Social Media Toolkit
July–September 2018
**Talking Points**

### Keep Your Picnic Safe

Summer is a time of warmer temperatures and outdoor gatherings, but it’s also a time of increased risk of food poisoning. Before you pack the picnic basket, remember these simple food safety tips. [https://www.eatright.org/homefoodsafety/safety-tips/outdoor-dining/keep-your-picnic-safe](https://www.eatright.org/homefoodsafety/safety-tips/outdoor-dining/keep-your-picnic-safe)

- Keep raw meats, poultry, seafood and eggs separate from ready-to-eat foods. Do this by bringing extra plates — one for handling raw foods and another for cooked foods to prevent cross-contamination.

- Packing a cooler properly can help reduce cross-contamination. Remember to include plenty of ice or ice packs to keep the temperature below 40°F.

- Ensure foods are cooked to the right temperature by using a food thermometer; cook hamburgers to an internal temperature of 160°F and chicken breasts to 165°F.

### Make Fitness Fun for the Whole Family

July is National Park and Recreation Month! Here are some ways to stay fit as a family, get outside and spend quality time together. [https://www.eatright.org/fitness/exercise/family-activities/make-fitness-fun-for-the-whole-family](https://www.eatright.org/fitness/exercise/family-activities/make-fitness-fun-for-the-whole-family)

- Regular physical activity is just as important to a healthful lifestyle as smart eating. Apply the same principles of variety, balance and moderation to both your food choices and your physical activities.

- There are plenty of ways to encourage kids to get active outside. Encourage children to join a sports team or try a new physical activity. You also can give kids toys that encourage physical activity such as balls, kites, hula hoops and jump ropes.

- Once you get your family moving, don’t forget to stay hydrated by drinking plenty of water before, during and after physical activity.

**Sample Social Media Posts:*

Want to fully enjoy your summer picnic? Make sure all of your food is safe! [http://sm.eatright.org/safepicnic #food safety #eatright](http://sm.eatright.org/safepicnic #food safety #eatright)

Celebrate National Park and Recreation Month by finding ways to stay active as a family. Have fun while trying new activities to help you stay healthy! [http://sm.eatright.org/famfitfun #eatright #DISCOVERJULY](http://sm.eatright.org/famfitfun #eatright #DISCOVERJULY)

#NationalBlueberryMonth is here. Learn about berries' nutrition and tips for choosing, preparing and storing “berry” good fruits: [http://sm.eatright.org/summerberry #eatright](http://sm.eatright.org/summerberry #eatright)

Want to get more involved in public policy? Take part in the Diabetes Treatment and Prevention Advocacy Day on July 24! Register: [http://sm.eatright.org/DiabetesAdvocacyDay #eatrightPRO](http://sm.eatright.org/DiabetesAdvocacyDay #eatrightPRO)

Want to win a free Academy membership for 2018? Between July 1 and Sept. 1, refer your colleagues to join the Academy: [http://sm.eatright.org/Join #eatrightPRO](http://sm.eatright.org/Join #eatrightPRO)
Grilling is a great way to add flavor to all types of foods! To do it safely, follow these healthy grilling tips:

http://sm.eatright.org/healthycookout #eatright #NationalGrillingMonth

During grilling season, cross-contamination is a food safety concern. Reduce your risk of food poisoning with these five tips: http://sm.eatright.org/grillseparate #eatright #NationalGrillingMonth

Firing up the grill? Always keep food safety in mind by following the five rules of separation: http://sm.eatright.org/grillseparate #eatright #NationalGrillingMonth

Sample Social Media Posts:

Grilling is a great way to add flavor to all types of foods! To do it safely, follow these healthy grilling tips: http://sm.eatright.org/healthycookout #eatright #NationalGrillingMonth

Hosting a cookout? Think beyond the traditional favorites! Here are a few ideas for grilling fruits and vegetables: http://sm.eatright.org/healthycookout #eatright #NationalGrillingMonth

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July is National Grilling Month

Summer is grilling season! From lean meats to vegetables to desserts, grilling can add flavor to all types of foods. During National Grilling Month, share these healthy cookout ideas and food safety tips.

While many people think of hot dogs and hamburgers when it comes to grilling, the options are endless. Turkey or chicken burgers are a unique and tasty alternative to beef patties. For a vegetarian option, try patties made of chickpeas or pinto beans.

To add more flavor, color and nutrition to meals, grill fruits and vegetables. Prepare a vegetable plate of grilled squash, peppers and carrots topped with olive oil and seasonings. For a fun dessert, grill pineapple rings or peach halves. Top the fruit with garnishes such as vanilla yogurt, nuts, cherries or cinnamon.

Food safety is always important while grilling. Encourage others to follow key food safety guidelines, such as cleaning the grill and removing charred food debris, which reduces exposure to bacteria. Another tip is to use separate plates and utensils for uncooked and cooked foods while grilling.

During National Grilling Month, share your best tips by using the hashtag #NationalGrillingMonth.
Looking for back-to-school “lunch-spiration”? Follow these tips for packing more delicious, nutritious lunches (especially for those #pickyeaters!): http://sm.eatright.org/baglunch #eatright

Make the #FarmersMarket into a fun learning opportunity for the whole family! Speak with farmers, try new foods and find fresh recipes: http://sm.eatright.org/farmersmarket #eatright

Want new ways to take advantage of refreshing, in-season produce this summer? Find #recipes and serving ideas here: http://sm.eatright.org/KERsummerfoods #eatright

The call for #FNCE student hosts opens Aug. 1! Learn more about the program: http://sm.eatright.org/studenthost #eatrightPRO #futureRDN

Don’t miss your chance to become a #FNCE student host! Apply by Aug. 17: http://sm.eatright.org/studenthost #eatrightPRO #futureRDN

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**Banishing Brown Bag Boredom**

While it’s important to send kids to school with a healthy lunch packed with the nutrition they need to learn, grow and play, it’s also important for them to eat it. To pack a nutritious lunch your child will want to eat, follow these strategies. https://www.eatright.org/food/planning-and-prep/snack-and-meal-ideas/banishing-brown-bag-boredom

- Sit down once a week and plan lunches together. Then encourage kids to pack their own lunch. If children have a vested interest in their lunch, they will be more likely to eat it.
- Add vegetables for a nutrition-packed lunch. Try mixing fruits and vegetables together in one container, so a little sweetness from the fruit rubs off on the vegetables.
- Use mini whole-grain pitas and tortillas to make sandwiches.
- Bring your children to the grocery store to pick out some new fruits and vegetables. This is especially helpful for picky eaters.

**Farmers Markets: Bringing the Farm to Table**

Teach your children where food comes from by planning a field trip to the farmers market! https://www.eatright.org/food/planning-and-prep/smart-shopping/farmers-markets-bringing-the-farm-to-table

- Before you go to the farmers market, plan ahead. Make a list of which foods you need and check out an event guide that gives an idea of what is offered.
- Use this time to have a conversation with the people responsible for growing or making your food. Farmers enjoy getting to know you and appreciate your interest in their crops.
- After your trip to the farmers market, make a farm-to-table meal. Involve your children in cooking and preparing the various ingredients.

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### Key Dates in August 2018

1st  
Call for FNCE® 2018 Student Hosts Opens

3rd  
National Watermelon Day

4th  
National Mustard Day

5th  
National Oyster Day

8th  
National Zucchini Day

10th  
National S’mores Day

15th  
National Relaxation Day

17th  
Deadline to Submit FNCE® 2018 Student Host Applications

19th  
National Potato Day

19th  
World Humanitarian Day

24th  
National Waffle Day

29th  
National More Herbs, Less Salt Day

31st  
National Eat Outside Day

31st  
National Trail Mix Day

August 1-7: World Breastfeeding Week

August 5-11: National Farmers Market Week

Children’s Eye Health and Safety Month

**Kids Eat Right Month™**

National Back to School Month

National Breastfeeding Month

National Peach Month

National Sandwich Month

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### Sample Social Media Posts:

Looking for back-to-school “lunch-spiration”? Follow these tips for packing more delicious, nutritious lunches (especially for those #pickyeaters!): http://sm.eatright.org/baglunch #eatright

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Celebrate Kids Eat Right Month™

Each August, the Academy celebrates Kids Eat Right Month™, which focuses on the importance of healthful eating and active lifestyles for kids and their families. On social media, share the Academy’s articles, videos and recipes to help support these initiatives all year long!

Nutrition is especially important for children because it is directly linked to all aspects of their growth and development, which will affect them as adults. According to the Centers for Disease Control and Prevention, obesity affects about one in five school-aged children ages 6 through 19. However, childhood obesity — which is associated with elevated risks of high cholesterol, high blood pressure, bone and joint problems and sleep apnea — usually can be prevented.

During Kids Eat Right Month™, encourage families to shop smart, cook healthfully and eat right. Children can get involved in selecting food that will be served at the breakfast, lunch or dinner table. Parents can teach children how to find healthful foods at the grocery store. After grocery shopping, kids can be involved in preparing meals.

For more ideas to celebrate Kids Eat Right Month™, check out the Academy’s media materials and use the hashtags #KidsEatRight and #KERMonth on social media.

Sample Social Media Posts:

Want to get more involved with #KERMonth? Encourage healthy living at your child’s school with these resources! http://sm.eatright.org/KERschools eatright kidseatright

Help your child develop positive lifestyle habits during #KidsEatRight Month! Take a look at these strategies for kids and adults: http://sm.eatright.org/kidhlthwt eatright #KERmonth

There are many health benefits to eating meals as a family! Try these easy-to-follow tips to make them happen more often in your home: http://sm.eatright.org/familymeals eatright #KERMonth

Celebrate #KERMonth by making time for breakfast! Here are ways to enjoy a healthful meal on busy mornings: http://sm.eatright.org/timeforbrkfst eatright kidseatright
September is Prostate Cancer Awareness Month. #StepUp by increasing fruit and vegetable intake, maintaining a healthy weight and increasing physical activity: https://sm.eatright.org/preventprostatecancer #PCAM #eatright

Sept. 24 – 28: It’s #MalnutritionAwarenessWeek. Learn about the RDN’s role in malnutrition diagnosis and treatment: http://sm.eatright.org/whatismalnutrition #eatright

Don’t forget to register for #FNCE before the price increases! The early bird deadline is Sept. 7: http://sm.eatright.org/FNCEregistration #eatrightPRO

Sept. 29: Love your daily cup o’ Joe for its caffeine boost? Learn about coffee’s possible health benefits in honor of #NationalCoffeeDay: http://sm.eatright.org/coffeebenefits #coffee #eatright

Sept. 1 is the last day to refer your colleagues to join the Academy! You and your colleague have the chance to win a free membership for 2018: http://sm.eatright.org/Join #eatrightPRO

Key Dates in September 2018

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>1st</td>
<td>2018 Refer a Colleague Program Ends</td>
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<td>3rd</td>
<td>Labor Day</td>
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<td>4th</td>
<td>National Macadamia Nut Day</td>
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<td>7th</td>
<td>FNCE® 2018 Early Bird Registration Deadline</td>
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<td>13th</td>
<td>National Celiac Disease Awareness Day</td>
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<td>National Peanut Day</td>
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<td>14th</td>
<td>National Stand Up To Cancer Day</td>
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<td>21st</td>
<td>FNCE® 2018 Deadline to Cancel Registration</td>
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<td>26th</td>
<td>National Women’s Health &amp; Fitness Day</td>
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<td>Family Health &amp; Fitness Day USA</td>
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<td>National Coffee Day</td>
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<td>World Heart Day</td>
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September 24–28: Malnutrition Awareness Week
Childhood Cancer Awareness Month
Food Safety Education Month
Fruits & Veggies—More Matters Month
National Childhood Obesity Awareness Month
National Cholesterol Education Month
National Honey Month
National Mushroom Month
National Rice Month
Ovarian Cancer Awareness Month
Prostate Cancer Awareness Month
September Spotlight on Malnutrition
World Alzheimer’s Month
Whole Grains Month

Talking Points

Prostate Cancer Prevention with Proper Nutrition
Each year, 1 in 9 men will be diagnosed with prostate cancer. While some supplements have been marketed to reduce the risk for men, an overall healthy diet is the best defense against all cancers. https://www.eatright.org/health/diseases-and-conditions/cancer/prostate-cancer-prevention-can-proper-nutrition-help

- Aim to eat 2½ cups of vegetables and 2 cups of fruit per day. Choose dark-colored fruits and vegetables more often.
- Replace less healthy, saturated and trans fats with healthy alternatives — olive oil, canola oil, avocados and fish.
- Maintaining a healthy weight may reduce your risk for some cancers. Overweight and obesity — more specifically, abdominal obesity, which is more common in men — may be linked to a higher risk of prostate cancer. In addition to eating healthfully, physical activity is essential.

Special Nutrient Needs of Older Adults
As we get older, our bodies have different needs and certain nutrients become especially important for good health. https://www.eatright.org/health/wellness/healthy-aging/special-nutrient-needs-of-older-adults

- Older adults need more calcium and vitamin D to maintain bone health and need three servings of calcium-rich foods and beverages each day. Vitamin B<sub>12</sub> also is essential and is found in lean meats, some fish and seafood and fortified cereals.
- Dietary fiber may help lower your risk for heart disease and prevent Type 2 diabetes. Increasing potassium along with reducing sodium (salt) may lower your risk of high blood pressure.
- Foods that are low in saturated fats and trans fat also may help reduce your risk of heart disease. Most of the fats you eat should be polyunsaturated and monounsaturated fats, which are primarily found in nuts, seeds, avocados, olive oil and fish.
September is Food Safety Education Month

Did you know that each year, an estimated 1 in 6 Americans (or 48 million people) get sick from eating contaminated food? Some people are more likely to get food poisoning or seriously ill.

To raise awareness about steps people can take to prevent food poisoning, the Centers for Disease Control and Prevention named September Food Safety Education Month. Take part in promoting the preparation of safe and healthy meals by sharing the Academy’s articles, infographics and videos.

Start by letting your clients and social media followers know that a clean kitchen is a healthy kitchen. Other food safety measures such as frequent hand-washing, proper cooking temperatures, avoiding cross-contamination and prompt refrigeration can help reduce the risk of food poisoning.

The Academy also has resources for safe food preparation outside of the kitchen. These include food safety tips for busy college students, desktop dining in the workplace and camping and hiking trips. There are handy tips to keep in mind while grocery shopping, too.

During Food Safety Education Month, share your best tips on social media using the hashtag #FoodSafetyMonth.

Sample Social Media Posts:

Heading to the grocery store? It’s essential to keep food safety in mind! Follow these guidelines for a safe shopping experience: http://sm.eatright.org/shopsafely #eatright

Millions of Americans eat meals at their desks. Prevent food poisoning at the office by following these simple food safety tips: http://sm.eatright.org/desktopdining #eatright

Food poisoning can happen at home. To avoid it, keep food safe from cross-contamination. Here’s how: http://sm.eatright.org/crosscontam #eatright

Do you have a family member with a food allergy or sensitivity? Learn the importance of avoiding cross-contact in your home: http://sm.eatright.org/nocrosscontact #eatright
Coming Soon:

**October**  Food & Nutrition Conference & Expo™

**November**  American Diabetes Month

**December**  National Handwashing Awareness Week (3-9)

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/academy-of-nutrition-and-dietetics)
- [YouTube](https://www.youtube.com/user/EatRightPROtv)
- [Twitter](https://twitter.com/eatrightFNCE)

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)
- [Google+](https://plus.google.com/+eatright)

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.