Novel Coronavirus COVID-19

Social Media Toolkit

April 2020
Concerns Regarding COVID-19

The novel coronavirus COVID-19 is a respiratory illness that can spread from person to person. Organizations such as U.S. Centers for Disease Control and Prevention and World Health Organization are encouraging individuals to stay at home and practice “social distancing” as much as possible. Populations at increased risk for complications — including older adults and individuals with serious chronic medical conditions such as heart disease, diabetes and lung disease — must take extra precautions to protect their health.

As the COVID-19 response evolves, maintaining a healthy lifestyle is especially important. Use this toolkit to communicate important information to clients and patients, consumers and social media followers. This resource includes a variety of talking points for blog posts and social media messages, plus videos, infographics and social media assets to share. It also available in Spanish.

Sample Social Media Posts

Get more science-based information about supporting health with good nutrition and other important tips to keep your family safe during the COVID-19 pandemic from the Academy of Nutrition and Dietetics: https://sm.eatright.org/COVIDnutritionresources

Get tips on supporting your health with good nutrition, home food safety, making the most of your time at home, food shopping while social distancing and more: https://sm.eatright.org/COVIDnutritionresources

Siga estos consejos importantes para ayudar a mantenar a su familia segura durante el brote de COVID-19. Obtenga más información basada en la ciencia sobre el apoyo a la salud con una buena nutrición de la Academia de Nutrición y Dietética: https://sm.eatright.org/COVIDespanol
Home Food Safety

Did you know illness-causing bacteria can spread across your kitchen? Since many of us are spending most of our time at home, it's imperative to keep your kitchen clean and follow proper food safety practices. This includes washing kitchen surfaces, cooking utensils, dishes, cutting boards and sponges.

The extra time at home is an opportunity to spring clean your refrigerator and freezer. Since bacteria isn’t visible, clean all shelves, drawers and small crevices. To ensure non-refrigerated items haven’t spoiled, clean your pantry, too.

Sample Social Media Posts

Keeping your kitchen clean helps you and your family reduce the risk of getting sick. Watch this #foodsafety video to learn more: [https://sm.eatright.org/cleankitchenvideo](https://sm.eatright.org/cleankitchenvideo) #eatright #COVID19

To ensure illness-causing bacteria doesn’t spread in your home, always follow proper #foodsafety measures. Use these tips: [https://sm.eatright.org/bacteriaspread](https://sm.eatright.org/bacteriaspread) #eatright #COVID19

Use your time at home to do some spring cleaning. Follow these steps to clean your kitchen, refrigerator and pantry: [https://sm.eatright.org/springclean101](https://sm.eatright.org/springclean101) #eatright #COVID19

Talking Points

### Hand-washing

- Proper hand-washing may help prevent the spread of COVID-19 and other viruses such as the common cold or the flu. Spend at least 20 seconds washing hands with soap and water. Always wash hands before and after handling, preparing or eating food and when feeding children or the elderly.

- People often use hand sanitizer to reduce the spread of germs and bacteria. While hand sanitizer can keep your hands clean if soap and water aren’t available, it shouldn’t replace proper hand-washing.

### Follow Guidance from Local and Federal Agencies

- The Centers for Disease Control and Prevention offers the most accurate, up-to-date news about the novel coronavirus COVID-19 outbreak. It provides essential information such as symptoms, groups at higher risk and guidelines for preparing your family in case COVID-19 spreads in your community. In addition, there’s information for traveling, businesses, schools, childcare and faith-based organizations.

- In addition to the CDC, other helpful resources include the World Health Organization, National Institutes of Health, U.S. Department of Agriculture and U.S. Food and Drug Administration.

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Sample Social Media Posts

Proper hand-washing helps reduce the spread of the common cold, flu and other viruses. Keep yourself and those around you safe by following these tips: [https://sm.eatright.org/properhandwash](https://sm.eatright.org/properhandwash) #eatright #COVID19

While hand sanitizer does reduce the amount of germs and bacteria on your hands, it shouldn’t replace washing hands with soap and water. Follow these recommendations: [https://sm.eatright.org/soaporsanitizer](https://sm.eatright.org/soaporsanitizer) #eatright #COVID19

Looking for the latest information about #COVID19? Keep yourself and those around you safe with these resources from @CDCgov: [https://sm.eatright.org/CDCresources](https://sm.eatright.org/CDCresources) #eatright

During the #COVID19 outbreak, stay informed with the most accurate, updated information. Review these important resources: [https://sm.eatright.org/COVID19resources](https://sm.eatright.org/COVID19resources) #eatrightPRO

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CLEAN AND SANITIZE THE KITCHEN

Wipe down countertops and kitchen surfaces: appliances, cutting boards, utensils. Clean refrigerator and freezer shelving and drawers.

FROM EATRIGHT.ORG’S CORONAVIRUS RESOURCE CENTER SOCIAL MEDIA TOOLKIT
Where to Store?

Some fruits and vegetables should be stored in the refrigerator while others are cold-sensitive and should be stored at room temperature. Make sure you are storing your produce in the proper place.

Refrigerate

- Apples
- Cantaloupe
- Figs
- Peaches
- Honeydew
- Apricots
- Cabbage
- Lettuce
- Cauliflower
- Brussels Sprouts

Don’t Refrigerate

- Avocado
- Bananas
- Peaches
- Nectarines
- Watermelon
- Tomatoes
- Plums
- Kiwi
- Honeydew
- Cucumber
- Apricots
- Broccoli
- Brussels Sprouts

Never refrigerate potatoes, onions, winter squash or garlic. Keep them in a cool, dark, dry cabinet, and they can last up to a month or more.

But separate them so their flavors and smells don’t migrate.

Americans toss about 19% of vegetables and 14% of fruits they buy. If your produce rots after just a few days, you might be storing incompatible fruits and veggies together. Those that give off high levels of Ethylene gas (a ripening agent) will speed the decay of ethylene-sensitive foods.

Use trapped ethylene to your advantage: To speed-ripen a peach, put it in a closed paper bag with a ripe banana.
Support Your Health through Good Nutrition

- Good nutrition may offer immune support to help fight seasonal illnesses and other health problems. While no particular food or supplement can prevent illness, an overall nutritious eating plan can help to support your immune system. To ensure you obtain the nutrients your body needs, prepare balanced meals that represent the five food groups.

- If you need a night off from cooking, consider supporting a local restaurant by ordering takeout or delivery. When choosing a meal, carefully review the menu to find balanced, nutritious choices.

Sustainability

- During social distancing efforts and quarantine, many Americans are making less trips to the grocery store. To make less trips, keep a well-stocked (but not over-stocked) pantry, make meals out of what you already have on hand and understand the shelf life of foods.

- When you do need to go shopping, create a grocery list to stay organized, save money and only buy what your family needs. Make sure your grocery list incorporates all food groups. When looking for fruits and vegetables, consider canned, dried and frozen varieties, too.

Make the Most of Your Time at Home

- During this time, we are required to limit contact with other people, avoid public places and practice social distancing. As a result, being isolated may make you feel stressed and anxious.

- There are things you can do to make the most of your time at home. Some family-friendly, productive activities include spring cleaning and getting your kids involved in the kitchen. Staying active is important, too. Go for walks and bike rides as a family, while keeping a safe distance from others who are outside. Or, encourage active play at home with movement such as jumping rope, hopscotch and hula hoops.

Sample Social Media Posts

During the #COVID19 outbreak, learn how to manage stress in healthy ways and cope with isolation: https://sm.eatright.org/stressisolation #eatright

There are plenty of productive, healthy things to do when you and your family are spending more time together at home. Some ideas: https://sm.eatright.org/timehome #eatright #COVID19

Even though you’re social distancing at home, it’s important to still engage in regular physical activity. Here are ways to get moving with your family: https://sm.eatright.org/fitfunfam #eatright #kidseatright

Good nutrition is especially important to help support your immune system! Learn the importance of a balanced eating plan: https://sm.eatright.org/healthnutri #eatright #COVID19

There are plenty of ways to incorporate nutrient-rich foods and beverages into your meals. Use these tips when cooking for your family: https://sm.eatright.org/dietnutrich #eatright #COVID19

Ordering meals for delivery or takeout? There are plenty of ways to find nutritious options. Use these tips when supporting your favorite local eateries: https://sm.eatright.org/delivertakeout #eatright #COVID19

Whether you shop for food in the store or online, creating a grocery list ensures you’ll select nutritious, essential items. Use these tips to get started: https://sm.eatright.org/grocerylist #eatright #COVID19

During quarantine or social distancing, people are limiting trips to the grocery store. Use these tips to make the most of your grocery store visits and choose healthy, sustainable options: https://sm.eatright.org/groceriesquarantine #eatright #COVID19

Fruits and vegetables can be enjoyed in many different forms. In addition to fresh produce, learn the benefits of having frozen and canned options on hand: https://sm.eatright.org/canfrznfrsh #eatright #COVID19
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