

# Social Media Toolkit

July - September 2023





# July

## Key Dates in July 2023

3	National Eat Your Beans Day
4	Independence Day
4	National Caesar Salad Day
6	National Hand Roll Day
7	World Chocolate Day
8	National Blueberry Day
14	National Mac and Cheese Day
16	National Ice Cream Day
22	National Mango Day
26	World Tofu Day
28	World Hepatitis Day
31	National Avocado Day

### Food & Nutrition Conference & Expo® Registration Is Open

Juvenile Arthritis Awareness Month
National Blueberry Month
National Bison Month
National Culinary Arts Month
National Grilling Month
National Minority Mental Health Awareness Month
National Picnic Month
National Watermelon Month
Park and Recreation Month
UV Safety Month

## Talking Points

### How to Prevent 7 Picnic Food Safety Mistakes (National Picnic Month)

What better time to grab your picnic basket or cooler, head outside and bask in the sunshine than in July! Even if the weather is uncooperative or a bit on the chilly side, consider picnicking indoors in your living room. Here are some tips and tricks on hosting a picnic, as well as some food safety tips. [www.eatright.org/food/planning/away-from-home/how-to-prevent-7-picnic-food-safety-mistakes](http://www.eatright.org/food/planning/away-from-home/how-to-prevent-7-picnic-food-safety-mistakes)

- Pack food in clean, tightly sealed containers. To ensure your food stays cool, pack the cooler about three-quarters of the way full of food, reserving one-quarter of the space for ice packs. If possible, chill or freeze beverages beforehand.
- Never reuse ice. If you're bringing ice to use in beverages, pack it in a separate sealed bag. This will help avoid spreading bacteria from the surfaces of food containers or other items in the cooler.
- Don't let food sit out for more than two hours. If the temperature outside is 90°F or above, food is safe to sit outside for an hour at most.
- Before you call it a day, make sure that your [cooler is clean!](#) It's important to sanitize your cooler and wash reusable bags that you used to transport food.

### Cucumber Watermelon Salad Recipe (National Watermelon Month)

National Watermelon Month is aimed at raising the production and sales of watermelon in the United States. Families across the country enjoy the refreshing, water-dense fruit, especially after a long, hot day in the sun. Watermelon is so versatile that it can be eaten on its own, added to cold drinks, used as an ingredient in salads and grilled and served as a delicious side dish. [www.eatright.org/recipes/salads/cucumber-watermelon-salad-recipe](http://www.eatright.org/recipes/salads/cucumber-watermelon-salad-recipe)

- Because it is made up of mostly water, watermelon is a great snack for staying hydrated on extremely hot days.
- Watermelon provides vitamin C and lycopene, which act as antioxidants to help reduce damage from free radicals.

## Sample Social Media Posts

For a cool, refreshing dish to serve on hot summer days, make this easy recipe! It pairs seasonal produce including crisp cucumbers and juicy watermelon with a lime-based dressing: [sm.eatright.org/cucwatersalad](http://sm.eatright.org/cucwatersalad) #eatright #NationalWatermelonMonth

By keeping your cooler clean, you'll ensure that it's bacteria-free and safe! Follow these steps before and after your next picnic: [sm.eatright.org/coolclean](http://sm.eatright.org/coolclean) #eatright #NationalPicnicMonth

During #NationalCulinaryArtsMonth, discover creative uses for the peelers in your kitchen drawer, and learn more about this versatile kitchen tool: [sm.eatright.org/paring](http://sm.eatright.org/paring) #eatright #kidseatright

Heading on a camping or hiking trip this summer? Follow these tips to pack nutritious meals and stay hydrated during your next outdoor adventure: [sm.eatright.org/hiking](http://sm.eatright.org/hiking) #eatright #ParkandRecMonth

Registration is open for the 2023 Food & Nutrition Conference & Expo! View pricing details and housing options to attend in Denver, Colo., this October at [sm.eatright.org/FNCEreg23](http://sm.eatright.org/FNCEreg23) #eatrightPRO #FNCE



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## National Grilling Month

Take Your Culinary Skills Outside for a Grilled Feast!

July is National Grilling Month! During this month and throughout the summer, [learn how to prepare tasty, nutritious meals](#) by including lean protein foods paired with seasonal fruits and vegetables.

[Consider grilling lean cuts of meat, fish or turkey burgers.](#) If you are a vegan or [vegetarian](#) or would like to eat more meatless meals, tofu, tempeh or bean-based burgers are great protein options. Vegetables also are delicious on the grill. Choose from vegetables such as red peppers, corn on the cob, eggplant, summer squash, sweet potatoes, cherry tomatoes, mushrooms or onions. Craving something sweet yet healthy? How about putting together a seasonal fresh fruit bowl or [grilling up some pineapple](#) or peaches?

When grilling, always keep food safety in mind. Wash your hands before handling any food. Make sure to [separate utensils for raw and cooked foods to prevent cross-contamination](#), and always wash cutting boards and utensils in hot, soapy water between uses. Unsure if the food is done? Use a food thermometer. Make sure to keep the grill clean and properly store leftovers, too.

Share your grilling tips and recipes with us using #eatright on social media.

### Sample Social Media Posts

When grilling, cross-contamination tops the list of food safety concerns. Luckily, you can prevent it by following these five strategies: [sm.eatright.org/GrillRules](http://sm.eatright.org/GrillRules) #eatright #NationalGrillingMonth

During a barbecue, always keep nutrition and food safety in mind! Here are some helpful, hot-off-the-grill tips to follow during #NationalGrillingMonth and beyond: [sm.eatright.org/bbq](http://sm.eatright.org/bbq) #eatright

Marinated with a salt-free sauce, jerked chicken makes a great backyard barbecue entrée, especially when complemented with the flavor of grilled fresh pineapple! Try this tasty recipe: [sm.eatright.org/JerkedChicken](http://sm.eatright.org/JerkedChicken) #eatright #NationalGrillingMonth

If you or your family members follow a vegetarian or vegan eating plan, there are plenty of ways to prepare meatless main dishes, sides and desserts for your summer cookout! Try these delicious ideas: [sm.eatright.org/VegetarianCookout](http://sm.eatright.org/VegetarianCookout) #eatright #NationalGrillingMonth

# August

## Key Dates in August 2023

1	World Lung Cancer Day
3	National Watermelon Day
5	National Oyster Day
5	National Mustard Day
8	National Zucchini Day
15	National Relaxation Day
18	National Fajita Day
19	National Potato Day
19	World Humanitarian Day
21	National Senior Citizens Day
24	National Waffle Day
29	National More Herbs, Less Salt Day
31	National Trail Mix Day
1-7	World Breastfeeding Week
6-12	National Farmers Market Week
6-12	National Health Center Week
	Children's Eye Health and Safety Month
	Digestive Tract Paralysis Awareness Month
	<b>Kids Eat Right Month®</b>
	National Breastfeeding Month
	National Immunization Awareness Month
	National Peach Month
	National Sandwich Month
	Psoriasis Action Month
	Summer Sun Safety Month

## Talking Points

### Barbecue Pork Sandwich Recipe (National Sandwich Month)

Summer is a busy time full of many outdoor activities and excursions. Sandwiches can be a quick and nutritious option for those on-the-go days! Choose from a variety of healthy ingredients.

[www.eatright.org/recipes/entrees/barbecue-pork-sandwiches-recipe](http://www.eatright.org/recipes/entrees/barbecue-pork-sandwiches-recipe)

- Consider filling your sandwich with lean cuts of beef, ham, turkey or chicken. When choosing from your local deli, make sure to ask for the low-salt varieties.
- If you are following a plant-based eating plan, consider a protein source such as tofu, tempeh and mashed chickpeas. Nut and seed butters also can be part of a nutritious sandwich. They contain heart-healthy fats that may help reduce the risk of heart disease and stroke later in life. Compare labels to find products that are low in added sugars.
- Choose your bread wisely and take a good look at the ingredients. Or, consider making a wrap with lettuce leaves or a whole-grain flatbread, naan or tortilla.
- Fill the sandwich with fresh vegetables such as lettuce, tomatoes, cucumbers, and peppers — the list is endless! How about trying something new such as beets or radishes?
- If you decide to purchase a sandwich, make sure to ask for mayonnaise and other sauces on the side.

### Farmers Markets: Bringing the Farm to Table (National Farmers Market Week)

Celebrate National Farmers Market Week throughout the first full week of August. During this time, local farmers have an extra opportunity to market their produce. Make sure to take advantage of this chance to grab some fresh fruits and vegetables! [www.eatright.org/food/planning/smart-shopping/farmers-markets-bringing-the-farm-to-table](http://www.eatright.org/food/planning/smart-shopping/farmers-markets-bringing-the-farm-to-table)

- Arrive early if you want your pick of certain food items. Looking for deals? Arrive later in the day. Sometimes sellers offer discounts for produce remaining at the end of the day.
- Take time to talk to the farmers. Learn how their foods are grown. Not sure how to cook a certain vegetable? Ask them for ideas on preparing and serving their food.
- To find your local markets and learn what your nearby farmers are currently harvesting, consider using websites such as the USDA's Local Food Directories.

## Sample Social Media Posts

Sandwiches can be a quick and nutritious option for busy summer days! Try this grilled chicken salad on whole-wheat bread for #NationalSandwichMonth: [sm.eatright.org/ChknSalad](http://sm.eatright.org/ChknSalad) #eatright

Breastfeeding offers many benefits to babies and new moms. To set yourself up for success before your baby arrives and during the first year, use these tips: [sm.eatright.org/BrstfdBasics](http://sm.eatright.org/BrstfdBasics) #eatright #kidseatright #NationalBreastfeedingMonth

August is National Breastfeeding Month! #NBM23 is an opportunity to learn more about the benefits of breastfeeding and the role of RDNs. Visit [sm.eatright.org/BrstfdMnth](http://sm.eatright.org/BrstfdMnth) for resources and materials on breastfeeding. #eatrightPRO

6-12: Food at the farmers market often is affordable, delicious and locally grown! Use these tips to become a savvy farmers market shopper: [sm.eatright.org/SavyShopper](http://sm.eatright.org/SavyShopper) #eatright #FarmersMarketWeek

#FNCE 2023 sessions span 11 tracks with topics ranging from behavioral and mental health to technology impacting practice. Check out the schedule of sessions: [sm.eatright.org/FNCE23Program](http://sm.eatright.org/FNCE23Program) #eatrightPRO #RDNCPE



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## Celebrate Kids Eat Right Month® throughout August!

The Academy of Nutrition and Dietetics and the Academy Foundation highlight the importance of children's health and nutrition during Kids Eat Right Month® in August by providing resources on healthful eating and active lifestyles for kids from infants to teens. Parents can obtain information on everything from smart shopping tips and ways to encourage physical activity, to healthful recipes, as well as access to credentialed nutrition and dietetics practitioners.

Eating healthy doesn't have to be boring and tasteless. Parents can start off by stocking the kitchen with healthy and fresh food including produce. [Educate your children about nutrition](#). Experiment with various recipes. Try something that you've never tried before. Make it fun! Looking for ideas on how to observe Kids Eat Right Month® locally? [Access the Academy's free materials](#) and find tips on how to celebrate this important month near you!

RDNs can take advantage of the Academy Foundation's free [Kids Eat Right resources and toolkits](#), including a new Healthy Drinks, Healthy Kids toolkit for Registered Dietitian Nutritionists (RDNs) and Nutrition and Dietetics Technicians, Registered (NDTRs). RDNs and NDTRs can also learn more about grant opportunities to support their work.

When it comes to physical activity, [encourage children to do something that they enjoy](#), whether it be playing pickleball, running, baseball, or soccer. By doing activities that kids enjoy, they will be motivated to continue. Parents can get involved in family activities such as taking walks and bicycling together. It's up to you! Not sure where to start? [Contact one of our many nutrition experts](#) to get guidance and resources.

Throughout Kids Eat Right Month®, use the hashtags #KERmonth and #kidseatright to spread the word on social media. Visit [eatright.org](#) for more articles about children's nutrition for all ages, food allergies, recipes and more.

### Sample Social Media Posts

Not sure how to start teaching your child about nutrition and healthful eating? From home to the supermarket and school, these tips can make the experience fun and educational! Learn more during #KidsEatRight Month: [sm.eatright.org/NutritionKnowHow #KERmonth](#)

#KidsEatRight Month is a great time for RDNs and NDTRs to showcase their expertise as food and nutrition experts! Get started by taking these actions: [sm.eatright.org/KERMonthResources #KERmonth #eatrightPRO](#)

At least 60 minutes of physical activity a day helps older children and adolescents grow strong bones and muscles, build endurance and perform well in school. To encourage your family to get active, use these tips: [sm.eatright.org/GetActive #kidseatright #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: [sm.eatright.org/fnddonation #eatrightPRO #KERmonth](#)

Check out the Kids Eat Right Healthy Drinks, Healthy Kids toolkit for RDNs and NDTRs! Get free CPEU webinars and other resources on what young children ages 0 to 5 years old should be drinking as part of a healthy diet: [sm.eatright.org/ResourcesKER #kidseatright #KERmonth](#)



# September

## Key Dates in September 2023

- 1. National Food Bank Day
- 2. World Coconut Day
- 4. National Macadamia Nut Day
- 4. Labor Day
- 8. **Deadline for FNCE® 2023 early bird registration rates**
- 13. International Chocolate Day
- 13. National Celiac Disease Awareness Day
- 13. National Peanut Day
- 16. National Guacamole Day
- 18. National HIV/AIDS and Aging Awareness Day
- 21. World Alzheimer's Day
- 25. National Cooking Day
- 25. World Lung Day
- 26. National Dumpling Day
- 27. National Women's Health & Fitness Day
- 29. World Heart Day
- 10-16: National Suicide Prevention Week
- Sept. 15-Oct. 15: National Hispanic Heritage Month
- 18-22: 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 Fruits & Veggies Month
- National Rice Month
- National Yoga Month
- Ovarian Cancer Awareness Month
- Prostate Cancer Awareness Month
- Whole Grains Month
- World Alzheimer's Month

## Talking Points

### What is a Whole Grain (Whole Grains Month)

During Whole Grains Month, learn how to add more whole-grain foods to your family's meals and snacks. First, it's important to know what whole grains are and what nutritional value they provide.

[www.eatright.org/food/food-groups/grains/what-is-a-whole-grain](http://www.eatright.org/food/food-groups/grains/what-is-a-whole-grain)

- Barley (not pearled), quinoa, oats, brown rice and pastas, breads and cereals made with whole-grain flours are examples of whole-grain foods. When reading food labels, look for the words "whole grain" listed as the first ingredient or the second ingredient after water.
- Looking for kid-friendly, easy-to-make whole-grain snacks? Combine one-half cup whole-grain cereal, dried fruit and nuts, or [try one of our delicious recipes!](#)
- Per the USDA's National School Lunch Program guidelines, many schools now serve whole-grain foods. Schools are advised to offer whole grains with at least 8 grams or more per serving. Check with your children's school for more nutrition information.

### Celebrate Hispanic Heritage Month

During this month-long event starting on September 15, take time to celebrate and acknowledge the contributions and cultures of Hispanic Americans and their Spanish, Mexican, Caribbean and Central and South American ancestors. Check out the many ways to get involved and to celebrate Hispanic culture.

[www.eatright.org/food/cultural-cuisines-and-traditions/celebratory-dates/celebrate-hispanic-heritage-month](http://www.eatright.org/food/cultural-cuisines-and-traditions/celebratory-dates/celebrate-hispanic-heritage-month)

- Visit your local library to find a book or watch a documentary to learn about Hispanic history. Better yet, find one produced by someone of Hispanic heritage.
- Learn how to cook [some traditional dishes](#).
- Learn how to modify some favorite Hispanic dishes for your individual health and nutrition needs, such as these [Puerto Rican staples](#).
- Too tired to cook? Visit a local restaurant that is Hispanic-owned and operated.

## Sample Social Media Posts

Sept. 15-Oct. 15: Officially established in 1988 as a month-long event, #HispanicHeritageMonth is observed every year from September 15 to October 15 in the United States. Celebrate this month and year-round with these ideas: [sm.eatright.org/celebrateHJM](http://sm.eatright.org/celebrateHJM) #eatright

Make whole grains a delicious and nutritious part of your family's eating plan! Learn how to identify whole-grain foods and serve them in a kid-friendly way: [sm.eatright.org/wholegrain](http://sm.eatright.org/wholegrain) #eatright #kidseatright #WholeGrainsMonth

To reduce the risk of food poisoning in your home, always take food safety precautions when you shop, store, cook and transport foods. Follow these 4 simple steps during National Food Safety Education Month and beyond: [sm.eatright.org/4foodsafety](http://sm.eatright.org/4foodsafety) #eatright

Early-bird pricing for #FNCE 2023 in Denver, Colo., ends September 8! Will you be there? Register and save on the live conference experience: [sm.eatright.org/FNCE23reg](http://sm.eatright.org/FNCE23reg) #eatrightPRO

The Academy continues to champion the Medical Nutrition Therapy Act, the passage of which would help address malnutrition in the United States. Learn more: [sm.eatright.org/MNTInfo](http://sm.eatright.org/MNTInfo) #eatrightPRO #ASPENMAW23



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## World Alzheimer's Month

### Creating Action and Awareness During World Alzheimer's Month

Every year, World Alzheimer's Month is recognized in September. Started by Alzheimer's Disease International (ADI), this global campaign is aimed at increasing public awareness and changing perceptions around dementia and Alzheimer's disease.

Individuals with dementia experience forgetfulness and memory loss. Often many of these individuals struggle to obtain the right amount of nutrients to maintain a healthy body weight. While many people with dementia do not follow a specific eating plan, and though no food or supplement can cure memory loss, research suggests that nutrition plays a role in [brain health](#).

Omega-3 fatty acids in fish have been found in some cases to improve memory. While plant-based sources such as walnuts, chia and flaxseed contain omega-3 fatty acids, the amount tends to be less. Consider reaching out to a [nutrition expert](#) who can provide a personalized plan to suit you or your loved one's specific needs.

Throughout September, make sure to use hashtag the #WorldAlzheimersMonth. Go a step further and consider donating or volunteering your time to an Alzheimer's or dementia-focused organization.

### Sample Social Media Posts

Research suggests that improved memory is just one of many benefits associated with eating fish! Throughout #WorldAlzheimersMonth and beyond, use these tips to add more fish to your meals: [sm.eatright.org/FishBrain](#) #eatright

During #WorldAlzheimersMonth, support your brain health by maintaining a balanced eating plan which includes fruits, vegetables and omega-3 fatty acids. Learn more: [sm.eatright.org/EatRight4Life](#) #eatright

If you or a family member has Alzheimer's, a registered dietitian nutritionist can provide individualized, evidence-based nutrition guidance. Learn what to expect when visiting an RDN: [sm.eatright.org/RDNreasons](#) #eatright #WorldAlzheimersMonth

Close to two-thirds of those with Alzheimer's are women, as are their caregivers. Learn how registered dietitian nutritionists can help mitigate this silent women's health crisis in this #eatrightPRO webinar: [sm.eatright.org/AvertingAlzheimers](#) #WorldAlzheimersMonth

# MAKE IT A MILLION SCHOLARSHIP CAMPAIGN

## Support the Foundation's Make It a Million Scholarship Campaign

Demand for Foundation scholarships has significantly increased over the last six years. Applications have increased from 600 for the 2016-2017 academic year to 1,049 applications for the 2023-2024 academic year. While our Foundation has increased the number of scholarships awarded each year, the demand still outnumbers the amount of scholarships we are able to award at a ratio of almost 3 to 1.

Our Foundation prioritizes inclusion, diversity, equity, and access (IDEA) within its scholarship program, and encourages a holistic review process. Consideration is given to applicants' life circumstances, academic achievement, professionalism and financial need. For the 2022-2023 academic year, our Foundation awarded \$555,200 in scholarships to support 180 students and dietetic interns of diverse backgrounds and cultures. The Foundation remains committed to advancing IDEA within the profession.

To keep pace with the growing demand of scholarships, increased costs of an education and challenges students must overcome, the Academy Foundation launched its [Make It a Million Scholarship Campaign](#) and will be asking all Academy leaders, members, students and affiliated organizations to come together and support this effort that will raise \$1 million and allow us to award \$1 million in scholarships annually.

### 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. [sm.eatright.org/Makelt1Million](http://sm.eatright.org/Makelt1Million) #eatrightPRO

Support the future of the nutrition and dietetics profession by donating to the Foundation's #Makelt1Million Scholarship Campaign! Learn more about the impact of your donation: [sm.eatright.org/Makelt1Million](http://sm.eatright.org/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: [sm.eatright.org/Makelt1Million](http://sm.eatright.org/Makelt1Million) #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: [sm.eatright.org/Makelt1Million](http://sm.eatright.org/Makelt1Million) #Makelt1Million #eatrightPRO

# Coming Soon:

- |          |  |
|----------|--|
| October  | <b>Food &amp; Nutrition Conference &amp; Expo®</b> |
| November | National Diabetes Month                            |
| December | Healthful eating during the holidays               |

## Follow the Academy on social media!

For professional news and updates:

- |  |  |
|--|--|
|   | <a href="http://www.facebook.com/eatrightPRO">www.facebook.com/eatrightPRO</a>                   |
|   | <a href="http://twitter.com/eatrightPRO">twitter.com/eatrightPRO</a>                             |
|   | <a href="http://www.linkedin.com/company/eatrightpro/">www.linkedin.com/company/eatrightpro/</a> |
|   | <a href="http://www.instagram.com/eatright_PRO/">www.instagram.com/eatright_PRO/</a>             |
|  | <a href="http://www.youtube.com/EatRightPROtv">www.youtube.com/EatRightPROtv</a>                 |

For messaging to share with clients and consumers:

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|---|--|
|  | <a href="http://www.facebook.com/EatRightNutrition">www.facebook.com/EatRightNutrition</a> |
|  | <a href="http://twitter.com/eatright">twitter.com/eatright</a>                             |
|  | <a href="http://www.youtube.com/EatRightTV">www.youtube.com/EatRightTV</a>                 |
|  | <a href="http://www.pinterest.com/kidseatright/">www.pinterest.com/kidseatright/</a>       |



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.