

Social Media Toolkit

April - June 2022



April

Key Dates in April 2022

2 nd	Ramadan begins
2 nd	World Autism Awareness Day
4 th	International Carrot Day
7 th	National Burrito Day
7 th	World Health Day
8 th	National Empanada Day
19 th	Foundation scholarship application deadline
19 th	National Garlic Day
22 nd	Earth Day
23 rd	National Picnic Day
26 th	National Pretzel Day
30 th	National Raisin Day
4-10:	National Public Health Week
11-17:	Black Maternal Health Week
24-30:	National Infertility Awareness Week
25-29:	Every Kid Healthy Week
	Alcohol Awareness Month
	Emotional Overeating Awareness Month
	Irritable Bowel Syndrome Awareness Month
	Move More Month
	National Autism Awareness Month
	National Minority Health Month
	National Pecan Month
	National Preceptor Month
	National Soyfoods Month
	Parkinson's Disease Awareness Month
	Stress Awareness Month

Talking Points

Fertility and Diet (National Infertility Awareness Week)

While healthful eating prepares a woman's body for pregnancy, it also can affect fertility in ways that are not yet clear. During National Infertility Awareness Week, learn how nutrition and lifestyle habits can make a difference.

<https://www.eatright.org/health/pregnancy/fertility-and-reproduction/fertility-and-diet-4-tips-for-healthy-weight>

- Follow an overall healthful eating pattern. Every day, strive to eat vegetables, fruits, whole grains, lean protein foods and low-fat or fat-free dairy. Limit your consumption of added sugars, including those from sweetened beverages, desserts and baked goods.
- Along with good nutrition, include moderate-intensity physical activity for at least 30 minutes a day on most days of the week.
- Incorporate muscle strengthening activities into your workout routine two or more times per week. Some examples are weights, resistance bands, some forms of yoga, as well as activities that involve carrying heavy loads such as gardening and yard work.

Spring into Action (Move More Month)

The physical activity recommendation for adults is to engage in a minimum of 2½ hours each week of moderate-intensity aerobic activity or 75 minutes of vigorous-intensity activity a week. During the beginning of spring and Move More Month, try these physical activity ideas!

<https://www.eatright.org/fitness/exercise/workout-ideas/spring-into-action>

- Examples of moderate-intensity aerobic activity include walking, water aerobics, bicycling (less than 10 mph), doubles tennis and dancing. Examples of vigorous-intensity activities include race walking, jogging, swimming laps, aerobics and singles tennis.
- As you develop your physical activity plan, remember nutrition is fundamental to reaching and maintaining your peak performance. You'll need carbohydrates, proteins, fats, vitamins, minerals and water.
- Consider working with a registered dietitian nutritionist to help design a nutrition plan that supports your active lifestyle.

Sample Social Media Posts

Did you know that irritable bowel syndrome affects an estimated 10% to 15% of adults? During #IBS Awareness Month, learn more about this condition and how simple #nutrition changes can reduce flare-ups: <https://sm.eatright.org/IBSnutri> #eatright

With the days getting longer and the temperature rising, spring is the perfect time to get outside and be active! Use these ideas during #MoveMoreMonth: <https://sm.eatright.org/SpringIntoAction> #eatright

Apr. 4-10: It's National Public Health Week! Passage of the #MNTAct would be a huge win for community health by expanding access to nutrition care. Learn more and take the Academy's action alert: <https://sm.eatright.org/AcadActionCenter> #eatrightPRO #NPHW

Apr. 24-30: Research shows #nutrition may be linked to fertility. During National Infertility Awareness Week and beyond, use these helpful tips: <https://sm.eatright.org/dietfertility> #eatright

The application deadline for Academy Foundation scholarships is April 19! If you're a #nutrition and #dietetics student, don't miss out on this opportunity: <https://sm.eatright.org/Foundationscholportal> #eatrightPRO



Apply for an Academy Foundation scholarship.

The [Academy of Nutrition and Dietetics Foundation](#) is proud to serve as the largest provider of dietetic scholarships to deserving students at all levels of study. If you're a nutrition and dietetics student or dietetic intern, don't miss out on this opportunity!

Individual scholarships range in value from \$500 to \$25,000 each. Applying for Foundation scholarships is a streamlined, convenient process: By completing the application, you'll automatically be considered for every scholarship for which you are eligible!

Before applying, review the eligibility criteria on the Foundation's website. You also can view the [lecture recording](#) "Foundation Scholarships: Setting Yourself Up for Success." During this presentation, students and educators can learn about the Foundation's scholarship application process and how to make their application stand out to reviewers.

Of \$812,950 awarded as Foundation scholarships in 2021, \$439,450 was awarded to 137 students of diverse backgrounds and cultures, representing 54.1% of total funding. [Learn more about these scholarships and past recipients.](#)

All [scholarship applications](#), including all supporting materials, are due by April 19, 2022, at 10 a.m. Central Time. Spread the word and encourage nutrition and dietetics students, interns and any eligible friends to apply!

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 by April 19: <https://sm.eatright.org/FoundationScholportal> #eatrightPRO

If you complete the Academy Foundation's online scholarship application, you are automatically considered for hundreds of Foundation #scholarships! The deadline is April 19: <https://sm.eatright.org/FoundationScholportal> #eatrightPRO #futureRDN

Are you looking for ways to make your Foundation #scholarship application stand out? For some helpful tips, listen to this presentation: <https://sm.eatright.org/Foundationlecture> #eatrightPRO #futureRDN

In 2021, the Foundation awarded \$439,450 to 137 students of diverse backgrounds and cultures. Learn more about these #scholarships and the past recipients: <https://sm.eatright.org/DiversityScholarshipFoundation> #eatrightPRO



April is National Preceptor Month!

[Preceptors](#) make a difference in the lives of students who are learning to become registered dietitian nutritionists or nutrition and dietetics technicians, registered, by acting as a mentor and training the dietetics professionals of the future. To raise awareness and recognize the practitioners who help create the next generation of RDNs and NDTRs, National Preceptor Month has been celebrated each April since 2013.

To celebrate this annual initiative, [sign up to be a preceptor!](#) [Nutrition and Dietetic Educators and Preceptors](#), an organizational unit within the Academy, provides lots of resources for preceptors. ACEND also has a free Preceptor [Training Program](#) for 8 CEUs. Plus, preceptors may record a total of 15 CPEUs per five-year cycle for precepting and/or leadership on their activity log.

The Academy showcases wonderful stories and pictures of how students and interns have thanked preceptors. In keeping with this spirit, program directors, students and interns are encouraged to share how you are celebrating National Preceptor Month in 2022. Your story may be used on the Academy's social media pages, website and/or newsletters. Complete this form to [submit your story](#).

Throughout April, spread the word and share your experiences on social media using the hashtag #PreceptorMonth.

Sample Social Media Posts

Are you looking for preceptor webinars, training programs and other resources? Here is a handy list! <https://sm.eatright.org/NDEPprecresources>
#eatrightPRO #PreceptorMonth

During #PreceptorMonth, thank your preceptors and celebrate the ways they have made an impact on your role as a #nutrition and #dietetics professional! Get started: <https://sm.eatright.org/Preceptorstoryshare> #eatrightPRO

April is #PreceptorMonth, the perfect time to help shape the #nutrition and #dietetics profession! Sign up to be a preceptor: <https://sm.eatright.org/BecomePreceptor> #eatrightPRO

If you're looking for a preceptor, use our database! You can search by zip code, practice area and more: <https://sm.eatright.org/PreceptorFind>
#eatrightPRO #PreceptorMonth

May

Key Dates in

May 2022

2 nd	World Tuna Day
8 th	Mother's Day
10 th	National Shrimp Day
13 th	International Hummus Day
17 th	World Hypertension Day
25 th	National Senior Health & Fitness Day
28 th	International Burger Day
30 th	Memorial Day
31 st	Deadline to renew Academy membership
1-30	Call for late-breaking FNCE® abstracts
8-14	Food Allergy Awareness Week
8-14	National Women's Health Week
	Arthritis Awareness Month
	Asian Pacific American Heritage Month
	Celiac Awareness Month
	Food Allergy Awareness 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 Awareness 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

Older Adults and Food Poisoning (Older Americans Month)

For older adults who continue to live at home independently and prepare most of their own meals and snacks, it is important to keep food safety in mind and ask for assistance when needed. Older adults are more vulnerable to food poisoning, which in some cases, can become serious enough to require hospitalization.

<https://www.eatright.org/homefoodsafety/safety-tips/food-poisoning/older-adults-and-food-poisoning>

- There are steps you can take to reduce your risk of food poisoning. Practice the four steps of safety: clean, separate, cook and chill.
- If you normally wear glasses to help you see, wear them when handling food, too. Using one light source, rather than multiple, may be more likely to cause a glare. And, consider turning up the lights.
- Don't rely on sight, smell or taste to determine if food is safe to eat. Always use a food thermometer to check the doneness of cooked foods such as meats, poultry, egg dishes and leftovers.

Reducing the Risk of Food Allergies (Food Allergy Action Month)

About one in every 13 children has food allergies, or two children in every classroom. While reactions to food can be serious, it's important to know the facts and what you can do to help reduce your child's risk.

<https://www.eatright.org/health/allergies-and-intolerances/food-allergies/reducing-the-risk-of-food-allergies>

- Symptoms of a food allergy may include itching or swelling of the mouth, throat, face or skin; trouble breathing; and stomach pain, diarrhea, nausea or vomiting. To confirm a food allergy and avoid unnecessary dietary restrictions, a diagnosis should be made by a doctor.
- Food intolerance does not trigger the immune system and is not life-threatening or the same as a food allergy, although it may share similar symptoms.
- Once your pediatrician or allergist has tested and confirmed food allergies, you need to be diligent about avoiding the food(s). To develop a healthful eating pattern for your child while avoiding allergens, consult a registered dietitian nutritionist.

Sample Social Media Posts

Adults aged 65 and older are more vulnerable to food poisoning and should take extra care to safely handle food. In honor of #OlderAmericansMonth, review these #foodsafety guidelines: <https://sm.eatright.org/OlderAdultsFoodPoisoning> #eatright

While allergic reactions to food can be serious, it's important to know the facts and what you can do to help reduce your child's risk. Read this handy overview during #FoodAllergy Action Month: <https://sm.eatright.org/riskfoodallergy> #eatright #kidseatright

Did you know May is #NationalSaladMonth? To build a tasty salad with nutritious toppings, try these ideas: <https://sm.eatright.org/salad> #eatright

May 17: Nearly half of adults in the U.S. have hypertension — one of the diseases that would be covered for Medicare beneficiaries to receive medical nutrition therapy under the #MNTact. Learn more and take action: <https://sm.eatright.org/AcadActionCenter> #HypertensionDay #eatrightPRO

Are you interested in submitting a late-breaking abstract for #FNCE 2022 in Orlando? Before making your submission, review these guidelines: <https://sm.eatright.org/FNCE2022posters> #eatrightPRO



SARINYAPINNGAM / iStock / Getty Images Plus via Getty Images

Support the Foundation while renewing your Academy membership.

May 31st is the deadline for renewing your Academy membership, which also is the perfect time for [supporting the Foundation](#)!

The [Foundation](#) is the only charitable organization devoted exclusively to supporting nutrition and dietetics professionals, by empowering them to help consumers live healthier lifestyles. Serving as the philanthropic arm of the Academy, the Foundation does not receive any portion of member dues, and it relies solely on donations to thrive.

The simplest way to [donate](#) is to make a gift of cash, which is tax-deductible under section 501(c)(3) of the Internal Revenue Code and can be specifically designated to one or more Foundation programs. These may include the Annual Fund, [scholarships](#) or research funds. You also can make a planned or estate gift through charitable annuities and trusts, beneficiary designations of IRAs and other qualified plans, or an IRA charitable rollover.

On social media, spread the word about the Foundation and reasons to support this amazing charity! Use the hashtag #eatrightPRO.

Sample Social Media Posts

Has someone made a difference in your career in #nutrition and #dietetics? Honor this person with a tribute gift to the Academy Foundation! Learn more: <https://sm.eatright.org/donateAcadFoundation> #eatrightPRO

The easiest and most efficient way to support the Foundation is to donate when renewing your Academy membership! Get started: <https://sm.eatright.org/RenewMembership> #eatrightPRO

Did you know that the Foundation has received a 4-Star Charity Navigator rating, the highest possible rating? Learn more: <https://sm.eatright.org/CharityNavigatorFoundation> #eatrightPRO

The Foundation is the only charitable organization devoted exclusively to supporting #nutrition and #dietetics professionals, by empowering them to help consumers live healthier lifestyles! Support the Foundation while renewing your Academy membership: <https://sm.eatright.org/RenewMembership> #eatrightPRO



Fire up the grill during National Barbecue Month.

May brings warmer weather, outdoor gatherings, and of course, the start of [grilling](#) season! Share tips with your clients and patients about [grilling food safety](#), such as using a food thermometer, keeping the grill clean and making sure condiments aren't left outside for more than two hours. Also share ways to build a healthful barbecue of lean protein foods, seasonal fruits and vegetables, grilled desserts and nutritious side dishes.

For those who want to add even more depth to their grilling, try using wood chips. [Barbecuing with wood chips](#) infuses foods with a rich, smoky flavor, and even though the process can seem intimidating, it's easier than it may seem.

Share some tasty, nutritious barbecue recipes on social media, too. Try [Blueberry Barbecued Chicken](#) or for those who are looking for a vegetarian dish, [Chickpea Sliders with Barbecue Sauce](#). [Grilled Fruit Kabobs](#) also make a great side dish or dessert. Throughout May, share your favorite recipes and barbecue tips!

Sample Social Media Posts

Do you want to add more depth to your #grilling? Consider using wood chips for a rich, smoky flavor! Here is a helpful guide:
<https://sm.eatright.org/flavorgrilling> #eatright #NationalBarbecueMonth

Have #vegetarian guests coming to your cookout? Whip up these Chickpea Sliders with Barbecue Sauce!
<https://sm.eatright.org/SlidersChickpea> #eatright #NationalBarbecueMonth

Fruit tastes delicious when prepared on the grill! Perfect for kids and adults alike, these kabobs make a tasty side dish or dessert:
<https://sm.eatright.org/FruitKabobs> #eatright #recipe #NationalBarbecueMonth

During #NationalBarbecueMonth, beef up your #foodsafety and #nutrition with these helpful, hot-off-the-grill tips!
<https://sm.eatright.org/fireupthebbq> #eatright

June

Key Dates in June 2022

1 st	Global Running Day
1 st	Student liaison applications for 2022-2023 school year open
3 rd	National Egg Day
4 th	National Cheese Day
5 th	National Cancer Survivors Day
5 th	World Environment Day
8 th	World Oceans Day
11 th	National Corn on the Cob Day
12 th	International Falafel Day
15 th	National Lobster Day
17 th	Eat All Your Veggies Day
18 th	International Picnic Day
19 th	Father's Day
19 th	Juneteenth
21 st	National Smoothie Day
30 th	World Social Media Day
13-19:	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
	Pride Month

Talking Points

Healthy Eating for Men (Men's Health Month)

June is Men's Health Month! Learn why your food and nutrition choices are key to helping fight disease and staying fueled.

<https://www.eatright.org/health/wellness/healthy-aging/healthy-eating-for-men>

- A nutritious eating pattern for men includes a variety of foods, including fruits and vegetables, fish and other lean protein foods, low-fat or fat-free dairy and whole grains. Moderately active males likely need 2,200 to 2,800 calories per day, and your energy needs depend on your height, weight and activity level.
- For energy and disease risk reduction, men should eat whole grains such as whole-grain bread, pasta, cereal, brown rice, oats, and whole grain barley. These foods along with beans, lentils, fruits and vegetables, provide dietary fiber, which may help manage hunger and fullness and help fend off certain cancers.
- Protein foods can come from sources other than meat. Eat a variety of protein foods, including seafood and plant-based choices, like beans, peas and soy products.

What to Look for in Yogurt (National Dairy Month)

Yogurt is cool, creamy and delicious, and it's rich in protein and calcium and contains potassium. During National Dairy Month, learn about the options available at the grocery store.

<https://www.eatright.org/food/nutrition/healthy-eating/what-to-look-for-in-yogurt>

- It is best to choose low-fat or fat-free yogurt as recommended by the 2020-2025 *Dietary Guidelines for Americans* and MyPlate. Skip the added sugars by choosing plain yogurt and adding your own fruit or flavors such as cinnamon and vanilla. And, if you cannot or choose not to consume dairy, there are loads of plant-based dairy alternatives on the market.
- There are many ways to enjoy yogurt! Use it to make a tasty and refreshing dip, a smoothie or as part of your breakfast with fruit and granola. Or, use as a substitute for sour cream on tacos.
- One cup of dairy-based fat-free or low-fat yogurt provides 30% to 45% of the daily value for calcium. For toddlers (12 to 23 months of age), 1½ to 2 cups of dairy are recommended daily. For children 2 to 3 years old, it is 2 to 2½ cups per day. For children 4 to 8 years old, 2½ cups per day of dairy is recommended, and 3 cups daily for children 9 and older.

Sample Social Media Posts

Good #nutrition is crucial to helping fight disease and helps you stay fueled. During #MensHealthMonth and all year long, follow these healthful eating strategies: <https://sm.eatright.org/MenHealthEating> #eatright

Yogurt is rich in protein, and it also contains potassium and calcium. Learn which types of yogurt are available at the grocery store and how to select the best options for you: <https://sm.eatright.org/lookforYogurt> #NationalDairyMonth

Are you a #nutrition and dietetics student looking to gain leadership experience? Apply to become an Academy Student Liaison! Learn more: <https://sm.eatright.org/2022studentliaison> #eatrightPRO #futureRDN

June 17: It's National Eat All Your Veggies Day! Studies show that schools are the healthiest place for kids to eat in the U.S. Here's why we need Healthy School Meals for All: <https://sm.eatright.org/SchoolMealsall> #eatrightPRO

In honor of #FathersDay and #MensHealthMonth, learn how dads can make a difference in helping their kids live a happy, healthy life! <https://sm.eatright.org/familynutriDads> #eatright #kidseatright



Take your meal outside during National Great Outdoors Month!

No matter which outdoor activities you participate in during summer, it's the perfect time to enjoy food outdoors. If your clients and patients have a [camping or hiking](#) trip planned, encourage them to pack nutrient-rich snacks ahead of time and stay hydrated. Remind them that it's crucial to [store and prepare food safely](#).

Summer also is a time when many people go to the [beach](#) or work in the [garden](#). When exercising outdoors in hot weather, it's important to be mindful of the weather conditions and stay hydrated.

For backyard cookouts or any other time [eating outdoors](#), be mindful of food safety, as the risk of food poisoning increases in warm weather. For picnics, share these [food safety guidelines](#) for effectively storing and serving food.

If you have more food safety and nutrition tips for outdoor activities, share them on your social media profiles!

Sample Social Media Posts

Does your family enjoy #hiking and #camping? Before your next trip, review these #foodsafety tips to have a happy, healthy experience: <https://sm.eatright.org/hikecampHFS> #eatright #NationalGreatOutdoorsMonth

Gardening is a great way for kids to engage in physical activity, get fresh air and learn where their food comes from! Use these tips to get started: <https://sm.eatright.org/kidsingarden> #eatright #kidseatright #NationalGreatOutdoorsMonth

During summer, many people flock outside to run, bike or play sports. Always be sure to stay hydrated! Here are some helpful guidelines: <https://sm.eatright.org/hotweather> #eatright #NationalGreatOutdoorsMonth

Before leaving for your next beach day, remember to pack nutritious snacks and plenty of water to stay hydrated! Learn more during #NationalGreatOutdoorsMonth: <https://sm.eatright.org/sandsurf> #eatright

Coming Soon:

July

National Culinary Arts Month

August

Kids Eat Right Month™

September

National Food Safety Education 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://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/>



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.