



Social Media Toolkit

July - September 2024



July

Key Dates in July 2024

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
13	Gastrointestinal Stromal Tumors Awareness Day
14	National Mac and Cheese Day
21	National Ice Cream Day
22	National Mango Day
24	Americans with Disabilities Act Day
26	World Tofu Day
28	World Hepatitis Day
30	Gastroschisis Awareness Day
31	National Avocado Day
	Disability Pride Month
	Juvenile Arthritis Awareness Month
	National Blueberry Month
	National Bison Month
	National Cleft & Craniofacial Awareness & Prevention Month
	National Culinary Arts Month
	National Grilling Month
	National Minority Mental Health Awareness Month
	National Picnic Month
	National Watermelon Month
	Park and Recreation Month
	Sarcoma Awareness Month
	UV Safety Month

Talking Points

Fire Up the Barbecue (National Grilling Month)

This summer, take your meals outside and get grilling! Here are some ways to prepare nutritious meals on the grill while keeping food safety in mind. www.eatright.org/food/food-preparation/seasonal-foods/fire-up-the-barbecue

- Add flavor to meals with vegetables cooked on the grill. Baste peppers, corn, eggplant and onions with a little olive oil or vinaigrette. Season with herbs and place on a hot grill until tender.
- To ensure food is cooked to the proper internal temperature, use a stainless-steel food thermometer with an easy-to-read dial and shatterproof lens. Cooking to proper internal temperatures not only helps ensure grilled foods aren't overcooked, but also reduces the risk of food poisoning.
- Use separate utensils for raw and cooked foods, and wash cutting boards and utensils in hot, soapy water between uses. Before handling food, always remember to wash your hands!

Learn to Cook at Home (National Culinary Arts Month)

Cooking at home can be a great way to increase your fruit and vegetable intake. It's also budget-friendly and can help reduce the environmental impact of takeout containers. If you're new to cooking or looking to make a transition to more home-cooked meals, consider the following tips during National Culinary Arts Month. www.eatright.org/food/food-preparation/cooking-tips/learn-to-cook-at-home

- Get a cookbook. Many cookbooks have photos of the finished product and don't require scrolling or tapping, unlike a computer or phone. Plus, you can write notes on the page if there are substitutions or tips you want to remember for next time.
- If you're short on time, embrace pre-chopped produce. Canned and frozen vegetables and fruit are a great way to take care of some of the prep work for you.
- Healthful cooking techniques require only a small amount of fat, salt or extra ingredients to boost flavor. For example, sautéing and stir-frying foods use a small amount of oil, compared with frying or deep-frying. Steaming helps foods retain more nutrients.

Sample Social Media Posts

July is #NationalCulinaryArtsMonth! To prepare more nutritious and tasty meals at home, review this glossary of common cooking techniques: sm.eatright.org/CookLingo #eatright

During a barbecue, always keep nutrition and food safety in mind! Here are some helpful, hot-off-the-grill tips: sm.eatright.org/FireBBQ #eatright #NationalGrillingMonth

Fire up the grill this #NationalBlueberryMonth and make a sweet yet tangy twist on classic grilled chicken! Follow this recipe: sm.eatright.org/BBQchicken #eatright #NationalGrillingMonth

Tell Congress that comprehensive coverage for obesity treatment must include lifestyle interventions such as intensive behavioral counseling in addition to obesity medications. Urge your members of Congress to support #TROA today: sm.eatright.org/SupportTROA #eatrightPRO

Registration is open for the 2024 Food & Nutrition Conference & Expo! View pricing details and housing options to attend in Minneapolis, Minn., October 5-8, at sm.eatright.org/RegFNCE24 #eatrightPRO #FNCE



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Help your patients or clients have a healthy and happy summer!

Summer is a time for eating outside, grilling, participating in outdoor activities and enjoying the warm weather. To ensure your clients or patients celebrate summer in a healthy and safe way, use the Academy's handy resources.

Share ways to think beyond the [traditional favorites when grilling](#). For example, some great grilling options include ground turkey burgers, [roasted vegetables or tofu](#). Promote the importance of [food safety when grilling](#) and serving meals outdoors, too.

It's vital to stay hydrated and eat nutritious foods when [camping, hiking](#) and going to the [beach](#). If your clients or patients exercise outdoors in hot weather, share [tips for preventing dehydration](#).

When the weather gets hot, the last thing many people want to do is use the stove, so share ways to [prepare meals without one](#). You also can share some [refreshing beverage ideas](#) and tips for [cooking with seasonal berries](#) such as blueberries, strawberries, blackberries and raspberries.

Throughout summer, share your favorite warm-weather tips and recipes on social media.

Sample Social Media Posts

Think beyond the traditional favorites for your next barbecue! Here are some tasty protein, vegetable, salad and dessert ideas: sm.eatright.org/HealthyCookOut #eatright #NationalGrillingMonth

To take classic lemonade to the next level, prepare a refreshing drink with strawberries and sparkling water! Try this recipe: sm.eatright.org/Lemonade #eatright

Camping and hiking are perfect ways to enjoy the outdoors. Just be sure to keep food safety in mind! Here are some tips: sm.eatright.org/CampHike #eatright

When grilling, cross-contamination tops the list of food safety concerns. Luckily, you can prevent it by using these five tips: sm.eatright.org/GrillSeparation #eatright #NationalGrillingMonth

Don't want to cook meals with your stove during hot weather? Follow these tips to prepare quick, nutritious meals while staying cool in the kitchen: sm.eatright.org/NoStove #eatright

August

Key Dates in August 2024

1	World Lung Cancer Day
3	National Watermelon Day
3	National Mustard Day
5	National Oyster Day
8	National Zucchini Day
12	International Youth Day
15	National Relaxation Day
18	National Fajita Day
19	National Potato Day
19	World Humanitarian Day
20	Deadline for FNCE® early bird registration
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
4-10	National Farmers Market Week
4-10	National Health Center Week
	Children's Eye Health and Safety Month
	Digestive Tract Paralysis Awareness Month
	National Breastfeeding Month
	National Immunization Awareness Month
	National Peach Month
	National Sandwich Month
	Psoriasis Action Month
	Summer Sun Safety Month

Talking Points

Breastfeeding Basics for Healthy Babies (National Breastfeeding Month)

Multiple organizations, including the Academy of Nutrition and Dietetics, recommend babies be fed exclusively with breast milk for the first six months. During National Breastfeeding Month, learn why breastfeeding is beneficial to new moms and their babies. www.eatright.org/health/pregnancy/breastfeeding-and-formula/breastfeeding-basics-for-healthy-babies

- During the third trimester of pregnancy, take time to learn about breastfeeding so you are informed and confident when your baby arrives. Take a breastfeeding class at your hospital, doctor's office or Women, Infants and Children clinic.
- After delivering your baby, start nursing as soon as possible. If you experience difficulties with early breastfeeding, most hospitals have a lactation specialist who can help you find solutions.
- When breastfeeding at home during the baby's first year, make yourself comfortable. Find a comfortable position in a supportive chair. Nutrient-rich foods and fluids are crucial for new moms, too.

How Much Water Do You Need?

During the warm summer months, it's especially important to stay hydrated. Many factors impact how much water you need, including your age, gender, activity level and overall health. www.eatright.org/health/essential-nutrients/water/how-much-water-do-you-need

- If you lose more water than you take in, your body can become dehydrated. Dehydration can cause headaches, dizziness or digestion problems. Medical attention often is needed with severe dehydration, since it can lead to more serious problems such as confusion, kidney failure and heart problems.
- It also is possible to become overhydrated. Although this is not as common, athletes and individuals with certain medical conditions may be at higher risk for overhydration. Symptoms of severe overhydration are often similar to dehydration and may require medical attention.
- To maintain good health, it's important to replace water loss in your body. You can do this by enjoying a variety of beverages, as well as eating foods that have a high-water content, such as fruits and vegetables.

Sample Social Media Posts

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/BreastfeedBasics #eatright #kidseatright #NBM24

During summer, proper hydration is especially important! Learn how much water your body needs each day: sm.eatright.org/H2O #eatright

Sandwiches can be a quick and nutritious option for busy summer days! Try this tuna apple salad recipe on whole-wheat bread for #NationalSandwichMonth: <https://sm.eatright.org/TunaApple> #eatright

Passage of the Medical Nutrition Therapy Act would be a win-win for our profession and our communities. Take the action alert to #ACTnowforMNT: sm.eatright.org/MNTaction #eatrightPRO

Early-bird pricing for #FNCE 2024 in Minneapolis ends August 20! Will you be there? Register today and save: sm.eatright.org/RegFNCE24 #eatrightPRO #RDNCPE



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Attend [FNCE®](#) in Minneapolis!

This October, don't miss your chance to attend the 2024 Food & Nutrition Conference & Expo® with fellow nutrition and dietetics peers.

This is an unparalleled opportunity to listen to the latest news and updates in nutrition and dietetics from top experts in the field, while also interacting with thousands of registered dietitian nutritionists, nutrition and dietetics technicians, registered, nutrition science researchers, policymakers, health care providers and industry leaders.

During this annual event, choose from a wide variety of educational opportunities exploring the latest advances in medical nutrition therapy, public health, emerging trends and much more, all while earning CPEUs. Join us for our poster sessions on Sunday, October 6 through Tuesday, October 8. It's a great chance to discuss and learn about innovative research and projects directly from the presenters.

Along with educational and career advancement opportunities, FNCE® is a great time to network, connect with friends and attend fun events! [Review the program](#) to get details about this year's FNCE® events and Expo activities. Additionally, support the Academy Foundation by attending the [President's Party with a Purpose](#), bidding in the [silent auction](#) and participating in the [Foundation Anytime 5K](#). These events benefit the Academy Foundation, the only public charity dedicated exclusively to the nutrition and dietetics profession and impacting hundreds of Academy members year-round.

Promote FNCE® online with our [social media toolkit](#). Sample messaging, shareable graphics and header photos can be downloaded or posted directly to your social media channels. Be sure to use the official hashtag **#FNCE** to join the conversation and help spread the word about this amazing opportunity to network, connect and learn!

Sample Social Media Posts

This year's #FNCE educational programming covers the hottest topics and innovations in the profession! Learn more about the sessions, workshops, excursions and more: sm.eatright.org/FNCE24programs #eatrightPRO

Looking for #RDNCPE? A variety of opportunities are available at #FNCE! Learn more: sm.eatright.org/FNCE24CPE #eatrightPRO

There's still time to register for #FNCE! Don't miss out on the exciting educational sessions, networking and career advancement opportunities: sm.eatright.org/RegFNCE24 #eatrightPRO

Learn from world-renowned nutrition and health experts at #FNCE on a variety of topics including medical nutrition therapy, food security and access and more. View the educational sessions: sm.eatright.org/FNCE24sessions #eatrightPRO

Give back during #FNCE by supporting one of the Academy Foundation's events! Learn about the Foundation's Anytime 5K, silent auction, the President's Party with a Purpose and more: sm.eatright.org/FNCE24events #eatrightPRO

September

Key Dates in September 2024

2	Labor Day
2	World Coconut Day
4	National Macadamia Nut Day
6	National Food Bank Day
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
19	Foundation Give Day
21	World Alzheimer's Day
25	National Cooking Day
25	National Women's Health & Fitness Day
25	World Lung Day
26	National Dumpling Day
26	Mesothelioma Awareness Day
29	World Heart Day
8-14:	National Suicide Prevention Week
Sept. 15-Oct. 15:	National Hispanic Heritage Month
16-20:	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
	Thyroid Cancer Awareness Month
	Whole Grains Month
	World Alzheimer's Month

Talking Points

What is Cholesterol? (National Cholesterol Month)

Cholesterol is a waxy substance found in the animal-based foods we eat and in our body's cells. If there is too much cholesterol in the body, it can build up, which can eventually lead to stroke or heart disease. www.eatright.org/health/essential-nutrients/fats/what-is-cholesterol

- Many factors may increase your risk for high cholesterol, including genetics, age, obesity, diet, smoking and inactivity.
- If you are at risk, make simple lifestyle changes such as adopting a heart-healthy eating style, being physically active and achieving or maintaining a healthy body weight.
- Some dietary changes to keep cholesterol in check include enjoying foods with plant sterols and stanols, limiting your intake of saturated fat, selecting lean protein foods and savoring foods that are good sources of dietary fiber.

Feeding Your Body, Feeding Your Brain (World Alzheimer's Month)

Being healthy means taking care of your brain as well as your body. This is especially important as we age because the risk of dementia increases over time. www.eatright.org/health/wellness/healthful-habits/feeding-your-body-feeding-your-brain

Focusing on particular foods and nutrients may be helpful for brain health, including:

- Omega-3 fatty acids, such as DHA (docosahexaenoic acid), EPA (eicosapentaenoic acid) and ALA (alpha-linolenic acid). Foods with these fats include fatty fish, nuts and seeds.
- Sources of vitamin D, including sunlight, fatty fish and fortified foods like milk, cheese and eggs.
- Antioxidants and phytonutrients from fruits and vegetables. This includes foods like berries, citrus, grapes, watermelon, spinach, kale, collard greens and broccoli.

Sample Social Media Posts

September is National Cholesterol Month. Learn how managing your cholesterol levels may reduce your risk of heart disease and stroke: sm.eatright.org/WhatCholesterol #eatright

During #WorldAlzheimersMonth, discover what foods and nutrients you should focus on to take care of your brain as well as your body: sm.eatright.org/FeedBrain #eatright

Sautéed herbed mushrooms are delicious over polenta, tossed with pasta, spread over pizza crust or as a side for meat, poultry and fish. In honor of #NationalMushroomMonth, try this recipe: sm.eatright.org/GarlicMushrooms #eatright

There are countless ways to support the Academy Foundation at #FNCE 2024! Check out this year's events and help support your colleagues and your profession: sm.eatright.org/FNCE24events #eatrightPRO

Help your employer understand the many benefits of sending you to the 2024 Food & Nutrition Conference & Expo! Use these simple steps to demonstrate the value of #FNCE not only for you, but also for your company: sm.eatright.org/FNCEemployer #eatrightPRO



National Food Safety Education Month

During September and beyond, teach your patients and clients ways to reduce the risk of food poisoning and keep themselves safe.

One of the first steps to food safety is [proper handwashing](#). Handwashing has the power to limit the spread of viruses and germs. Washing your food correctly is also important. Many people believe all [foods have to be washed](#), but that's not the case! There are some foods that [should not be washed](#), including raw meat, fish, poultry and eggs.

Hosting a picnic, cookout or gathering where you'll be [feeding a crowd](#)? Don't forget food safety is important for buffets, too! If you know you have more food on hand than you'll go through, consider [freezing perishable foods](#) so they last longer.

When [reheating leftovers](#), remind patients and clients to prepare meals by cooking foods to the proper internal temperature and to keep track of how long foods are stored in the refrigerator. Most leftovers should be used or frozen within three to four days. And after opening [canned, dried and pre-packaged food items](#), it's important to know their shelf life, too.

Sample Social Media Posts

Proper handwashing has the power to reduce the risk of food poisoning. During National Food Safety Education Month, brush up on these tips: sm.eatright.org/HandwashingBasics #eatright #NFSEM

National Food Safety Education Month is a great time to give your refrigerator a makeover! Here are ways to ensure yours is clean and organized: sm.eatright.org/RefrigeratorMakeover #eatright #NFSEM

Some foods should always be washed, but others should be kept far away from the sink! Review these food safety guidelines to learn more: sm.eatright.org/WashYourFood #eatright #NFSEM

Leftovers are a great way to save money and reduce food waste. During National Food Safety Education Month, use these tips to properly refrigerate and reheat leftovers: sm.eatright.org/LeftoverTips #eatright #NFSEM

Coming Soon:

October Vegetarian Awareness Month

November National Alzheimer's Disease Awareness Month

December Healthful eating during the holidays

Follow the Academy on social media!

For professional news and updates:



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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.