



Social Media Toolkit

April - June 2024



April

Key Dates in April 2024

2	World Autism Awareness Day
4	International Carrot Day
7	World Health Day
8	National Empanada Day
10	<i>Eid al-Fitr</i>
13	Sarcoidosis Awareness Day
14	National Pecan Day
18	Learning Lounge proposals close
19	National Garlic Day
22	Earth Day
23	National Picnic Day
23	Foundation scholarship application deadline
26	National Pretzel Day
30	National Raisin Day
1-7	National Public Health Week
11-17	Black Maternal Health Week
21-27	National Infertility Awareness Week
22-26	Every Kid Healthy Week
22-30	<i>Passover</i>
24-26	<i>Buddhist New Year, Theravada tradition</i>
	Alcohol Awareness Month
	Arab American Heritage Month
	Cushing's Disease Awareness Month
	Irritable Bowel Syndrome Awareness Month
	Move More Month
	National Autism Awareness Month
	National Cancer Control Month
	National Minority Health Month
	National Pecan Month
	National Preceptor Month
	National Soy Foods Month
	National Stress Awareness Month
	Parkinson's Disease Awareness Month

Talking Points

Irritable Bowel Syndrome (IBS Awareness Month)

Irritable bowel syndrome, or IBS, is a chronic or reoccurring series of gastrointestinal symptoms which may include abdominal pain, cramping, constipation or diarrhea, bloating and gassiness. Though no specific cause is known, certain foods and stress may trigger symptoms. Because of this, controlling stress and making dietary changes may help in managing IBS.

<https://www.eatright.org/health/health-conditions/digestive-and-gastrointestinal/irritable-bowel-syndrome>

- Eat small, frequent meals on a regular basis. This will ease the amount of food moving through your intestinal tract and help regulate your bowels.
- Incorporate more whole fruits, vegetables, beans and whole grains into your diet. Start slowly to get your body adjusted to eating more fiber.
- Fiber draws water from your body to move foods through your intestine. It's important to drink enough fluids to avoid constipation.
- Reach out to an RDN. A registered dietitian nutritionist can help you identify which foods and habits might be IBS triggers and provide you with healthy eating strategies to help manage symptoms.

Lifestyle and Managing Stress (National Stress Awareness Month)

During stressful times, many people turn to comfort foods that often are high in saturated fats or added sugars. Learn about the relationship between stress and food, as well as ways to help manage stress. <https://www.eatright.org/health/wellness/mental-health/lifestyle-and-managing-stress>

- Follow a nutritious eating plan to get vitamins and minerals through the foods you eat. Fruits and vegetables contain antioxidants along with other nutrients that may work together to promote health.
- This includes sources of B vitamins which contribute to brain health and may help to manage stress. These vitamins can be found in foods such as whole grains, fruits, vegetables, dairy products, beans and meats.
- Take a time out. Relieve stress by meditating or performing breathing exercises. Talk with friends, family or a medical professional. Participate in regular physical activity.
- Need help with managing stress? A registered dietitian nutritionist can work with you to create an individualized healthy eating plan.

Sample Social Media Posts

Did you know April is Irritable Bowel Syndrome Awareness Month? Take time to learn about this condition, and how an RDN can help: [sm.eatright.org/IrritableBowelSyndrome](https://www.eatright.org/IrritableBowelSyndrome) #eatright #IBSAwarenessMonth

While no food or supplement can combat stress, maintaining a nutritious eating plan and engaging in physical activity can help you manage it. During #StressAwarenessMonth, use these tips: [sm.eatright.org/ManagingStress](https://www.eatright.org/ManagingStress) #eatright

If you are of legal age and choose to drink alcohol, always do so responsibly! Consider these guidelines for consuming alcohol in moderation: [sm.eatright.org/EatRightDrinkResponsibly](https://www.eatright.org/EatRightDrinkResponsibly) #eatright #AlcoholAwarenessMonth

With the days getting longer and the temperature rising, spring is the perfect time to get outside and be active! Use these ideas during #MoveMoreMonth: [sm.eatright.org/SpringAction](https://www.eatright.org/SpringAction) #eatright

Nutrition and dietetics students and interns: Don't miss your chance to apply for a Foundation scholarship! Before submitting your application by April 23, review the eligibility criteria and requirements: [sm.eatright.org/scholarships24](https://www.eatright.org/scholarships24) #eatrightPRO #futureRDN



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April 23 is the deadline to apply for an Academy Foundation scholarship!

The [Academy of Nutrition and Dietetics Foundation](#) 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!

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. Individual scholarships range in value from \$500 to \$25,000 each.

Last year, the Foundation awarded more than \$806,000 to dietetic students and interns to support their educational expenses for the 2023-2024 academic year. [Learn more](#) about applying for Foundation scholarships.

Before applying, review the eligibility criteria on the Foundation's website. You also can view the [Foundation Scholarship FAQ](#) and [Scholarship Application Checklist](#).

[All scholarship applications](#), including supporting materials, are due by April 23, 2024, at 10 a.m. Central time. Encourage students and dietetic interns to apply and challenge educators, preceptors, and other professional colleagues to spread the word!

Sample Social Media Posts

The Academy Foundation is the world's largest provider of dietetic scholarships to students at all levels of study! To be considered for a 2024-2025 academic year scholarship, complete the application by April 23: sm.eatright.org/AppPortal #eatrightPRO #futureRDN

If you complete the Academy Foundation's online scholarship application, you are automatically considered for hundreds of Foundation scholarships! The deadline is April 23: sm.eatright.org/AppPortal #eatrightPRO #futureRDN #MakeIt1Million

Looking for ways to make your Foundation scholarship application stand out? Be yourself! Authentic experiences stand out to reviewers. Share your story and apply by April 23: sm.eatright.org/scholarships24 #eatrightPRO #futureRDN #MakeIt1Million

In 2023, the Foundation awarded \$806,800 to 294 students and dietetic interns. Learn more about these scholarships and apply for one today: sm.eatright.org/scholarships24 #eatrightPRO #MakeIt1Million



Celebrate the impact of preceptors during National Preceptor Month.

Since 2013, the Academy has celebrated National Preceptor Month in April. [Preceptors](#) 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. [Share your preceptor story](#) online. You can also check out [what students and programs are doing to thank their preceptors](#).

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

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

Sample Social Media Posts

During #PreceptorMonth celebrate preceptors who have made a positive impact on your education. Submit your story online: [sm.eatright.org/PrecepStory](#) #eatrightPRO

Preceptors are vital to the next generation of nutrition and dietetics professionals. Celebrate them and learn more about becoming a preceptor: [sm.eatright.org/PrecepNDEP](#) #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/PrecepResources](#) #eatrightPRO #PreceptorMonth

Recognize the exceptional mentorship and leadership of your preceptor. To learn more about the Outstanding Preceptor Award, visit [sm.eatright.org/PreceptAwards](#) #eatrightPRO #PreceptorMonth

Looking for a preceptor? Check out the online database and search by zip code, practice area and more: [sm.eatright.org/PreceptorDatabase](#) #eatrightPRO #PreceptorMonth

May

Key Dates in May 2024

1	Call for late-breaking FNCE® abstracts opens
2	World Tuna Day
5	World Hand Hygiene Day
8	National Bike to School Day
8	World Ovarian Cancer Awareness Day
9	Ascension Day
10	National Shrimp Day
12	Mother's Day
13	International Hummus Day
15	International Day of Families
17	World Hypertension Day
19	Pentecost
23	Vesak Day
27	Memorial Day
29	National Senior Health & Fitness Day
31	Deadline to renew Academy membership
5-6	Yom HaShoah
12-18	Food Allergy Awareness Week
12-18	National Women's Health Week
	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
	Lupus Awareness Month
	Lyme Disease Awareness Month
	Mental Health Awareness Month
	Mobility Awareness Month
	National Asthma and Allergy Awareness Month
	National Barbecue Month
	National Cancer Research Month
	National High Blood Pressure Education 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

Food Allergies and Intolerances (Food Allergy Action Month)

Millions of Americans have allergic reactions to food every year. It's important to understand the difference between food allergies and food intolerances and how to help minimize the chance of a food reaction. <https://www.eatright.org/health/health-conditions/allergies-and-intolerances/food-allergies-and-intolerances>

- A food allergy is when your body's immune system reacts to a substance in a food. Symptoms can range from mild (such as a runny nose or itchy eyes) to life-threatening.
- Food intolerance is when your body is unable to digest a certain component of a food, such as lactose, a sugar found in milk. Symptoms may include abdominal cramping or diarrhea, but it is not life-threatening.
- Read food labels and ingredient lists carefully. Most food-allergic reactions in Americans are caused by milk, egg, peanuts, tree nuts, fish, crustacean shellfish, sesame, soy and wheat. Be aware that many of these foods often are called by other names.
- Alert the staff at school of your child's food allergy and make sure they know what to do in case an allergic reaction occurs.

Combating High Blood Pressure (National Blood Pressure Education Month and World Hypertension Day)

According to the Centers for Disease Control and Prevention, about 37 million adults in the U.S. have high blood pressure, which is a major risk factor for heart disease, stroke, congestive heart failure and kidney disease. Along with a physician's care, a heart-healthy eating plan can help to manage blood pressure. <https://www.eatright.org/health/health-conditions/cardiovascular-health-heart-disease-hypertension/combating-high-blood-pressure>

- Eat colorful fruits and vegetables that contain potassium, such as tomatoes and oranges, to help lower blood pressure.
- Choose heart-healthy foods that can help manage your blood pressure such as beans and lentils; soybeans and tofu; fruits and vegetables; salmon and tuna; whole-grain breads, pasta and oatmeal; and unsalted nuts.
- Limit saturated fat by replacing it with sources of unsaturated fat.
- Reduce sodium. Less than 2,300 milligrams per day is recommended for people 14 and older and less for children who are 13 and younger. Adults with prehypertension and hypertension should consult with their health care provider.

Sample Social Media Posts

While allergic reactions to food can be serious, it's important to know the facts and what you can do to help reduce the risks. Read this handy overview during #FoodAllergyActionMonth: [sm.eatright.org/allergintol](https://www.eatright.org/allergintol) #eatright

During National High Blood Pressure Education Month, focus on ways to combat high blood pressure such as increasing your physical activity, achieving or maintaining a healthy weight and following this heart-healthy eating plan: [sm.eatright.org/HighBloodPressure](https://www.eatright.org/HighBloodPressure) #eatright

Fire up the grill and take your meal prep outside! Build a healthful barbecue with lean protein foods and seasonal fruits and vegetables: [sm.eatright.org/CookOut](https://www.eatright.org/CookOut) #eatright #NationalBarbecueMonth

Did you know May is #NationalSaladMonth? To create a tasty salad with nutritious toppings, try these ideas: [sm.eatright.org/HealthySalad](https://www.eatright.org/HealthySalad) #eatright

Do you have groundbreaking research you'd like to share at #FNCE? Submit your late-breaking abstract by May 31: [sm.eatright.org/fnce24abstracts](https://www.eatright.org/fnce24abstracts) #eatrightPRO



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Support the Academy Foundation when renewing your Academy membership.

During the renewal process, you can elect to donate directly to the Foundation. [Renew your Academy membership](#) by May 31.

The [Foundation](#) 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 [donate](#) 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, [scholarships](#) 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: sm.eatright.org/DonatePRO #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/JoinRenew #eatrightPRO

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

The Academy Foundation supports nutrition and dietetics professionals through grants, awards, scholarships and more. Support the Foundation when renewing your Academy membership: sm.eatright.org/JoinRenew #eatrightPRO



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May is National Osteoporosis Awareness and Prevention Month.

National Osteoporosis Awareness and Prevention Month brings attention to [osteoporosis](#) — a condition characterized by weak, porous bones — and provides an opportunity to learn more and educate others about this condition that primarily affects older adults. Known as a “silent disease,” the first indication of osteoporosis often is when a bone breaks.

Although anyone may develop osteoporosis, risk increases after age 50, with men 70 and older and women 65 and older at increased risk. Women, especially white and Asian women, tend to be at increased risk. Following a healthful eating plan and participating in weight-bearing activities can help to keep bones strong and lessen the risk of osteoporosis.

Many nutrients found in foods can contribute to bone health including [calcium](#), vitamin D, vitamin K, potassium and magnesium. Calcium is an important nutrient needed to form new bone cells. It can be found in foods such as low-fat or fat-free milk and fortified foods and beverages such as soy milk, tofu, some ready-to-eat cereals and 100% fruit juice. Other sources include soybeans and dark green leafy vegetables, but the amount of calcium the body absorbs from these foods can vary. Calcium needs change at different stages of life so taking steps to build bone health when we’re young can be beneficial.

[Lifestyle factors](#) also may contribute to bone health and help to decrease the risk of osteoporosis. Incorporating weight-bearing physical activity and [resistance training](#) into daily life can help keep bones strong and healthy. Avoiding smoking and limiting alcohol consumption also is beneficial.

A [registered dietitian nutritionist](#) can help you create a personalized eating plan that addresses your bone-health needs to help lower the risk of osteoporosis.

Sample Social Media Posts

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

Don't wait until a break! Learn how your food and drink choices now can affect your bone health later in life: sm.eatright.org/UnderstandingOsteo #eatright #NationalOsteoporosisMonth

Did you know that adults usually reach peak bone mass by the age of 30? Strong bones are just as important for men as women. Discover the essential ways to promote healthy bones for life: sm.eatright.org/MensBoneHealth #eatright #NationalOsteoporosisMonth

To develop and maintain strong bones, it's especially important to consume enough calcium throughout life. Learn more about this nutrient and a few surprising places you can find it: sm.eatright.org/Calc #eatright #NationalOsteoporosisMonth

Incorporating resistance training into a regular exercise routine is crucial for maintaining healthy muscles and bones. Find out why and get a few tips during #NationalOsteoporosisMonth: sm.eatright.org/ResistanceTrain #eatright

June

Key Dates in June 2024

1 Student Liaison applications for 2024-2025 school year open

1	World Milk Day
3	National Egg Day
4	National Cheese Day
5	Global Running Day
5	National Cancer Survivors Day
5	World Environment Day
7	World Food Safety Day
8	World Oceans Day
8	Family Health & Fitness Day
10	National Iced Tea Day
11	FNCE® registration opens
11	National Corn on the Cob Day
12	International Falafel Day
15	Day of Arafah
16	Father's Day
17	Eat All Your Veggies Day
18	Autistic Pride Day
18	International Picnic Day
19	Juneteenth
19	World Sickle Cell Day
21	Global Day of Recognition of ALS/MND
21	National Smoothie Day
23	United Nations Public Service Day
30	World Social Media Day
10-16	Men's Health Week
11-13	Shavuot
16-18	Eid al-Adha
	Alzheimer's & Brain Awareness Month
	Cataract Awareness Month
	Men's Health Month
	Migraine and Headache Awareness Month
	National Dairy Month
	National Iced Tea Month
	National Soul Food Month
	Pride Month

Talking Points

Vegetables Are a Key Part of Nutrition for Men's Health (Men's Health Month)

Vegetables provide dietary fiber, vitamins, minerals and phytonutrients that play a significant role in staying healthy and should be included in everyone's eating routine.

<https://www.eatright.org/food/food-groups/vegetables/vegetables-are-a-key-part-of-nutrition-for-mens-health>

- Include a variety. Choose vegetables from all of the subgroups — dark green, red and orange, beans and peas, as well as starchy ones.
- Don't overcook your vegetables. Even though vegetables are a major source of nutrients, water-soluble vitamins can be destroyed by exposure to high temperatures and long cooking times or lost when cooking water is discarded.
- Meet your veggie requirements. Adult men should consume 2½ to 4 cups of vegetables daily. Include them in meals and snacks, and experiment with different ways to cook them such as grilling or steaming.
- Contact an RDN. If you're unsure about how to incorporate vegetables into your meals and snacks, consider reaching out to a registered dietitian nutritionist who can assist you with an individualized eating plan that includes nutrient needs specific to men.

RDNs Provide Inclusive Care (Pride Month)

Pride Month honors the first Pride march that was held in New York in 1970, bringing together individuals of the LGBTQIA+ community. One of the most important roles of registered dietitian nutritionists is to provide nutrition counseling that is inclusive of everyone.

<https://www.eatright.org/health/wellness/weight-and-body-positivity/rdns-provide-inclusive-care>

- Did you know? Just over 7% of American adults identify as lesbian, gay, bisexual, transgender or something other than heterosexual.
- Learn the terminology. A good first step to working with any individual within the LGBTQIA+ community is to understand relevant terminology and concepts such as queer, nonbinary or transgender.
- Get nutrition advice from an RDN. There are many RDNs who specialize in the health and wellness of LGBTQIA+ individuals and communities. They can help you make mindful food choices or help manage a condition or disease through nutrition.

Sample Social Media Posts

Vegetables are important for any healthy eating pattern. During #MensHealthMonth, learn more about veggie recommendations for men: [sm.eatright.org/VeggiesMensHealth](https://www.eatright.org/VeggiesMensHealth) #eatright

One of the most important roles of RDNs is to provide nutrition counseling that is inclusive of everyone. During #PrideMonth, learn more about LGBTQIA+ terminology and concepts, and consider seeing an RDN: [sm.eatright.org/InclusCare](https://www.eatright.org/InclusCare) #eatright

June 11: #FNCE 2024 registration is OPEN! Register to attend the largest gathering of food and nutrition professionals: [sm.eatright.org/FNCE2024](https://www.eatright.org/FNCE2024) #eatrightPRO

June 19: Today, we recognize #Juneteenth, the day in 1865 when troops arrived in Galveston, Texas to ensure that all enslaved people were to be freed. Learn how you can observe and honor Juneteenth: [sm.eatright.org/Juneteenth24](https://www.eatright.org/Juneteenth24) #eatright

In the summertime, nothing is better than going to the beach! Always bring healthful snacks, stay hydrated and practice proper food safety: [sm.eatright.org/SandSurfEats](https://www.eatright.org/SandSurfEats) #eatright



June is Alzheimer's and Brain Awareness Month.

According to the Alzheimer's Association, more than 55 million people in the world are living with Alzheimer's disease or another dementia. Alzheimer's is the most common type of dementia affecting the older adult population in the United States. During Alzheimer's and Brain Awareness Month, learn more about brain health, as well as what you can do nutritionally to help reduce your risk of developing dementias such as Alzheimer's.

Some studies have suggested that a higher intake of dietary sources of DHA, an [omega-3 essential fatty acid](#), may be helpful in reducing the risk of dementia and Alzheimer's disease. Fish, such as salmon, tuna, mackerel, herring and trout, are a [source of DHA](#). Eating more seafood is recommended in the 2020-2025 *Dietary Guidelines for Americans* since many Americans fall short. Adults are encouraged to eat at least 8 ounces of a variety of seafood per week. Choices lower in mercury are encouraged, especially for young children and individuals who are pregnant or breastfeeding. For those following a vegan or vegetarian eating plan, algae, ground flaxseed, walnuts and chia seeds are sources of alpha-linolenic acid, or ALA, another type of omega-3 fatty acid which the body can convert to DHA, although at lower amounts.

[Antioxidants](#) such as vitamins C and E, as well as lycopene and the mineral selenium can help minimize damage caused by chronic inflammatory stress. Phytonutrients found in [cruciferous vegetables](#) such as broccoli, cabbage and dark leafy greens, and in fruits, including blackberries, blueberries and cherries, may also help support memory, as well as learning and cognitive performance.

[Vitamin D](#) is also believed to play a role in brain health. You can get this vitamin from sunlight, food such as fatty fish and fortified foods such as fortified orange juice and milk.

If you or a loved one is looking for nutrition guidance and a more personalized eating plan, consider reaching out to a [registered dietitian nutritionist](#).

Sample Social Media Posts

Did you know there are possible brain-supporting benefits associated with eating fish? Learn more: sm.eatright.org/BrainHealthFish #eatright #ENDALZ

June is Alzheimer's & Brain Awareness Month. Discover why cruciferous vegetables may help support memory and consider incorporating them into your eating plan: sm.eatright.org/CrucVeggies #eatright #ENDALZ

Did you know that vitamin D may play a role in brain health? Find out why and where to get this important nutrient during Alzheimer's & Brain Awareness Month: sm.eatright.org/VitD #eatright #ENDALZ

A registered dietitian nutritionist can help you or a loved one with a personalized eating plan and nutrition guidance. Find one during Alzheimer's & Brain Awareness Month: sm.eatright.org/FindanRD #eatright #ENDALZ

Coming Soon:

July Summertime
August Kids Eat Right Month®
September National Food Safety Education Month

Follow the Academy on social media!

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For messaging to share with clients and consumers:



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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.