



Social Media Toolkit

July - September 2022





July

Key Dates in July 2022

3 rd	National Eat Your Beans Day
4 th	Independence Day
4 th	National Caesar Salad Day
5 th	National Graham Cracker Day
7 th	World Chocolate Day
17 th	National Ice Cream Day
28 th	World Hepatitis Day
29 th	National Chicken Wing Day
29 th	National Lasagna Day
31 st	National Avocado Day

Food & Nutrition Conference & Expo™ Registration Is Open

Herbal/Prescription Drug Interaction Awareness Month

Juvenile Arthritis Awareness Month

National Baked Bean Month

National Blueberry Month

National Culinary Arts Month

National Grilling Month

National Picnic Month

Park and Recreation Month

UV Safety Month

Talking Points

Picnic with Your Toddler (National Picnic Month)

Fresh air, blue skies, cool grass... Picnics are a great way to teach your toddler — and kids of all ages — to relax and rejuvenate in the great outdoors. Use these tips to make your family's experience safe and enjoyable during National Picnic Month.

<https://www.eatright.org/food/nutrition/eating-as-a-family/picnic-with-your-toddler>

- A great picnic doesn't require a road trip. Stick to a local park or your own backyard for a quick and convenient setting.
- Cut sandwiches into fun shapes with cookie cutters and pack plenty of fruits and veggies such as berries, banana slices, quartered grapes, sliced cherry tomatoes and steamed baby carrots (no larger than a half inch in size).
- Skip drinks and juices with added sugars and instead add freshly sliced strawberries and oranges to a container of chilled water. Be sure to strain the fruit before serving.
- Pack all perishables in a cooler with ice or in lunch boxes with cold packs. Have your little ones wash their hands before eating and be sure children stay seated while eating to avoid the risk of choking.

Tips for a Healthy Cookout (National Grilling Month)

This National Grilling Month, build a healthful barbecue of lean protein foods paired with seasonal fruits and vegetables.

<https://www.eatright.org/food/planning-and-prep/cooking-tips-and-trends/tips-for-a-healthy-cookout>

- Choose options that are lower in saturated fat, such as lean cuts of beef and pork, skinless poultry or fish.
- Baste fresh vegetables with olive oil, season with herbs and grill for a delicious entrée or side. Substitute meat with grilled mushrooms, tofu or bean-based burgers for a plant-based alternative.
- Serve hot foods fresh off the grill with cool, crisp salads for perfect culinary complements.
- Cook fruit kabobs, pineapple or watermelon slices or peach halves on low heat until the fruit is hot and slightly grilled for a tasty and nutritious dessert.

Sample Social Media Posts

Take your family meal outside this summer! Use these tips to have a healthy and fun picnic with kids: <https://sm.eatright.org/PicnicToddler> #eatright #kidseatright #NationalPicnicMonth

July is #NationalGrillingMonth! Incorporate lean cuts of meat, fish and lots of veggies into your cookout menu: <https://sm.eatright.org/HlthCookout> #eatright

Fire up the grill this #NationalBlueberryMonth and make a sweet yet tangy twist on classic grilled chicken! Follow this #recipe: <https://sm.eatright.org/BBchicken> #eatright #kidseatright

Registration and housing for the 2022 Food & Nutrition Conference & Expo are open! Visit <https://sm.eatright.org/FNCE22reg> to view pricing details for in-person and virtual options. #FNCE #eatrightPRO

The Academy's Excelling in the Retail Food Industry Certificate of Training program is an opportunity to build a foundation for new retail RDs or those interested in a new career in food retail. Learn more: <https://sm.eatright.org/FoodRetailCOT> #eatrightPRO #RDNCPE



National Culinary Arts Month

Help your clients feel confident in the kitchen as they learn about making meals at home!

Understanding the basics of different culinary terms is key to preparing delicious, nutritious meals. Whether your client is new to the kitchen or an experienced home cook, help them celebrate delicious, nutritious foods during National Culinary Arts Month using the Academy's handy resources.

Following healthful recipes is easier if you understand [cooking vocabulary](#), and knowing different culinary techniques can bring out the flavor of foods without adding extra ingredients or calories.

Bring [kids into the kitchen](#) to learn lifelong cooking and food safety skills. Start with these age-appropriate tasks and enjoy spending time together!

Learn the tools of the trade with [these cooking essentials](#) designed to help every home cook prepare healthful and delicious meals.

It can be tricky to [cook for one or two](#) when many recipes focus on making a meal for four to six people, but a few tips and strategies will put you on the path to kitchen triumph in small households.

Sample Social Media Posts

Can you talk the talk in the kitchen? Read through this list of culinary lingo for a greater understanding of different cooking techniques: <https://sm.eatright.org/CulinaryVocab> #eatright #NationalCulinaryArtsMonth

Watch this short video to learn about age-appropriate kitchen tasks for kids: <https://sm.eatright.org/CookWithKidsVid> #kidseatright #NationalCulinaryArtsMonth

New to cooking? Start by stocking your kitchen with these essential cooking tools: <https://sm.eatright.org/KitchenEssentialTools> #eatright #NationalCulinaryArtsMonth

Many recipes are designed to feed a crowd. If you live on your own or are preparing meals for a smaller amount of people, use these tips: <https://sm.eatright.org/CookForOneTwo> #eatright #NationalCulinaryArtsMonth

August

Key Dates in

August 2022

1 st	World Lung Cancer Day
3 rd	National Watermelon Day
5 th	National Oyster Day
6 th	National Mustard Day
15 th	National Relaxation Day
17 th	National Nonprofit Day
18 th	National Fajita Day
19 th	National Potato Day
19 th	World Humanitarian Day
21 st	National Senior Citizen Day
24 th	National Waffle Day
29 th	National More Herbs, Less Salt Day
31 st	National Trail Mix Day
1-7:	World Breastfeeding Week
7-13:	National Farmers Market Week
	Children's Eye Health and Safety Month
	Digestive Tract Paralysis Awareness Month
	Gastroparesis Awareness Month
	Kids Eat Right Month™
	National Breastfeeding Month
	National Immunization Awareness Month
	National Sandwich Month
	Psoriasis Action Month

Talking Points

Nursing Your Baby? What You Eat and Drink Matters (National Breastfeeding Month)

Mother's milk is rich in antibodies, builds a baby's immune system into a robust defense force and helps establish health-supporting bacteria in a baby's digestive tract. But do nursing mothers' food or beverage choices impact their infants?

<https://www.eatright.org/health/pregnancy/breast-feeding/nursing-your-baby-what-you-eat-and-drink-matters>

- To compensate for the extra water that's used to make milk, nursing mothers need about 16 cups of water per day, which can come from food, drinking water and other beverages.
- Nursing mothers should speak to their health care providers about establishing healthful parameters before consuming caffeine or alcohol while breastfeeding.
- While fish and seafood provide important nutrients, nursing mothers should reduce their exposure to known chemical contaminants such as mercury by avoiding large bottom-dwelling fish such as shark, swordfish, king mackerel and marlin.

Kid-Friendly Foods for Supporting Eye Health (Children's Eye Health and Safety Month)

From bones to brains, good nutrition helps grow healthy bodies — including our eyes! Learn about these kid-friendly foods that help protect vision and promote eye health.

<https://www.eatright.org/health/wellness/preventing-illness/kid-friendly-foods-for-supporting-eye-health>

- Lutein and zeaxanthin (related to vitamin A and beta-carotene) may help protect eye tissues from sunlight damage. Good sources of these nutrients include dark green leafy vegetables, broccoli, kiwi, yellow squash, oranges and papaya.
- Our bodies convert beta-carotene (found in sweet potatoes, carrots and butternut squash, plus dark green foods including spinach and collard greens) into vitamin A, an important nutrient for vision. Milk and eggs also are sources of vitamin A.
- Strawberries, cantaloupe, oranges, broccoli and bell peppers are not only favorites among children — they also contain vitamin C, an antioxidant that helps support eye health.
- Salmon and other fatty fish are excellent sources of omega-3s, which may be beneficial for eye health. Other foods with omega-3 fats are walnuts (which also contain eye-healthy vitamin E), flax and chia seeds.

Sample Social Media Posts

What a mother eats and drinks can impact breast milk that is fed to baby. Keep these important tips in mind:
<https://sm.eatright.org/NurseBabyTips> #eatright #kidseatright #NationalBreastfeedingMonth

During and beyond Children's Eye Health and Safety Month, serve up these foods that help protect vision and promote eye health:
<https://sm.eatright.org/KidFoodSupportEyes> #kidseatright

August is #NationalBreastfeedingMonth! For breastfeeding resources, materials and opportunities for practitioners to get involved, visit
<https://sm.eatright.org/NatlBrstfdMnth> #eatrightPRO

Early-bird pricing for #FNCE 2022 in Orlando ends August 26! Will you be there? Register and save on the live conference experience:
<https://sm.eatright.org/FNCE22reg> #eatrightPRO

#FNCE 2022 sessions span 14 tracks with topics ranging from behavioral and mental health to technology impacting practice. Check out the schedule of sessions: <https://sm.eatright.org/FNCE22Program> #eatrightPRO #RDNCPE



Celebrate Kids Eat Right Month™ throughout August!

Kids Eat Right Month™ is the Academy of Nutrition and Dietetics' and the Academy Foundation's chance to highlight the fight for our children's healthy future. Kids Eat Right Month™ emphasizes what makes Kids Eat Right such an important program, focusing on smart shopping, healthful eating and an active lifestyle for every age group from infant to teens.

Kids can have fun being active and eating right, and parents and caregivers can set a great example for the whole family by creating a healthy environment at home, setting up kids for a lifetime of healthful eating. Parents, learn more about [how your family can shop smart and enjoy nutritious foods](#) this Kids Eat Right Month™.

Registered dietitian nutritionists [can honor Kids Eat Right Month™](#) with the Academy Foundation's free resources and toolkits, as well as learn more about grant opportunities to support your work.

Principals, teachers and parents can help make schools healthier places to learn by providing high-quality nutrition, integrating physical activity during the day and teaching children about the importance of embracing a healthy, active lifestyle. Use these [resources for schools!](#)

[Neighborhood and faith-based organizations](#) can coordinate activities that encourage healthy living and well-being. Trusted leaders in communities and congregations can empower families and communities to make better choices to improve the health of our children.

To support the Foundation's efforts, consider donating to the [Nutrition Education for the Public Fund](#). A gift to this fund expands the Foundation's impact through collaborations and public educational efforts. You can make a one-time donation or set up monthly recurring donations.

Sample Social Media Posts

During #KidsEatRight Month this August, try new ways for your family to shop smart, cook healthful foods and eat more healthfully! Here are some ideas: <https://sm.eatright.org/KERMonthParentsKids> #KERmonth

#KidsEatRight Month is a great time for registered dietitian nutritionists to showcase their expertise as food and nutrition experts! Get started by taking these actions: <https://sm.eatright.org/KERMonthRDNs> #KERmonth #eatrightPRO

Teachers and school staff can help make their institutions a healthy place for children to learn and grow! Encourage healthy living at school during #KidsEatRight Month and all year with these tips: <https://sm.eatright.org/KERMonthSchool> #KERmonth

Community and faith-based organizations can help promote healthy living during #KidsEatRight Month with these empowering ideas: <https://sm.eatright.org/KERMcommunity> #KERmonth

Consider donating to the Academy Foundation's Nutrition Education for the Public Fund, which expands the Foundation's impact through collaborations and public educational efforts. Log in to learn more and donate: <https://sm.eatright.org/FoundationFunds> #eatrightPRO #KERmonth

September

Key Dates in September 2022

1 st	Get a Member, Get a Dues Credit Program begins
4 th	National Macadamia Nut Day
5 th	Labor Day
13 th	National Celiac Disease Awareness Day
13 th	National Peanut Day
13 th	World Sepsis Day
16 th	National Guacamole Day
18 th	National HIV/AIDS and Aging Awareness Day
21 st	World Alzheimer's Day
25 th	National Cooking Day
25 th	World Lung Day
26 th	Better Breakfast Day
26 th	Mesothelioma Awareness Day
28 th	National Women's Health & Fitness Day
29 th	World Heart Day
11-17:	National Folic Acid Awareness Week
19-23:	Malnutrition Awareness Week
	Childhood Cancer Awareness Month
	Healthy Aging Month
	National Childhood Obesity Awareness Month
	National Cholesterol Education Month
	National Food Safety Education Month
	National Honey Month
	National Mushroom Month
	National Rice Month
	National Yoga Month
	Ovarian Cancer Awareness Month
	Polycystic Ovary Syndrome (PCOS) Awareness Month
	Prostate Cancer Awareness Month
	Whole Grains Month
	World Alzheimer's Month

Talking Points

Make Fitness Fun for the Whole Family (Labor Day)

As summer temperatures cool and families gather together to celebrate Labor Day, try adding some fun physical activity to your party plans.

<https://www.eatright.org/fitness/exercise/family-activities/make-fitness-fun-for-the-whole-family>

- Enjoy many different activities to move different muscles, such as power walking for your heart and leg muscles and tossing a ball for arm muscles.
- Designate an inside and an outside area that's safe, where your child can freely jump, roll and tumble.
- Give children toys that encourage physical activity such as balls, kites, hula hoops, Frisbees and jump ropes.

10 Common Food Safety Mistakes (National Food Safety Education Month)

Handling foods safely means more than just throwing away spoiled milk or washing fresh fruits and vegetables. While these actions are important, there are other common food safety mistakes that can result in major consequences. Avoid them with these tips.

<https://www.eatright.org/homefoodsafety/safety-tips/food-poisoning/10-common-food-safety-mistakes>

- Never taste food to check if it has spoiled. You can't taste, see or even smell all bacteria that causes food poisoning, and tasting just a tiny bit of contaminated food can cause serious illness.
- Never let raw meat, poultry or seafood touch cooked meat or any ready-to-eat foods, as this can cause cross-contamination.
- Never eat any raw eggs or uncooked foods that include eggs or flour because they may contain salmonella or other harmful bacteria.
- Don't forget to wash your hands before and after handling food, as well as replace used sponges and rags with clean ones regularly.

Sample Social Media Posts

Don't be one of the 48 million Americans sickened by food poisoning each year! Avoid these common food safety mistakes: <https://sm.eatright.org/10FSmistakes> #eatright #FSEM2022

Add some physical activity to your Labor Day plans! After all, regular physical activity is just as important to a healthful lifestyle as smart eating. Try these fun ideas: <https://sm.eatright.org/MakeFitFunForFam> #eatright #kidseatright

19-23: Passage of the Medical Nutrition Therapy Act would help address malnutrition in the United States. Learn more and #ACTnowforMNT: <https://sm.eatright.org/MNTactInfo> #eatrightPRO #ASPENMAW22

There are lots of fun, engaging ways to support the Academy Foundation at #FNCE 2022! Check out this year's events, which include options for in-person and virtual participation: <https://sm.eatright.org/FNCEeventsFoundation> #eatrightPRO

Help your employer understand the many benefits of sending you to the 2022 Food & Nutrition Conference & Expo! Use these simple steps to demonstrate the value of #FNCE not only for you, but also for your company: <https://sm.eatright.org/TalkToEmployerFNCE> #eatrightPRO

MAKE IT A M1LLION SCHOLARSHIP CAMPAIGN

Support the Foundation's Make It a Million Scholarship Campaign

The Academy Foundation was established in 1966 with a donation to provide a scholarship for a deserving student. Now, more than 50 years later, Academy members have helped the Foundation become the world's largest provider of dietetic scholarships to students at all levels of study.

While surveys show Academy members recognize and take pride in the Foundation's scholarship program, the demand for annual scholarship applications still outnumbers the number of scholarships the Foundation is able to award — at almost three to one.

To keep pace with this growing demand, the Academy Foundation launched its [Make it a Million Scholarship Campaign](https://sm.eatright.org/MakeltOneMillionCampaign) and will be asking all Academy leaders, members, students and affiliated organizations to come together and support this effort to raise \$1 million in reserves over the next three years, building Foundation resources to allow for \$1 million in scholarships to be awarded annually beginning in 2025.

Sample Social Media Posts

Download and post Make It a Million Scholarship Campaign graphics on your social media accounts! Use the sample messaging provided or write your own and be sure to use the hashtag #Makelt1Million. <https://sm.eatright.org/MakeltOneMillionCampaign> #eatrightPRO

Support the future of the nutrition and #dietetics profession by donating to the Foundation's Make It a Million Scholarship Campaign! Learn more about the impact of your donation: <https://sm.eatright.org/MakeltOneMillionCampaign> #Makelt1Million #eatrightPRO

Your donation can help the Academy Foundation award \$1 million in scholarships to deserving students annually! See how to join the #Makelt1Million Scholarship Campaign: <https://sm.eatright.org/MakeltOneMillionCampaign> #eatrightPRO

Every dollar brings the Academy Foundation one step closer to its goal of awarding \$1 million in scholarships annually beginning in 2025! Join the Make It a Million Scholarship Campaign: <https://sm.eatright.org/MakeltOneMillionCampaign> #Makelt1Million #eatrightPRO

Coming Soon:

October	Food & Nutrition Conference & Expo™
November	National Diabetes Month
December	Healthful eating during the holidays

Follow the Academy on social media!

For professional news and updates:



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<https://www.youtube.com/user/EatRightPROtv>



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For messaging to share with clients and consumers:



<https://www.facebook.com/EatRightNutrition>



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<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.