gardening promotes physical activity, too.

Set Smart Lifestyle Goals with the Help of a Registered Dietitian Nutritionist
Do you have New Year’s resolutions related to nutrition, health and fitness? Learn how a registered dietitian nutritionist can help!


- Registered dietitian nutritionists are well-versed on the Nutrition Facts Panel, and they can help you learn to navigate food labels and choose the best foods for you and your family.
- RDNs can help you meet your health and nutrition needs. These may include eating more dietary fiber, staying hydrated, incorporating healthful cooking methods into your routine and much more.
- No matter your goal, RDNs provide sound, easy-to-follow, personalized nutrition advice and put you on the path to eating well and reducing your risk of chronic disease.

Sample Social Media Posts

January is a great time to teach kids the importance of food, #nutrition and healthful eating skills. To raise lifelong healthy eaters, use these tips: https://sm.eatright.org/hlthyeaterNY #eatright #kidseatright

Are your New Year’s resolutions related to #nutrition or maintaining a healthy lifestyle? Learn how a registered #dietitian nutritionist can help! https://sm.eatright.org/RDNgoals #eatright

Love using your slow cooker during the cold winter months? To prepare meals safely with this handy tool, always follow these #foodsafety guidelines: https://sm.eatright.org/slowcookingHFS #eatright #NationalSlowCookingMonth

During #NationalHotTeaMonth and all winter long, cozy up with this simple Cardamom Ginger Chai #recipe! Here’s how to make the flavorful drink: https://sm.eatright.org/gingercha #eatright

Did you know Academy membership includes subscriptions to peer-reviewed and award-winning publications? Learn more about these benefits: https://sm.eatright.org/subscriptionspubs #eatrightPRO
Present a poster session at FNCE® 2022.

From October 8-11, the Academy will host the Food & Nutrition Conference & Expo™ in Orlando! If you’re looking to share your original research, project or program report, consider submitting an abstract to present a poster session.

An abstract is a brief, written summary (no more than 250 words) of the specific ideas or concepts to be presented and a statement of their relevance to practice or research. A poster presents content using charts, graphs, illustrations and/or photographs and highlights the important parts of a study/program and its practice applications.

The Call for Abstracts will open on January 1, and the submission deadline is February 16. If your data/outcomes will not be finalized by the February 16 deadline, you can submit a late-breaking abstract between May 1 and May 31.

For a guide to presenting a poster at FNCE®, watch the “Submitting a FNCE® Poster Abstract: Strategies for Success” webinar, which will take place on January 12 at noon Central Time.

Sample Social Media Posts

Want to present at #FNCE 2022? Submit a poster session abstract by February 16! Review the guidelines and get started: https://sm.eatright.org/FNCE2022poster #eatrightPRO

To improve your #FNCE poster session abstract, watch this webinar with some helpful tips and tricks! View this recording starting January 12: https://sm.eatright.org/webinarFNCEsession #eatrightPRO

Do you have research or a project or program report you’d like to share with fellow #nutrition and #dietetics professionals? Submit a poster session abstract for #FNCE 2022! Review these guidelines and tips: https://sm.eatright.org/FNCE2022poster #eatrightPRO

Don’t miss your chance to present at #FNCE 2022 in Orlando! View the guidelines for submitting a poster session abstract and complete yours by February 16: https://sm.eatright.org/FNCE2022poster #eatrightPRO
Apply for the Foundation’s awards and grants!

One of the Foundation’s key initiatives is to assist nutrition and dietetics students, educators and practitioners in their academic and educational endeavors through awards, fellowships and more. And, the Foundation offers research grants for those who are conducting research and in search of funding.

Applications for the annual Foundation awards and research grants are due February 1, at 5 p.m. Central Time. You can find the link to the application and list of criteria on the Foundation’s application portal.

The Foundation also offers a fellowship specific to nutrition public policy, the Grace L. Ostenso Nutrition and Public Policy Fellowship, in collaboration with the American Association for the Advancement of Science. This fellowship will be awarded to a doctoral-prepared, RDN member of the Academy, and it begins September 1 in Washington, D.C. The application deadline is March 7 and will be posted on the Foundation’s application portal.

Sample Social Media Posts

Did you know there are many Foundation award opportunities for nutrition practitioners, educators and students? Apply by February 1: https://sm.eatright.org/portalFoundation #eatrightPRO

Interested in getting involved in public policy? Consider applying for the Grace L. Ostenso Nutrition and Public Policy Fellowship in Washington, D.C.! View the criteria and apply: https://sm.eatright.org/PublicPolicyfellowship #eatrightPRO

If you’re conducting #nutrition and #dietetics research and in need of funding, apply for the Academy Foundation’s research grant opportunities! Submit your application by February 1: https://sm.eatright.org/portalFoundation #eatrightPRO

The Foundation’s awards portal makes it easy to apply for grants, awards, fellowships and more! Get started: https://sm.eatright.org/portalFoundation #eatrightPRO
Key Dates in February 2022

1st Applications due for Foundation awards and research grants
1st Membership renewal for 2022-2023 opens online
1st Voting in the Academy National Election begins
4th National Homemade Soup Day
4th World Cancer Day
9th National Pizza Day
13th Super Bowl Sunday
14th Valentine’s Day
15th Foundation scholarship application opens
15th Voting in the Academy National Election closes
16th Call for FNCE® 2022 Poster Session Abstracts closes
16th National Almond Day
22nd Grace L. Ostenson Nutrition and Public Policy Fellowship applications due
26th National Pistachio Day
27th National Strawberry Day
February 21-27: National Eating Disorder Awareness Week
February 27-March 5: Obesity Care Week
AMD/Low Vision Awareness Month
American Heart Month
Black History Month
Canned Food Month
National Children’s Dental Health Month
National Cherry Month
National Grapefruit Month
National Snack Food Month

Talking Points

9 Candy-free Ideas for Valentine’s Day
This year, plan a Valentine’s Day celebration for your child that includes foods other than candy. Here are some ideas! [https://www.eatright.org/health/lifestyle/holidays/9-candy-free-ideas-for-valentines-day](https://www.eatright.org/health/lifestyle/holidays/9-candy-free-ideas-for-valentines-day)

- Strawberries, a naturally sweet treat, provide dietary fiber and are rich in vitamin C. Serve them with yogurt. You also can celebrate with other red fruits and vegetables such as apples, blood oranges, grape tomatoes, red grapes and red peppers.
- For lunch, use a cookie cutter to turn a nut butter and jelly sandwich on whole-wheat bread into a heart-shaped Valentine.
- Make a tasty smoothie by blending cranberry or pomegranate juice with low-fat milk, bananas and canned pineapple to make a naturally sweet and pink-colored beverage.

Eat Right for a Healthy Mouth and Teeth (National Children’s Dental Health Month)
Good oral hygiene and a healthful eating routine can help prevent tooth and gum problems throughout your child’s life. To learn more, review these tips in honor of National Children’s Dental Health Month! [https://www.eatright.org/health/wellness/preventing-illness/eat-right-for-a-healthy-mouth-and-teeth](https://www.eatright.org/health/wellness/preventing-illness/eat-right-for-a-healthy-mouth-and-teeth)

- Watch your child’s intake of food and beverages with added sugars. Frequently eating and drinking of these types of products can increase their risk for dental cavities.
- Eating fresh fruits and vegetables helps protect teeth. Plus, drinking water with food and after a meal helps get rid of bacteria and reduces acid production.
- In addition to good nutrition, regular dentist visits are crucial to maintaining healthy teeth. Take time to teach your kids how to brush and floss properly.

Sample Social Media Posts
There are plenty of ways to celebrate Valentine’s Day that don’t involve candy! Here are some nutritious, kid-friendly treat ideas: [https://sm.eatright.org/Vdaynocandy #eatright #kidseatright](https://sm.eatright.org/Vdaynocandy #eatright #kidseatright)

February is National Children’s Dental Health Month! Learn how good oral hygiene and a healthful eating routine can prevent help tooth and gum problems throughout your child’s life: [https://sm.eatright.org/teethmouthhealth #eatright #kidseatright](https://sm.eatright.org/teethmouthhealth #eatright #kidseatright)

Canned foods are a convenient, affordable way to incorporate more fruits and vegetables into your eating plan! During #NationalCannedFoodMonth, use these tips to select nutritious varieties for your family: [https://sm.eatright.org/foodscanned #eatright](https://sm.eatright.org/foodscanned #eatright)

The Treat and Reduce Obesity Act is gaining historic support. Urge your member of Congress to sign on to this important bill today! [https://sm.eatright.org/takeaction #OCW2022 #eatrightPRO](https://sm.eatright.org/takeaction #OCW2022 #eatrightPRO)

Feb. 27-Mar. 5: Confused about diets and how to manage obesity? A registered #dietitian nutritionist can help by creating a personalized and realistic plan that’s unique to you. [https://sm.eatright.org/findanExpert #OCW2022 #eatrightPRO](https://sm.eatright.org/findanExpert #OCW2022 #eatrightPRO)
Celebrate American Heart Month during February.

American Heart Month is a national initiative that encourages Americans to focus on their heart health and get their families, friends and communities involved. The Academy has a variety of resources to share with your clients, patients and social media followers.

For both men and women, making nutritious food choices, engaging in physical activity and managing stress is crucial to maintaining a healthy heart. Also, men and women have unique nutritional needs for preventing or managing heart disease.

Taking steps to promote heart health is important for kids, too. There are plenty of ways to prepare heart-healthy meals that families will enjoy. Share these tips and tricks for cooking heart-healthy meals, which include preparing healthier types of fat, choosing foods with omega-3 fatty acids, reducing sodium and more.

For more resources and consumer-friendly handouts, visit eatrightSTORE.org. And, use #AmericanHeartMonth to spread the word on your social media profiles!

Sample Social Media Posts

During #AmericanHeartMonth and all year long, use these #cooking tips to prepare heart-healthy meals at home! https://sm.eatright.org/cookingHH #eatright

Good nutrition and maintaining an active lifestyle can have a significant impact on your heart’s health. In honor of #AmericanHeartMonth, review and follow these four steps: https://sm.eatright.org/loveyourfood #eatright

In the United States, the leading cause of death for women is heart disease. Luckily, you can reduce your risk by choosing heart-healthy foods and making smart lifestyle choices. Learn more: https://sm.eatright.org/HeartHealthwomen #eatright #AmericanHeartMonth

February is #AmericanHeartMonth! Here are ways men can reduce their risk of heart disease through good #nutrition and physical activity: https://sm.eatright.org/HeartHealthmen #eatright
Spread the word about Academy Foundation scholarships!

Each year, the Foundation awards hundreds of scholarships to nutrition and dietetics students. In 2021 alone, the Foundation awarded a record $812,950 to 330 students and dietetic interns, and more than 54% of the funding was awarded to individuals of diverse backgrounds and cultures. The Foundation’s Scholarship application for the 2022-2023 academic year opens February 15, with a deadline of April 19 at 5 p.m. Central Time. To view the requirements and apply, access the Foundation’s application portal.

As we celebrate #NationalNutritionMonth and #RDNday in March, set up a monthly recurring donation to the Academy Foundation, which provides year-round support for scholarships, awards, research grants and more. It’s a great way to support the only charity exclusively dedicated to supporting the nutrition and dietetics profession.

The Foundation also has established the Inclusion, Diversity, Equity, and Access (IDEA) Fund to provide an avenue for donors to support Foundation initiatives for individuals of diverse backgrounds and cultures. When donating, consider contributing to this fund!

Sample Social Media Posts

The Academy Foundation is the world’s largest provider of dietetics scholarships to students at all levels of study! To be considered for a 2022-2023 academic year scholarship, complete the application: https://sm.eatright.org/portalFoundation #eatrightPRO

To be automatically considered for hundreds of Foundation scholarships, complete the Foundation’s online scholarship application! Apply by April 19: https://sm.eatright.org/portalFoundation #eatrightPRO

March: In honor of #NationalNutritionMonth, make a donation to the only charity exclusively dedicated to supporting our profession! Donate to the Academy Foundation: https://sm.eatright.org/donatetoFoundation #eatrightPRO

March: Celebrate RDNday and #NationalNutritionMonth by honoring someone who has made a difference in your career with a tribute gift to the Academy Foundation! Learn more: https://sm.eatright.org/donatetoFoundation #eatrightPRO
March

Key Dates in March 2022

1st  Last day to apply for the Academy’s 2022 Inclusion, Diversity, Equity and Access Awards and Grants

1st  Last day to submit nominations for 2022 National Honors and Awards

1st  National Peanut Butter Lover’s Day

4th  World Obesity Day

7th  National Cereal Day

8th  International Women’s Day

9th  Registered Dietitian Nutritionist Day

10th  International School Meals Day

10th  World Kidney Day

16th  National Artichoke Hearts Day

17th  St. Patrick’s Day

19th  National Poultry Day

20th  First day of Spring

22nd  American Diabetes Association Alert Day

26th  National Spinach Day

27th  National Spanish Paella Day

March 6-12: National Consumer Protection Week

March 7-11: National School Breakfast Week

March 13-19: Sleep Awareness Week

March 14-20: Brain Awareness Week

National Colorectal Cancer Awareness Month

National Frozen Food Month

National Kidney Month

National Noodle Month

National Nutrition Month®

Women’s History Month

Talking Points

Have a Healthy St. Patrick’s Day Party
Celebrate St. Patrick’s Day with your family by whipping up a delicious spread of meals and snacks! [https://www.eatright.org/health/lifestyle/holidays/](https://www.eatright.org/health/lifestyle/holidays/)

- Use St. Patrick’s Day as an opportunity to serve green produce to your kids. Some great options are cucumber slices, green bell pepper and snap peas.

- Potatoes, a vegetable rooted in Ireland’s history, contain vitamins, minerals and dietary fiber. Try making potato soup, mashed potatoes or baby boiled potatoes. Another option is to broil potatoes and Brussels sprouts, then serve on skewers.

- For dessert, try making a green smoothie by using spinach or a green sorbet with honeydew.

How an RDN Can Help with Kidney Disease (National Kidney Month)
March is National Kidney Month. If you have kidney disease, a registered dietitian nutritionist can teach you how to choose foods that will ease the workload on your kidneys. [https://www.eatright.org/health/diseases-and-conditions/kidney-disease/how-an-rdn-can-help-with-kidney-disease](https://www.eatright.org/health/diseases-and-conditions/kidney-disease/how-an-rdn-can-help-with-kidney-disease)

- If you have kidney disease, a registered dietitian nutritionist can provide medical nutrition therapy, or MNT, to help manage kidney disease and maintain optimal nutrient intake. MNT includes a lifestyle assessment, a thorough review of current diet and eating habits and the development of a personalized nutrition plan.

- An RDN can help people with kidney disease better understand basic dietary guidelines for renal insufficiency and address nutritional concerns while preserving and maintaining kidney function.

- When consulting an RDN, the first visit typically will be an in-depth assessment, including a review of the patient’s food and nutrition habits and laboratory information, medical history and psychosocial history.

Sample Social Media Posts

Celebrate #StPatricksDay with your family by whipping up a festive and nutritious spread! Both kids and adults will love these ideas: [https://sm.eatright.org/partySTPat](https://sm.eatright.org/partySTPat)

People with #kidneydisease need to adjust their #nutrition and lifestyle to live a longer, healthier life. During #NationalKidneyMonth, learn how a registered #dietitian nutritionist can help: [https://sm.eatright.org/kidneydiseaseRDN](https://sm.eatright.org/kidneydiseaseRDN)

A registered #dietitian nutritionist can work with you to develop a safe, realistic eating plan that you can stick with for the long haul! Here are 10 reasons to consult an RDN: [https://sm.eatright.org/10reasonsRDN](https://sm.eatright.org/10reasonsRDN)

Child nutrition programs provide opportunities for kids to enjoy a variety of fresh fruits and vegetables that they may not otherwise be able to access. Learn more about the Academy’s child nutrition efforts and get involved: [https://sm.eatright.org/ChildnutriAct](https://sm.eatright.org/ChildnutriAct)

Help protect consumers with the Academy’s Incident Reporting Tool. This resource was designed to support the Academy in its efforts to protect the public, enhance the quality of nutrition care and promote self-regulation of the profession: [https://sm.eatright.org/IRT](https://sm.eatright.org/IRT)

Academy of Nutrition and Dietetics SOCIAL MEDIA TOOLKIT 2022 | 8 |
“Celebrate a World of Flavors” during March and all year long!

March is National Nutrition Month®, the Academy’s annual campaign that focuses on the importance of making informed food choices and developing healthful eating and physical activity habits. In August, thousands of Academy members provided input on potential themes and graphics for National Nutrition Month® 2022.

Based on member feedback, the theme is “Celebrate a World of Flavors.” This initiative embraces global cultures, cuisines and inclusion, and it also showcases the expertise of registered dietitian nutritionists.

Throughout March, the Academy will focus on the crucial role of registered dietitian nutritionists and nutrition and dietetics technicians, registered — and how they’re the most valuable, credible sources of evidence-based nutrition information. Plan to celebrate Registered Dietitian Nutritionist Day on Wednesday, March 9.

More information about National Nutrition Month®, including handouts, social media graphics, media materials and more, will be available by mid-February 2022. Visit nationalnutritionmonth.org for updates!

Sample Social Media Posts

Breakfast is a great time to incorporate foods from around the world! Here are some delicious ideas to make at home:
https://sm.eatright.org/bkfstglobal #eatright #NationalNutritionMonth

A healthy plate can include foods from all around the world! Here are examples of nutritious menu items from various cultures:
https://sm.eatright.org/hlthyplateGlobal #eatright #NationalNutritionMonth

When breastfeeding and introducing solid foods to your baby, there are plenty of ways to serve seasonings that are part of your family’s food culture! Learn more:
https://sm.eatright.org/newflavors #eatright #NationalNutritionMonth

During #NationalNutritionMonth, learn how registered dietitian nutritionists contribute their food and nutrition expertise in a variety of settings throughout the community:
https://sm.eatright.org/RDNfind #eatright #RDNday
Coming Soon:

April  National Preceptor Month
May   National Barbecue Month
June  National Great Outdoors 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.