

eqt[•] Academy of Nutrition **right**• and Dietetics

Social Media Toolkit

y

O

April - June 2023

in

April

Key Dates in April 2023

2 nd	World Autism Awareness Day	
4 th	International Carrot Day	
6 th	Buddhist New Year, Theravada tradition	
7 th	Good Friday	
7 th	World Health Day	
8 th	National Empanada Day	
9 th	Easter Sunday	
14 th	National Pecan Day	
18 th	Foundation scholarship application deadline	
18 th	Yom HaShoah	
19 th	National Garlic Day	
21 st	Eid al-Fitr	
22 nd	Earth Day	
23 rd	National Picnic Day	
26 th	National Pretzel Day	
30 th	National Raisin Day	
3-9: Nati	onal Public Health Week	
5-12: Passover		
11-17: Black Maternal Health Week		
23-29: Every Kid Healthy Week		
23-29: National Infertility Awareness Week		
Alcohol Awareness Month		
Irritable	Bowel Syndrome Awareness Month	
Move More Month		
National Arab American Heritage Month		
National Autism Awareness Month		
National Cancer Control Month		
National Minority Health Month		
National Pecan Month		
National Preceptor Month		
National Soyfoods Month		
Parkinson's Disease Awareness Month		
Stress Awareness Month		

Talking Points

What is a Sustainable Food System?

A food system is a broad term that describes anything involved in the production, distribution and consumption of food. This includes growing, raising, harvesting, processing, distributing, ensuring its safety, eating and even discarding of food. It also includes the people and resources that contribute to and are impacted by the food system. A <u>sustainable food system</u> provides nutrition and food security for everyone without compromising the wellbeing of people or the planet now and in the future and ideally encompasses all three aspects below:

https://www.eatright.org/food/planning/food-security-and-sustainability/what-is-a-sustainable-food-system

- A sustainable food system is financially beneficial for everyone involved.
- A sustainable food system is fair and equitable.
- A sustainable food system leaves either a neutral or positive effect on the environment.

Make Fitness Fun for the Whole Family (Move More Month)

Children 6 years and older need at least 60 minutes of moderateto-vigorous physical activity daily. During Move More Month, model healthful habits for your kids to help them meet this recommendation while having fun.

https://www.eatright.org/fitness/physical-activity/workout-ideas/ make-fitness-fun-for-the-whole-family

- Regular physical activity is just as important to a healthful lifestyle as smart eating. Enjoy variety, moderation and balance in both your food choices and your physical activities.
- Balance sedentary time (such as reading together) with an activity that requires movement like tag or jumping rope.
- Set aside time each day for active play together, perhaps having a dance party or taking a walk after a family meal.
- Limit TV time and keep the TV out of your child's bedroom.
- Drink plenty of water before, during and after your activity.

Sample Social Media Posts

April is Irritable Bowel Syndrome Awareness Month. Learn about the symptoms, triggers and how an #RDN can help: sm.eatright.org/ibsyndrome #eatright #IBSAwarenessMonth

Stay up to date with nutrition advocacy efforts affecting public health. During #NationalPublicHealthWeek, sign up for action alerts and learn more: <u>sm.eatright.org/actncentr</u> #eatrightPRO

April 18 is the deadline to apply for a scholarship from the Academy Foundation. Encourage nutrition and dietetics students and interns to apply: sm.eatright.org/fndnschlrshps #eatrightPRO #futureRDN

April 23-29: It's National Infertility Awareness Week. While couples can't control all causes of infertility, nutrition can have a significant impact on the ability to conceive. To learn more, visit <u>sm.eatright.org/fertilityfoods</u> #eatright #NIAW2023

Did you know you can use firm tofu as an alternative to scrambled "eggs"? To learn more during #NationalSoyfoodsMonth, visit sm.eatright.org/alteggs #eatright



April 18 is the deadline to apply for an Academy Foundation scholarship!

The <u>Academy of Nutrition and Dietetics Foundation</u> is the largest provider of dietetic scholarships to students at all levels of study. Share this opportunity and encourage nutrition and dietetics students and interns to apply today!

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.

Of the \$860,250 awarded in Foundation scholarships in 2022, more than \$555,000 (64.5%) were awarded to 180 (58.3%) students of diverse backgrounds. Learn more about these scholarships and past recipients.

Before applying, review the eligibility criteria on the Foundation's website. You also can view the recording "<u>Foundation</u> <u>Scholarships: Setting Yourself Up for Success</u>." During this presentation, students and educators can learn about the Foundation's scholarship application process and how to make an application stand out to reviewers.

<u>All scholarship applications</u>, including supporting materials, are due by April 18, 2023, at 10 a.m. Central time. Encourage nutrition and dietetics students, interns and any eligible friends to apply.

Sample Social Media Posts

In 2022, the Academy Foundation awarded \$860,250 to students of all levels of study. To be considered for a 2023-2024 academic year scholarship, complete the application by April 18: <u>sm.eatright.org/scholarshipapps</u> #eatrightPRO #futureRDN #MakeIt1Million

Complete one application to be considered for hundreds of Academy Foundation #scholarships! The deadline is April 18: sm.eatright.org/scholarshipapps #eatrightPRO #futureRDN #Makelt1Million

Make your Academy Foundation scholarship application stand out! Check out the tips in this recorded lecture: <u>sm.eatright.org/schlrsuccess</u> #eatrightPRO #futureRDN #Makelt1Million

More than 64% of Academy Foundation scholarships awarded in 2022 were granted to students of diverse backgrounds. Learn more about these scholarships and the past recipients: <u>sm.eatright.org/dvrstyschlrshp</u> #eatrightPRO #Makelt1Million

Academy of Nutrition and Dietetics SOCIAL MEDIA TOOLKIT 2023 3



Celebrate the impact of preceptors during National Preceptor Month.

Since 2013, the Academy has celebrated National Preceptor Month in April. <u>Preceptors</u> mentor and train students studying to become registered dietitian nutritionists and nutrition and dietetics technicians, registered. Celebrate by thanking a preceptor, accessing preceptor resources or becoming one!

Thank a preceptor who has made a difference in your professional life. <u>Share your preceptor story</u> online. You can also <u>check out</u> <u>what students and programs are doing to thank their preceptors</u>.

Nutrition and Dietetic Educators and Preceptors, an organizational unit within the Academy of Nutrition and Dietetics, provides numerous resources for preceptors, including for diversity, equity and inclusion information and a free training program.

The best way to celebrate the preceptor program is to <u>become one or encourage colleagues to do so</u>! After signing up, you'll be added to an <u>online database</u> for students and program directors to search by specialty or geographical area. In addition, <u>preceptors may record a total of 15 CPEUs per five-year cycle</u> for precepting and/or leadership on your activity log.

Sample Social Media Posts

During #PreceptorMonth celebrate preceptors who have made a positive impact on your education. Submit your story online: <u>sm.eatright.org/preceptorstory</u> #eatrightPRO

Preceptors are vital to the next generation of nutrition and dietetics professionals. Celebrate them and learn more about becoming a preceptor: <u>sm.eatright.org/ndepreceptors</u> #eatrightPRO #PreceptorMonth

Are you a preceptor looking for webinars, training programs and other resources? Check out this handy list from Nutrition and Dietetics Educators and Preceptors: sm.eatright.org/ndepresource #eatrightPRO #PreceptorMonth

Recognize the exceptional mentorship and leadership of your preceptor. To learn more about the Outstanding Preceptor Award, visit <u>sm.eatright.org/preceptorawards</u> #eatrightPRO #PreceptorMonth

Looking for a preceptor? Check out the online database and search by zip code, practice area and more: <u>sm.eatright.org/preceptordtbs</u> #eatrightPRO #PreceptorMonth

Academy of Nutrition and Dietetics SOCIAL MEDIA TOOLKIT 2023 [4]

May

Key Dates in May 2023

2 nd	World Tuna Day		
3 rd	Bike to School Day		
5 th	Vesak Day		
5 th	World Hand Hygiene Day		
10 th	National Shrimp Day		
13 th	International Hummus Day		
14 th	Mother's Day		
15 th	National Chocolate Chip Day		
17 th	World Hypertension Day		
18 th	Ascension Day		
28 th	International Burger Day		
28 th	Pentecost		
29 th	Memorial Day		
31 st	Deadline to renew Academy membership		
31 st	National Senior Health & Fitness Day		
1-31: Call for late-breaking FNCE® abstracts			
8-14: Food Allergy Awareness Week			
14-20: National Women's Health Week			
25-27: Sh	avuot		
Arthritis Awareness Month			
Asian American and Pacific Islander Heritage Month			
Celiac Awareness Month			
Global Employee Health and Fitness Month			
Healthy Vision Month			
Jewish American Heritage Month			
Mental Health Awareness Month			
National Asthma and Allergy Awareness Month			
National Barbecue Month			
National Cancer Research Month			
National High Blood Pressure Education Month			
National Mediterranean Diet 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

Make it Mediterranean

(National Mediterranean Diet Month)

During National Mediterranean Diet Month, learn about the foods that are common to this eating pattern.

https://www.eatright.org/food/cultural-cuisines-and-traditions/ european/make-it-mediterranean

- Build a strong base. Start with fruits, vegetables, beans and whole grains, which are the foundation of a Mediterraneanstyle eating plan.
- Bring on the beans. Incorporate more beans as your protein, which also supply potassium, magnesium and iron.
- Select more seafood. Certain varieties of fish and seafood contain heart- and brain-friendly omega-3 essential fatty acids. Plus, they're packed with protein.

Foods for Eye Health (Healthy Vision Month)

Celebrate Healthy Vision Month by serving up foods containing nutrients that help prevent cataracts, macular degeneration, glaucoma and other sight woes.

https://www.eatright.org/health/wellness/healthful-habits/5-top-foods-for-eye-health

- Beta-carotene gives foods such as sweet potato, carrots and butternut squash their orange color. Your body converts beta-carotene to vitamin A, a nutrient that helps prevent dry eyes and night blindness.
- Vitamin C-rich foods such as bell peppers, broccoli, citrus fruits, strawberries and cantaloupe may help lower your risk of cataracts.
- Incorporate fatty fish two to three times per week. Fish including salmon are a source of omega-3 fatty acids, which may be beneficial for eye health. Other foods with this nutrient include walnuts, flax and chia seeds.

Sample Social Media Posts

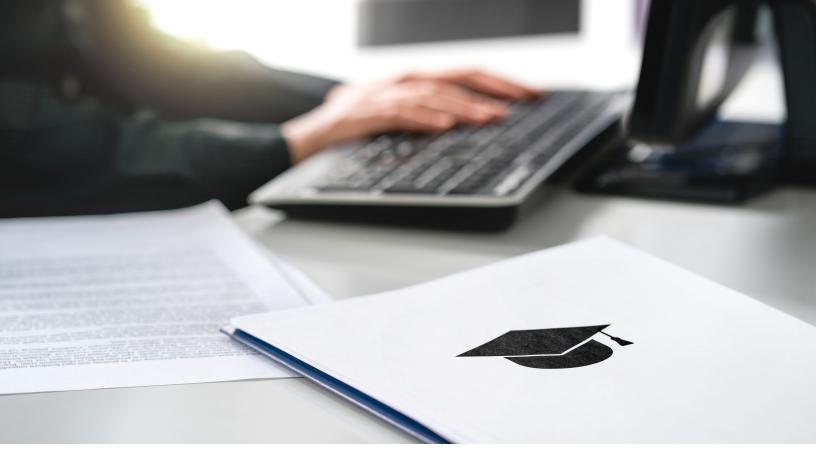
Academy membership gives you access to savings on #FNCE registration, CPE and more! To learn more about membership savings and exclusive benefits, visit <u>sm.eatright.org/mmbrben23</u> #eatrightPRO

During #NationalOsteoporosisMonth, learn about the impact good nutrition and regular weight-bearing exercise can have on your bones: sm.eatright.org/understandingosteoporosis #eatright

Fire up the grill during #NationalBarbecueMonth! Whether you're a grilling pro or just getting starting, check out these tips for a healthy and safe barbecue: sm.eatright.org/barbecue #eatright

Do you have groundbreaking research you'd like to share at #FNCE? Submit your late-breaking abstract by May 31: <u>sm.eatright.org/lateabstracts</u> #eatrightPRO

During #CeliacAwarenessMonth, learn more about risks, symptoms and diagnosis of this lifelong condition: sm.eatright.org/celiac #eatright



<u>Support the Academy Foundation</u> while renewing your Academy membership.

During the renewal process, you can elect to donate directly to the Foundation. <u>Renew your</u> <u>Academy membership</u> before May 31.

The <u>Foundation</u> is the only charitable organization devoted exclusively to supporting nutrition and dietetics professionals, empowering them to help consumers live healthier lifestyles through academic scholarships, recognition awards and research grants and fellowships. 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 <u>donate</u> is to make a cash gift, 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: annual fund, <u>scholarships</u> 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.

Spread the word about the Foundation and reasons to support this amazing charity! Use the hashtag #eatrightPRO on social media.

Sample Social Media Posts

Did you know you can donate to benefit a specific Academy Foundation program? Learn more and donate: <u>sm.eatright.org/fndtndntn</u> #eatrightPRO

Renew your Academy membership and donate to the Academy Foundation at the same time. To learn more and get started, visit sm.eatright.org/joinorenew #eatrightPRO

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

The Academy Foundation supports nutrition and dietetics professionals through grants, awards, scholarships and more. Support the Foundation while renewing your Academy membership: <u>sm.eatright.org/joinorenew</u> #eatrightPRO

Academy of Nutrition and Dietetics SOCIAL MEDIA TOOLKIT 2023 |6|



May is National Asthma and Allergy Awareness Month.

Throughout the month, share resources with clients, patients and family about <u>types of food</u> <u>allergies</u>, tips for keeping kids with food allergies safe and when to see an RDN.

Millions of Americans have allergic reactions to food every year. While more than 160 foods are known to cause allergic reactions, nine foods account for the majority of all food-allergic reactions in Americans, including <u>sesame</u>. A food intolerance, however uncomfortable the symptoms, is not the same as a food allergy, which can be life-threatening.

Food allergies tend to first appear in childhood for an estimated one in 13 children. While parents cannot completely prevent food allergies, these tips may help <u>reduce a child's risk of developing them</u>. There are also many resources available for parents whose children are diagnosed with a food allergy. Share these suggestions for hosting an <u>allergy-safe birthday party</u> and <u>keeping kids</u> with food allergies safe at school, including finding safe food options.

A <u>registered dietitian nutritionist can help</u> individuals navigate eating with food allergies, create strategies for avoiding allergens and select healthful and tasty substitutions. If you don't work directly with patients and clients, share the <u>Find a Nutrition</u> <u>Expert</u> directory.

Share your food allergy tips throughout National Asthma and Allergy Awareness Month.

Sample Social Media Posts

Did you know sesame was added to the "Big 9" food allergen list in the U.S. in 2021? Learn more about this major food allergen and how to identify it on food labels: sm.eatright.org/sesameallergy #eatright #AllergyAwarenessMonth

Recently diagnosed with a food allergy? An RDN can be a helpful resource for crafting a plan that avoids your food allergen without compromising flavor. To learn more, visit <u>sm.eatright.org/10reasons</u> #eatright #AllergyAwarenessMonth

It's estimated that 2 out of 26 children in a classroom have a food allergy. Follow these 5 tips for keeping your child with a food allergy safe at school: sm.eatright.org/allergiesatschool #eatright #AllergyAwarenessMonth

Nine foods account for most food-allergic reactions in Americans. Learn more about the #Big9 and navigating a food allergy diagnosis: <u>sm.eatright.org/allergiesintolerances</u> #eatirght #AllergyAwarenessMonth

During #AllergyAwarenessMonth, find a nutrition expert to help navigate a food allergy diagnosis: sm.eatright.org/findexpert #RDN #eatright

Academy of Nutrition and Dietetics SOCIAL MEDIA TOOLKIT 2023 | 7 |

June

Key Dates in June 2023

1 st	Student Liaison applications for 2023-2024 school year open	
3 rd	National Egg Day	
4 th	National Cancer Survivors Day	
4 th	National Cheese Day	
5 th	World Environment Day	
7 th	Global Running Day	
8 th	World Oceans Day	
10 th	Family Health & Fitness Day	
11 th	National Corn on the Cob Day	
12 th	International Falafel Day	
13 th	FNCE® Registration Opens	
17 th	Eat All Your Veggies Day	
18 th	Father's Day	
18 th	International Picnic Day	
19 th	Juneteenth	
21 st	National Smoothie Day	
30 th	World Social Media Day	
12-18: Men's Health Week		
27-28: Day of Arafah		
28-29: Eid al-Adha		
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

Go Tropical with Fruit (National Papaya Month)

Colorful, juicy tropical fruits have a natural sweet flavor and important nutrients for a balanced eating plan. If you haven't taken a walk on the tropical side, try papaya and these other delicious fruits during National Papaya Month.

https://www.eatright.org/food/food-groups/fruits/go-tropicalwith-super-fruits

- Papayas provide vitamin A through beta-carotene for healthy skin and eyes. Pair this fruit with avocados and chopped fresh mint for a sweet yet savory salad.
- One cup of fresh or frozen mango is an excellent source of vitamin C, a good source of folate and copper and makes a delicious snack.
- Guavas can help keep your digestive system in shape with 3 grams of dietary fiber in just one medium sized guava.

Beginner's Guide to Running Your Personal Best (Global Running Day)

A good run starts with properly fitted shoes, gentle stretching and balanced nutrition! Celebrate Global Running Day by reviewing these tips for fueling your body before your run and recovering afterward.

https://www.eatright.org/fitness/sports-and-athletic-performance/ advanced/beginners-guide-to-running-your-personal-best

- Running intensity and duration, fitness level, gender and diet all impact nutrition needs for runners. However, all runners need carbohydrates. Select whole grains, fruits and vegetables which provide vitamins, minerals and dietary fiber when planning meals.
- Snacks before a run should be high in carbohydrates, low in fiber, unseasoned, low in fat and consumed 45 minutes to 1 hour before a run.
- After a run, recover with 1½ times the amount of fluid lost during the run. For instance, losing 1 pound of sweat (16 ounces) means replacing with 24 ounces of fluids. Then, plan to eat a high-carbohydrate snack within 30 minutes of finishing, such as fresh fruit, low-fat milk or yogurt.

Sample Social Media Posts

Become a student liaison to help recruit student members and provide feedback on Academy initiatives. To learn more, visit <u>sm.eatright.org/studentliaison</u> #eatrightPRO #FutureRDN

June 13: #FNCE 2023 registration is OPEN! Register to attend the largest gathering of food and nutrition professionals: <u>sm.eatright.org/fnce23</u> #eatrightPRO

June 17: What do broccoli, cabbage, bok choy, watercress and collards all have in common? They're all cruciferous vegetables! Learn more on #EatAllYourVeggiesDay: sm.eatright.org/cruciferousveggies #eatright

June 18: On #InternationalPicnicDay, brush up on these tips for keeping your cooler clean: sm.eatright.org/coolerclean #eatright

June is #CataractAwarenessMonth. Ensure you're getting the nutrients you need to help prevent cataracts, glaucoma, macular degeneration and other vision problems. Learn more at sm.eatright.org/eyehealthfoods #eatright



June is Men's Health Month.

Celebrate by sharing these resources with patients, clients, family and friends.

Good nutrition and regular physical activity are key for anyone's health. However, factors such as sex, age, physical activity and health goals can affect one's specific <u>nutrition needs</u>.

<u>Vegetables are a key part of nutrition for men's health</u>, and men should get a recommended 2½ to 4 cups of vegetables daily. Check out these specific recommendations for men to support a <u>healthy heart</u>.

Following a balanced eating pattern is the best way for men to get the nutrients their bodies need, including protein, vitamins and minerals. Men seeking to <u>supplement their nutrient needs</u> should <u>consult a registered dietitian nutritionist</u>.

Men should also consult an RDN if they're experiencing an eating disorder, which can affect boys and men.

During Men's Health Month, share these resources and your food and nutrition tips on social media.

Sample Social Media Posts

Meeting nutrient needs should always start with food! Learn more about supplements and men's health during #MensHealthMonth: sm.eatright.org/menshealthsupps #eatright

Celebrate #MensHealthMonth by making nutrition and physical activity choices that support a healthy heart: <u>sm.eatright.org/menshearthealth</u> #eatright

Men and boys can experience eating disorders and engage in disordered eating. Learn more during #MensHealthMonth by visiting sm.eatright.org/meneatingdisorders #eatright

Vegetables are important for any healthy eating pattern. During #MensHealthMonth, learn more about veggie recommendations for men: sm.eatright.org/menshealthveggies #eatright

Academy of Nutrition and Dietetics SOCIAL MEDIA TOOLKIT 2023 9

Coming Soon:

July	National Grilling Month
August	Kids Eat Right Month®
September	World Alzheimer's Month

Follow the Academy on social media!

For professional news and updates:



For messaging to share with clients and consumers:

- https://www.facebook.com/EatRightNutrition
- https://www.facebook.com/KidsEatRight/
- https://twitter.com/eatright
- https://twitter.com/kidseatright
- https://www.youtube.com/user/EatRightTV
- https://www.pinterest.com/kidseatright/

eat[®] right.

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.