

Social Media Toolkit

January - March 2024



January

Key Dates in January 2024

1 **Call for FNCE® 2024 Poster Session Abstracts opens**

1 New Year's Day

4 National Spaghetti Day

6 National Bean Day

9 National Apricot Day

11 National Milk Day

12 National Curried Chicken Day

15 Martin Luther King Jr. Day

19 National Popcorn Day

21 National Granola Bar Day

23 National Pie Day

24 National Peanut Butter Day

31 National Hot Chocolate Day

January 21-27: National Fresh Squeezed Juice Week

National Birth Defects Prevention Month

National Glaucoma Awareness Month

National Healthy Weight Awareness Month

National Hot Tea Month

National Mentoring Month

National Oatmeal Month

National Slow Cooking Month

National Soup Month

Thyroid Awareness Month

Talking Points

Understanding Thyroid Disease (Thyroid Awareness Month)

The thyroid is responsible for producing hormones that are involved in regulating systems in the body which affect functions such as heartbeat and blood flow, breathing rates and reproduction. Women, adults aged 60 and older and non-Hispanic white people are more likely to be affected by thyroid disease. It's important to keep the thyroid healthy by eating a variety of foods that include nutrients the thyroid needs to function. <https://www.eatright.org/health/health-conditions/endocrine-disorders/thyroid-health-101>

- Too much or too little iodine can affect the thyroid. Iodine is found in foods such as milk and other dairy, seafood (fish and shellfish) and eggs, as well as in iodized salt.
- Iron keeps the thyroid functioning properly. Beans, lentils, firm tofu, sardines and beef are good sources of iron. Vitamin C found in citrus fruits and other food sources helps to increase the absorption of iron from plant-based foods.
- Zinc and selenium also are important for thyroid health. Oysters are the richest source of zinc. Other good sources of zinc include beef and pork, pumpkin seeds and lentils. Selenium-rich foods include seafood such as tuna and shrimp, as well as chicken and turkey, eggs and brown rice.
- People who follow a vegan or vegetarian eating style may not consume enough of some of these nutrients, especially iodine. For personalized recommendations, reach out to a registered dietitian nutritionist.

Present a Poster Session at FNCE® 2024

From October 5-8, the Academy will host the Food & Nutrition Conference & Expo® in Minneapolis, Minn. Interested in sharing your original research, project or program report? Consider submitting an abstract to present a poster session.

<https://eatrightfnce.org/program/present-fnce/posters-presenters>

- An abstract is a brief, written summary (no more than 250 words) of the specific ideas or concepts to be presented and a statement of their relevance to practice or research.
- A poster presents content using charts, graphs, illustrations and/or photographs and highlights the important parts of a study/program and its practice applications.
- The Call for Abstracts will open on January 1, and the submission deadline is February 16. If your outcomes will not be finalized by the February 16 deadline, you can submit a late-breaking abstract between May 1 and May 31.

Sample Social Media Posts

What does the thyroid do, and how can you reduce your risk of thyroid disease? During #ThyroidAwarenessMonth, learn about the thyroid and what foods and nutrients you need to keep your thyroid healthy: sm.eatright.org/Thyroid101 #eatright

During #NationalHotTeaMonth and all winter long, cozy up with this simple Cardamom Ginger Chai recipe! Here's how to make the flavorful drink: sm.eatright.org/CardamomTea #eatright

Love using your slow cooker during winter? Review these food safety guidelines to ensure you're preparing meals safely with this handy tool: sm.eatright.org/SlowCooker #eatright #NationalSlowCookingMonth

Are your New Year's resolutions related to nutrition or maintaining a healthy lifestyle? Learn how a registered dietitian nutritionist can help! sm.eatright.org/SmartGoals #eatright

Want to present your original research at #FNCE 2024 in Minneapolis? Submit an abstract by February 16! Learn more and submit at: sm.eatright.org/FNCE24posters #eatrightPRO



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January is National Glaucoma Awareness Month.

Glaucoma is a disease that damages the optic nerve and is a leading cause of blindness in the United States. According to the Centers for Disease Control and Prevention (CDC), people at increased risk include African Americans over 40, all adults age 60 and older and individuals with diabetes.

Since glaucoma is often symptomless in the early stages, many people don't realize they have it until it's too late.

Chronic conditions such as high blood pressure and [diabetes](#) can affect vision and lead to an increased risk of glaucoma. According to the CDC, "people with diabetes are two times more likely to get glaucoma than people without diabetes."

Having routine and comprehensive eye exams is one measure that can help in lowering the risk of vision loss from glaucoma. Having a healthy lifestyle that includes a [healthful eating](#) regimen and [regular physical activity](#) also is important and can help in managing and reducing the risk of chronic conditions, including Type 2 diabetes.

If you are living with a chronic condition such as diabetes that increases your risk for glaucoma, [consider consulting a registered dietitian nutritionist](#) who can create an eating plan tailored to your individual food preferences, as well as your health and other needs, level of physical activity and lifestyle choices.

During January, promote glaucoma awareness and help in educating friends, family, clients and patients about the importance of eye health and ways to reduce the risk of eye diseases such as glaucoma. Remember to share your tips using #GlaucomaAwarenessMonth on social media.

Sample Social Media Posts

During #GlaucomaAwarenessMonth, opt for fruits and vegetables which provide antioxidants that promote eye health: sm.eatright.org/5EyeHealthFoods #eatright

Discover sensational slaw ideas to elevate your greens game and support your vision with a variety of nutrients: sm.eatright.org/SensationalSlaw #eatright #GlaucomaAwarenessMonth

Protect your vision and support eye health with the right nutrients! Learn how essential nutrients play a role in maintaining clear vision and overall well-being in this @eatright article: sm.eatright.org/5EyeHealthFoods #eatright #GlaucomaAwarenessMonth



Encourage fellow nutrition and dietetics professionals to use Academy of Nutrition and Dietetics Foundation resources.

The Academy Foundation assists nutrition and dietetics students and professionals in their academic endeavors; recognizes credentialed food and nutrition practitioners for their outstanding contributions; funds innovative research to enhance evidence-based practice; and provides resources through public education efforts. To receive assistance from the Foundation, you can apply for [research grants](#), [awards](#), [fellowships](#), [scholarships](#) and [disaster relief](#).

The Foundation offers a variety of awards and research grants for members, which are given to students, practitioners and educators. Many Foundation awards recognize the outstanding achievements of Academy members, encouraging individuals to grow as professionals and achieve excellence in new and developing areas of food and nutrition. Other opportunities include international awards as well as awards for continuing education and program development. For those conducting research, the Foundation provides grant funding for innovative nutrition and dietetics research. Applications for annual Foundation awards and research grants are open now and due February 20 at 5 p.m. Central time.

The Foundation awards hundreds of scholarships annually and is the world's largest provider of dietetic scholarships to students at all levels of study. In 2023, the Foundation awarded **\$806,800** to **294** students and dietetic interns. Scholarship opportunities are available for individuals enrolled in dietetic technician, undergraduate, graduate and doctoral programs, as well as dietetic internships! The scholarship application for the 2024-2025 academic year opens February 15, with a deadline of April 23, 2024, at 10 a.m. Central time.

Throughout the year, stay up to date with Foundation award, grant, scholarship and fellowship opportunities, and share them with friends and colleagues on social media [by subscribing](#) to our Kids Eat Right Monday Message and Foundation News.

Sample Social Media Posts

Are you in search of funding for nutrition and dietetics research? Check out the Academy Foundation's current research grant opportunities! Applications are due February 20: sm.eatright.org/FdnApplicationPortal #eatrightPRO

Did you know Foundation award opportunities exist for nutrition practitioners, educators and students? Apply by February 20: sm.eatright.org/FoundationAwards #eatrightPRO

By completing the Academy Foundation's online scholarship application, you are automatically considered for hundreds of Foundation scholarships! Apply by April 23: sm.eatright.org/FdnApplicationPortal #eatrightPRO #dietetics

The #eatrightPRO Foundation is the only charitable organization devoted exclusively to supporting nutrition and dietetics professionals and is the world's largest provider of dietetics scholarships. Your donation can make a difference. sm.eatright.org/Make1Million #Make1Million

February

Key Dates in February 2024

| | |
|-----------------|---|
| 1 | Membership renewal for 2024-2025 opens online |
| 1 | Voting in the Academy National Election opens |
| 2 | National Wear Red Day (heart disease awareness) |
| 4 | National Homemade Soup Day |
| 4 | World Cancer Day |
| 9 | National Pizza Day |
| 10 | Lunar New Year |
| 11 | Super Bowl |
| 11 | International Women and Girls in Science Day |
| 14 | Ash Wednesday |
| 14 | Valentine's Day |
| 15 | Foundation scholarship application opens |
| 15 | Voting in the Academy National Election closes |
| 16 | National Almond Day |
| 16 | Call for FNCE® 2024 Poster Session Abstracts closes |
| 19 | Presidents' Day |
| 20 | Foundation award and grant application closes |
| 26 | National Pistachio Day |
| 27 | National Strawberry Day |
| Feb. 7-13: | African Heritage and Health Week |
| Feb. 26-Mar. 1: | National Eating Disorder Awareness Week |
| | AMD/Low Vision Awareness Month |
| | American Heart Month |
| | Black History Month |
| | National Canned Food Month |
| | National Cherry Month |
| | National Children's Dental Health Month |
| | National Grapefruit Month |
| | National Snack Food Month |

Talking Points

6 Ways to Celebrate Black History Month

Black History Month celebrates the achievements of African Americans throughout history. During the month of February, learn more about Black culture and the significant roles African Americans have had in U.S. history. <https://www.eatright.org/food/cultural-cuisines-and-traditions/celebratory-dates/celebrate-black-history-month>

- **Read books by Black authors.** Visit your local library or online bookstores and peruse curated sections dedicated to celebrating Black authors.
- **Follow Black content creators.** If you're on social media, start with professional historians associated with museums, libraries and universities for credible historical references. Follow Black registered dietitian nutritionists for nutrition information or recipes.
- **Support Black health and wellness by advocating.** Access to health care for Black Americans is often less than adequate due to several social determinants of health, such as a lack of safe transportation. This is a dire issue since Black Americans not only experience a higher rate of illnesses, but also higher rates of death from these illnesses. You can help by supporting legislation aimed at eliminating racial and ethnic health disparities and chronic disease.

Heart-Healthy Cooking Tips (American Heart Month)

Although heart disease is the leading cause of death in the United States, you can reduce your risk by following a nutritious eating routine and healthy lifestyle habits.

<https://www.eatright.org/health/health-conditions/cardiovascular-health-heart-disease-hypertension/heart-healthy-cooking-tips>

- **Choose healthier fats.** Limit your intake of saturated fats and opt for unsaturated fats found in nuts, olives, avocados and fatty fish. Omega-3 fatty acids are found not only in fish and seafood, but also in vegetable oils, seeds and nuts. These fats may help increase good cholesterol levels.
- **Increase dietary fiber.** Fill half your plate at each meal with fiber-rich fruits and vegetables, and choose foods made with whole grains when possible.
- **Reduce sodium.** Replace high-sodium food products with those that contain lower amounts of sodium. Consider seasoning foods with flavorful salt-free herbs, spices and lemon or lime juice.

Sample Social Media Posts

Throughout February and all year long, learn about — and advocate for — access to health care for all, plus visit Black health, wellness and nutrition websites, and more: sm.eatright.org/CelebrateBHM #BlackHistoryMonth #eatright

During #AmericanHeartMonth, use these cooking tips to prepare heart-healthy meals at home! sm.eatright.org/HeartHealthyTips #eatright

Feb. 26-Mar. 1: National Eating Disorders Awareness Week is a great time to promote a healthy body image for kids. Use these five strategies: sm.eatright.org/BodyPositivity #NEDAwareness #eatright #kidseatright

Canned foods are a convenient, affordable way to incorporate more fruits and vegetables into your eating plan! During #NationalCannedFoodMonth, use these tips to select nutritious varieties for your family: sm.eatright.org/FamilyCannedFoods #eatright

Make your voice heard! Vote in the Academy's National Election starting February 1. Learn more: sm.eatright.org/election2024 #eatrightPRO



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February is National Cancer Prevention Month.

According to the National Cancer Institute, there were nearly 2 million new cases of cancer in 2023 in the United States.

Research shows many of these cases could have been [prevented with changes to lifestyle and diet](#). Following a healthy lifestyle also may increase chances of a full recovery.

Genetics, menstrual history and other factors contribute to the likelihood of getting breast cancer, but the risk of developing this type of cancer can be [reduced by following a healthy lifestyle](#). This includes following an eating style containing foods high in dietary fiber and nutrients that are naturally found in fruits, vegetables and whole grains.

Lung cancer is the third most common cancer in the United States, and the leading cause of cancer-related deaths worldwide. While more research is needed, [foods containing carotenoids](#), pigments that give the yellow, orange and red coloring to plant-based foods may help to decrease the risk of developing lung cancer.

If you or someone you know has cancer, consider visiting a registered dietitian nutritionist who can help by creating a comprehensive meal plan and putting together strategies to address your specific needs, whether it is loss of appetite or difficulty maintaining weight.

Throughout February, create awareness by using the hashtag #NationalCancerPreventionMonth. Consider donating or volunteering your time to a cancer organization in your community or one close to your heart.

Sample Social Media Posts

Want to reduce your risk of cancer? A healthy lifestyle can make a difference! Get tips and guidance on the role nutrition can play in cancer prevention during #NationalCancerPreventionMonth: sm.eatright.org/ReduceCancerRisk #eatright

Learn how healthful eating and physical activity could help reduce your risk of breast cancer. Check out this article by @eatright and start taking proactive steps today: sm.eatright.org/PreventBreastCancer #eatright #NationalCancerPreventionMonth

DYK? Lung cancer remains the third most common cancer in the United States. Discover nutrition recommendations to help reduce lung cancer risk and support treatment: sm.eatright.org/LungCancerRiskReduction #eatright #NationalCancerPreventionMonth

March

Key Dates in March 2024

| | |
|-------------------|--|
| 1 | Deadline to submit IDEA Awards and Grants applications |
| 1 | Deadline to submit National Honors and Awards nominations |
| 4 | World Obesity Day |
| 8 | International Women's Day |
| 8 | <i>Maha Shivratri</i> |
| 13 | Registered Dietitian Nutritionist Day |
| 14 | International School Meals Day |
| 14 | Nutrition and Dietetics Technician, Registered Day |
| 14 | World Kidney Day |
| 17 | St. Patrick's Day |
| 19 | Agriculture Day |
| 20 | World Oral Health Day |
| 22 | World Water Day |
| 23 | National Tamale Day |
| 25 | <i>Holi</i> |
| 26 | National Spinach Day |
| 26 | Purple Day (epilepsy awareness) |
| 26 | American Diabetes Association Alert Day® |
| 30 | National Doctor's Day |
| 31 | Transgender Day of Visibility |
| March 3-9: | National Consumer Protection Week |
| March 4-8: | National School Breakfast Week |
| March 10-16: | Sleep Awareness Week |
| March 10-April 9: | <i>Ramadan</i> |
| March 11-17: | Brain Awareness Week |
| March 23-24: | <i>Purim</i> |
| | National Colorectal Cancer Awareness Month |
| | Developmental Disabilities Awareness Month |
| | National Kidney Month |
| | National Noodle Month |
| | National Nutrition Month® |
| | Women's History Month |

Talking Points

Navigating Colorectal Cancer: Risk Factors, Screening and Lifestyle Tips (National Colorectal Cancer Awareness Month)

Colorectal cancer is currently the fourth leading cause of cancer and the second highest cancer-related cause of death in the United States. While no cancer is 100% preventable, attention to diet and other lifestyle factors can help reduce risk. <https://www.eatright.org/health/health-conditions/cancer/navigating-colorectal-cancer>

- **Limit red meat and avoid processed meat.** Eating more than 18 ounces per week of red meat (including beef, pork and lamb) has been associated with a higher risk for colorectal cancer. The American Institute for Cancer Research recommends avoiding processed meats including deli meats, bacon, ham and hot dogs.
- **Eat fiber-rich foods.** Incorporating high amounts of fiber-rich foods including vegetables, fruits, whole grains and legumes can help lower the risk of colorectal cancer.
- **Stay active.** Regular physical activity is associated with a lower risk for many types of cancer, including colorectal cancer.
- **Consult with an RDN.** If you are currently undergoing treatment or were recently diagnosed with colorectal cancer, an RDN can provide strategies on how to treat symptoms associated with your treatment as well as an eating plan to suit your individual needs.

How an RDN Can Help with Kidney Disease (National Kidney Month)

During National Kidney Month, learn how a registered dietitian nutritionist can teach you or a loved one living with kidney disease how to make food and lifestyle choices to manage your condition. <https://www.eatright.org/health/health-conditions/kidney-disease/how-an-rdn-can-help-with-kidney-disease>

- An RDN can help people with kidney disease better understand dietary guidance for renal insufficiency and address nutritional concerns that can help maintain kidney function.
- During the first visit, an RDN will perform an in-depth assessment of the patient's food and nutrition habits and medical history. From this assessment, a customized and comprehensive nutrition plan will be created.
- Once a plan has been created, the RDN will continue to provide support by addressing any nutritional challenges and assisting patients in creating short-term goals while monitoring their progress.

Sample Social Media Posts

Did you know that colorectal cancer is the fourth leading cause of cancer in the U.S.? During Colorectal Cancer Awareness Month, learn how diet and other lifestyle factors can help reduce the risk: [sm.eatright.org/ColorectalCancer](https://www.eatright.org/ColorectalCancer) #eatright #ColorectalCancerAwarenessMonth

People with kidney disease need to adjust their nutrition and lifestyle to ease the workload on their kidneys. During #NationalKidneyMonth, learn how a registered dietitian nutritionist can help: [sm.eatright.org/KidneyDiseaseRD](https://www.eatright.org/KidneyDiseaseRD) #eatright #eatrightPRO

A registered dietitian nutritionist can work with you to develop a safe, realistic eating plan that you can stick with for the long haul! Here are 10 reasons to consult an RDN: [sm.eatright.org/SeeAnRDN](https://www.eatright.org/SeeAnRDN) #eatright #NationalNutritionMonth

Is your favorite restaurant climate-friendly? Confusing language on labels and restaurant menus can make it hard to tell. Learn how to interpret these terms and what restaurants are doing to be more sustainable: [sm.eatright.org/SustainLabels](https://www.eatright.org/SustainLabels) #eatright #NationalNutritionMonth



2024 NATIONAL NUTRITION MONTH®

Thinking Beyond the Table during [National Nutrition Month](#)®.

This National Nutrition Month®, and every month, it's important to think not only about the food we eat during meals, but also where these foods come from, the various ways we eat and the importance of sustainability at home, school and beyond. Share these resources with clients, patients, friends and family.

Stay nourished on any budget. Learn how to plan, prepare and cook your own meals with [food safety](#) in mind. When purchasing food, use a [grocery list](#) and [pay attention to sales](#). Learn about [community resources](#) such as SNAP, WIC and local food banks that are available for eligible households to help make access to food and healthy eating an easier goal to reach.

Go beyond the table by seeing a registered dietitian nutritionist (RDN or RD). Secure an appointment with a [registered dietitian nutritionist](#) who specializes in your specific needs. [Receive personalized nutrition information](#) and guidance to meet your health goals and help you live a healthier life. Also, remember to celebrate nutrition experts on **Registered Dietitian Nutritionist Day (Wednesday, March 13)** and **Nutrition and Dietetics Technician, Registered Day (Thursday, March 14)**, when we honor NDTRs who are integral members of the health care and foodservice management teams.

Step out of your comfort zone and venture beyond the table by eating a variety of foods from all food groups. How about trying [new foods and global cuisines](#)? Incorporate favorite cultural foods and [traditions](#) into your meals with family or when hosting friends. Many recipes don't need to be followed to a tee. Experiment with various nourishing ingredients that appeal to you!

Reach beyond the table with [the environment in mind](#). Decrease food waste at home by creating new dishes from [leftovers](#) and composting. Add more plant-based foods to your meals and snacks. Grow your own food in a home garden and encourage [your children to participate](#)! Or be a part of a community garden. Make an effort to [support farmers](#) by buying locally grown and seasonal foods whenever possible.

Sample Social Media Posts

Think beyond the table when you plan your meals! Check out these 6 tips to minimize your carbon footprint and maximize your sustainable eating: [sm.eatright.org/CarbonPrint](#) #eatright #NationalNutritionMonth

During #NationalNutritionMonth, meet with an #RDN who can help address your unique needs. Find a food and nutrition expert in your area: [sm.eatright.org/RDNexpert](#) #eatright

Do you know where your food comes from? Head to a farmers market near you to meet the folks who grow your food and bring something new back to your table! Here are a few tips to keep in mind: [sm.eatright.org/FarmersMarkets](#) #eatright #NationalNutritionMonth

During #NationalNutritionMonth, take time to learn about the various types of farms that produce the foods you love, from family farms to bee yards and everything in between: [sm.eatright.org/KnowFarmers](#) #eatright #NationalNutritionMonth

DYK? Fresh produce makes up most of the discarded food in America. Discover how to properly care for your fruits and vegetables to reduce food waste and save money: [sm.eatright.org/ReduceFoodWaste](#) #eatright #NationalNutritionMonth



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Help support the future of nutrition and dietetics.

The [Academy of Nutrition and Dietetics Foundation](#) is the only charitable organization devoted exclusively to supporting nutrition and dietetics professionals. The Foundation serves as the philanthropic arm of the Academy and does not receive any portion of member dues, relying solely on donations to thrive.

There are many [ways to support the Foundation](#)! The simplest way to donate is to make [a tax-deductible gift online](#). You also can make a planned or estate gift through charitable annuities and trusts, beneficiary designations of IRAs or charitable rollovers.

For [National Nutrition Month](#)[®], honor someone who has made a difference in your career with a tribute gift to the Foundation. Your friend, colleague or loved one's family will be notified with a personalized acknowledgement letter.

The easiest way to support the Foundation is to make a donation when [renewing your annual Academy membership dues](#).

Throughout the year, encourage your fellow nutrition and dietetics professionals to support the Foundation and spread the word on social media!

Sample Social Media Posts

The Foundation's #MakeIt1Million scholarship campaign is striving to raise \$1 million to award \$1M annually to deserving students. Visit the campaign's website to donate today! sm.eatright.org/Make1Million #eatrightPRO

Now is the perfect time to set up a monthly recurring donation to the Academy Foundation, which provides year-round support for scholarships, awards, research grants and more! sm.eatright.org/DonateToday #eatrightPRO

Keep up with all the latest Foundation news and announcements, including scholarship, award and grant announcements. Subscribe to the Foundation's weekly Kids Eat Right Monday Message and Foundation News: sm.eatright.org/SignUpKER #eatrightPRO

Celebrate #NationalNutritionMonth by making a tribute or memorial gift for someone who has inspired you along your career journey. All gifts support the only charity exclusively dedicated to our profession! Donate to the #eatrightPRO Foundation: sm.eatright.org/DonateToday

Coming Soon:

| | |
|-------|-------------------------------------|
| April | National Preceptor Month |
| May | National Osteoporosis Month |
| June | Alzheimer's & Brain Awareness Month |

Follow the Academy on social media!

For professional news and updates:



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www.youtube.com/user/EatRightPROtv

For messaging to share with clients and consumers:



www.facebook.com/EatRightNutrition



<https://twitter.com/eatright>



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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.