



# Social Media Toolkit

October - December 2024



# October

## Key Dates in October 2024

1	World Vegetarian Day
4	National Taco Day
6	National Noodle Day
7	Child Health Day
10	World Mental Health Day
11	World Egg Day
12	Dussehra
14	Indigenous Peoples' Day
15	National Mushroom Day
16	World Food Day
<b>21</b>	<b>Nominations for Academy National Election positions due</b>
22	National Nut Day
25	World Pasta Day
29	National Oatmeal Day
31	Diwali
31	Halloween
<b>5-8: Food &amp; Nutrition Conference &amp; Expo®</b>	
6-12: Mental Illness Awareness Week	
14-18: National School Lunch Week	
12-20: Bone and Joint Action Week	
Down Syndrome Awareness Month	
Global Diversity Awareness Month	
Health Literacy Month	
National Apple Month	
National Breast Cancer Awareness Month	
National Dental Hygiene Month	
National Liver Awareness Month	
National Pasta Month	
National Seafood Month	
Sudden Cardiac Arrest Awareness Month	
Vegetarian Awareness Month	

## Talking Points

### Get to Know Your School Lunch Program (National School Lunch Week)

The U.S. Department of Agriculture, or USDA, funds the National School Lunch Program and works to ensure that healthful lunches are available to all. Plus, thanks to the Healthy, Hunger-Free Kids Act of 2010, school meals look a lot like MyPlate and are more nutritious than ever. [www.eatright.org/food/planning/away-from-home/get-to-know-your-school-lunch-program](http://www.eatright.org/food/planning/away-from-home/get-to-know-your-school-lunch-program)

- Schools serve fruit and vegetables every day at lunch in a variety of offerings, including fruit-and-yogurt parfaits, grain-based salads or raw veggies with dip.
- Like MyPlate, schools are focusing on serving more whole grains in foods such as bread, tortillas and pasta.
- Milk counts, too. Schools may offer 1% flavored milk to encourage drinking milk, in addition to unflavored fat-free and low-fat options.

### Reduce Breast Cancer Risk (Breast Cancer Awareness Month)

While there is no guaranteed way to prevent breast cancer, a healthy lifestyle can help reduce your risk of developing it and boost your odds of full recovery if you are diagnosed with it. [www.eatright.org/health/health-conditions/cancer/reduce-breast-cancer-risk](http://www.eatright.org/health/health-conditions/cancer/reduce-breast-cancer-risk)

- Both men and women can develop breast cancer, although it's more common in women.
- Engaging in regular physical activity is associated with reduced breast cancer risk and is one way to help promote a healthy body weight, which also can help decrease risk.
- Certain foods — including leafy green vegetables, fruit, whole grains and beans — provide a variety of nutrients that may help protect against some cancers.
- Alcohol intake is linked with breast cancer risk. The American Cancer Society suggests those at risk of breast cancer should avoid consuming alcohol altogether.

## Sample Social Media Posts

*October 14 to 18:* Curious about what's on your child's lunch tray? Dive into how school lunch programs are crafted to fuel growing minds and bodies. Learn more about nutrition in schools during National #SchoolLunch Week: [sm.eatright.org/schoollunches](http://sm.eatright.org/schoollunches) #eatright #NSLW24

Hosting a #Halloween party for your kids? Use these tips to prepare festive, nutritious treats that children of all ages will love: [sm.eatright.org/HalloweenTips](http://sm.eatright.org/HalloweenTips) #eatright #kidseatright

While there is no guaranteed way to prevent breast cancer, you can reduce your risk by eating healthfully and engaging in physical activity. Review these tips during #BreastCancerAwareness Month: [sm.eatright.org/reducebrstcan](http://sm.eatright.org/reducebrstcan) #eatright

Want to help further the nutrition and dietetics profession? Nominate yourself or a colleague for a position on the Academy's National Election ballot by October 21: [sm.eatright.org/election2025](http://sm.eatright.org/election2025) #eatright

Apples are great in sandwiches, especially in the fall! In honor of #NationalAppleMonth, try this tuna-apple sandwich recipe: [sm.eatright.org/TunaSand](http://sm.eatright.org/TunaSand) #eatright





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## October is Vegetarian Awareness Month.

Whether someone is trying to incorporate more [meatless meals](#) throughout the week, or already following a vegetarian or vegan eating pattern, Vegetarian Awareness Month is a great time to focus on plant-based nutrition. A quick overview of some [vegetarian ingredients](#) can be helpful for those looking to try new foods, like [tempeh](#), or working with vegetarian recipes.

There's a lot of misinformation about vegetarian diets. Help patients and clients learn the difference between [myths and facts](#) when it comes to topics like if soy is safe to consume and how to get enough protein. For families with vegetarian [kids and teens](#), getting the right amount of nutrients is especially important and additional planning may be needed for [kids who don't consume dairy](#).

While [dining out](#) can be a challenge for anyone with special dietary needs, reading menus carefully and asking questions about how a dish is prepared can help. Some global cuisines offer a variety of meat-free options, and airlines and airports have increased their vegetarian offerings in recent years. For those who cook, there also are plenty of [healthful vegetarian meal ideas](#) to make at home, like [vegetarian taco salad](#), [savory penne with lentils and kale](#) or [meatless bean and veggie chili](#).

## Sample Social Media Posts

In celebration of #VegetarianAwarenessMonth, use these ideas to make meals and snacks that incorporate all five food groups!  
[sm.eatright.org/VegIdeas](https://sm.eatright.org/VegIdeas) #eatright

Taste the amazing flavor that lentils and kale add to this pasta recipe! The nuttiness of the lentils combined with the slightly bitter kale results in a tasty meal that can be quickly prepared: [sm.eatright.org/PenneLentils](https://sm.eatright.org/PenneLentils) #eatright #VegetarianAwarenessMonth

During #VegetarianAwarenessMonth, learn about the myths and facts of building nutritious, balanced vegetarian meals. Take a look at this quick overview: [sm.eatright.org/VegDiet](https://sm.eatright.org/VegDiet) #eatright

This simple, vegetarian salad features the best parts of a taco — lettuce, beans, tomato and avocado — without the shell! Here's how to make the recipe: [sm.eatright.org/VegTaco](https://sm.eatright.org/VegTaco) #eatright

If you're planning a switch to a meatless eating style, start by making a few key changes gradually while finding vegetarian foods you enjoy. Learn more during #VegetarianAwarenessMonth: [sm.eatright.org/VegOut](https://sm.eatright.org/VegOut) #eatright

# November

## Key Dates in November 2024

1	World Vegan Day
3	National Sandwich Day
5	Election Day
6	National Nachos Day
9	National Greek Yogurt Day
11	Veterans Day
14	World Diabetes Day
18	<b>FNCE® 2025 Call for Sessions and Workshops closes (5 p.m. Central Time)</b>
18	National Apple Cider Day
20	World Children's Day
23	National Eat a Cranberry Day
28	Thanksgiving
24-30	Gastroesophageal Reflux Disease (GERD) Awareness Week
	Diabetic Eye Disease Month
	Lung Cancer Awareness Month
	National Alzheimer's Disease Awareness Month
	National Diabetes Month
	National Epilepsy Awareness Month
	National Family Caregivers Month
	Native American Heritage Month
	World Vegan Month

## Talking Points

### Celebrate Native American Heritage Month (Native American Heritage Month)

Native American Heritage Month celebrates Native Americans and Indigenous peoples from past to present. It also is a time to learn and educate others on the history, music, culture and cuisine of this community, which includes more than 500 federally recognized American Indian and Alaska Native tribes. [www.eatright.org/food/cultural-cuisines-and-traditions/celebratory-dates/celebrate-native-american-heritage-month](http://www.eatright.org/food/cultural-cuisines-and-traditions/celebratory-dates/celebrate-native-american-heritage-month)

- Broaden your knowledge of Native Americans and Indigenous peoples by reading books authored by members of native and tribal communities.
- Visit a museum and check out the Native American art or history collections.
- It's estimated that 60% of the world's crops originated from the Americas. Research the foods of Native Americans and Indigenous peoples and consider making recipes featuring native foods.
- Reach out to local and national representatives about issues facing native communities and tribal nations such as food and water justice, land acknowledgements and repatriations.

### Gastroesophageal Reflux (Gastroesophageal Reflux Disease Awareness Week)

Gastroesophageal Reflux Disease, or GERD, is a digestive disorder in which stomach acids, food and fluids flow back into the esophagus. It can occur at any age and can lead to asthma, damaged teeth, and is a risk factor for esophageal cancer. [www.eatright.org/health/health-conditions/digestive-and-gastrointestinal/gastroesophageal-reflux](http://www.eatright.org/health/health-conditions/digestive-and-gastrointestinal/gastroesophageal-reflux)

- Heartburn is the most common symptom, but people with GERD also may experience chronic coughing, chest pain, nausea or vomiting.
- In addition to medication, lifestyle changes may help, such as quitting smoking, losing weight, wearing loose-fitting clothing, staying upright for a few hours after meals and sleeping with the head of the bed elevated.
- Certain foods and ingredients may worsen GERD symptoms; these include high-fat foods, mint, chocolate, alcohol, caffeine, acidic foods and spicy foods.
- Choosing smaller meals throughout the day, instead of large meals, also may help reduce symptoms.

## Sample Social Media Posts

Throughout fall, enjoy the abundance of delicious seasonal foods! Here are some fun, family-friendly ways to serve pumpkin, oats, apples and Brussels sprouts: [sm.eatright.org/FallFoods](http://sm.eatright.org/FallFoods) #eatright

November 24 to 30: During Gastroesophageal Reflux Disease Awareness Week, learn more about this condition and how it might be managed through food and drink choices: [sm.eatright.org/WhatIsGERD](http://sm.eatright.org/WhatIsGERD) #eatright #GERD

There are variety of opportunities to learn about and honor Native Americans and Indigenous peoples during November. Find out how you can celebrate Native American Heritage Month: [sm.eatright.org/NAHmonth](http://sm.eatright.org/NAHmonth) #eatright #NativeAmericanHeritageMonth

After your family's Thanksgiving celebration, there are many ways to reinvent your feast! Try these ideas for putting your leftovers to use: [sm.eatright.org/ReinventThanks](http://sm.eatright.org/ReinventThanks) #eatright





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## November is Alzheimer’s Disease Awareness Month.

While Alzheimer’s disease isn’t the only type, it is the most common cause of dementia for adults, affecting more than 6 million Americans ages 65 and older.

Alzheimer’s disease can make the simplest tasks difficult and affects thought, memory and language skills. It also can affect appetite and the ability to eat, putting individuals at risk for [malnutrition](#).

Despite progress in understanding Alzheimer’s, the exact cause is unclear. However, research suggests regular physical activity, social engagement, and heart healthy eating styles, like the [Mediterranean](#) and MIND diet, can help reduce the risk of developing Alzheimer’s. These eating patterns focus on unsaturated fats, fruits, vegetables, whole grains, fish and lean protein. Experts also suggest [managing blood pressure](#) and [maintaining a healthy weight](#) can help reduce the risk of developing Alzheimer’s.

[Specific nutrients](#) are particularly important when it comes to brain health. [Omega-3 fatty acids](#), from sources like [fish](#), nuts and seeds, benefit both the brain and the heart. Vitamin D and the B vitamins play a role in various body functions, like building healthy bones and metabolism, and have been studied for their role in mental health.

Eating a wide variety of foods can help you meet your nutrient needs and provide additional benefits foods have to offer, such as dietary fiber and antioxidants. While a balanced eating pattern is the best way to meet your nutritional needs, [dietary supplements](#) can be a helpful tool to fill in nutrient gaps – but consulting with a registered dietitian nutritionist or a doctor first is recommended.

### Sample Social Media Posts

Discover how nutrition can help boost brain health and overall wellness. Read more in honor of #AlzheimersAwarenessMonth: [sm.eatright.org/FuelBrain](https://sm.eatright.org/FuelBrain) #eatright #EndALZ

Omega-3 fatty acids are found in various foods, including fish, seafood, some vegetable oils, nuts, seeds and soy foods. Learn more about the health benefits of omega-3s and how to add more to your eating pattern: [sm.eatright.org/omega3acids](https://sm.eatright.org/omega3acids) #eatright #AlzheimersAwarenessMonth #EndALZ

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

Did you know that the Mediterranean diet may help reduce the risk of Alzheimer’s disease? Here are ways to prepare nutritious Mediterranean meals: [sm.eatright.org/mediterranean](https://sm.eatright.org/mediterranean) #eatright #AlzheimersAwarenessMonth #EndALZ



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## The holiday season is a time for celebration—and for giving.

The holiday season is not only a time for celebration, it's also a time for giving.

GivingTuesday is an annual observance taking place this year on December 3. It was created in 2012 as a simple idea: a day that encourages people to do good. Since then, it has grown to inspire hundreds of millions of people to give, collaborate and celebrate generosity. Use this year's GivingTuesday as your opportunity to support the Academy Foundation by making a [donation](#).

The Academy of Nutrition and Dietetics Foundation is the only charitable organization dedicated exclusively to the nutrition and dietetics profession. Gifts to the Foundation make an impact on hundreds of Academy members each year through scholarships, awards, research grants, fellowships and disaster relief efforts. Through these efforts, you make it possible for students to continue their education, colleagues to advance their degrees and celebrate accomplishments, researchers to broaden our understanding, and friends to get back on their feet.

Won't you consider [contributing a gift](#) to advance our profession today? Include the Foundation on your list of organizations for holiday charitable giving. During this season of giving, consider donating to the sole Foundation dedicated to nutrition and dietetics. The Foundation deeply appreciates your support during the holiday season and beyond.

### Sample Social Media Posts

*December 3:* Looking for a way to celebrate #GivingTuesday? Support the #eatrightPRO Foundation by giving toward the future of our profession today: [sm.eatright.org/FoundDonate](https://sm.eatright.org/FoundDonate) #eatrightPRO

Remember the Academy Foundation this season when making your holiday gifts! Plus, your donation is tax deductible: [sm.eatright.org/FoundDonate](https://sm.eatright.org/FoundDonate) #eatrightPRO

Support the future of the nutrition and dietetics profession by donating to the Foundation's Make It a Million Scholarship Campaign! Learn more about the impact of your donation: [sm.eatright.org/1MillionCampaign](https://sm.eatright.org/1MillionCampaign) #MakeIt1Million #eatrightPRO

#GivingTuesday is the perfect opportunity to support hundreds of Academy members by donating to the Academy Foundation! Encourage your colleagues and peers to do the same: [sm.eatright.org/FoundDonate](https://sm.eatright.org/FoundDonate) #eatrightPRO

# December

## Key Dates in December 2024

1	National Eat a Red Apple Day
1	World AIDS Day
<b>2</b>	<b>Foundation Award and Grant applications open</b>
3	Giving Tuesday
3	International Day of Persons with Disabilities
4	National Cookie Day
5	World Soil Day
6	National Gazpacho Day
8	Bodhi Day
10	Human Rights Day
10	International Animal Rights Day
13	National Cocoa Day
13	National Popcorn String Day
25	Christmas Day
31	National Champagne Day
31	New Year's Eve
1-7:	Crohn's and Colitis Awareness Week
1-7:	National Handwashing Awareness Week
December 25 to January 1:	Hanukkah
December 26 to January 1:	Kwanzaa
	Constipation Awareness Month
	National Impaired Driving Prevention Month
	National Pear Month
	National Stress-Free Family Holiday Month
	Worldwide Food Service Safety Month

## Talking Points

### Eat Right and Drink Responsibly (National Impaired Driver Month)

A single drink may add enjoyment to a meal, but the key to gaining any potential health benefits comes from moderation.

[www.eatright.org/health/wellness/healthful-habits/eat-right-and-drink-responsibly](http://www.eatright.org/health/wellness/healthful-habits/eat-right-and-drink-responsibly)

- Some people should avoid consuming alcohol altogether, such as those who are pregnant, those on certain medications or who have a medical condition that may interact with alcohol, as well as people who plan on driving or operating machinery.
- The 2020-2025 *Dietary Guidelines for Americans* advise those who choose to drink (and it is not contraindicated) to limit alcohol to one drink per day for women and no more than two drinks per day for men — and only for adults of legal drinking age.
- The serving size for an alcoholic beverage depends on the type of drink: 12 ounces of beer, 5 ounces of wine, or 1.5 ounces of hard liquor or distilled spirits.
- Eating helps slow the absorption of alcohol, so don't drink on an empty stomach. If you're thirsty, start with a nonalcoholic drink first.

### Preventing the Spread of Bacteria (Handwashing Awareness Week)

Illness-causing bacteria can survive and spread across your kitchen, so it is important to clean properly to prevent them from spreading to your food. [www.eatright.org/food/home-food-safety/cleaning-tips/preventing-the-spread-of-bacteria](http://www.eatright.org/food/home-food-safety/cleaning-tips/preventing-the-spread-of-bacteria)

- Wash hands for at least 20 seconds with clean, running water. It's one of the easiest ways to help reduce the spread of food poisoning, cold and flu viruses.
- Wash all surfaces food comes in contact with, including countertops, cutting boards and utensils.
- Sanitize sponges daily and replace often! Don't wait until sponges are falling apart to get rid of them.

## Sample Social Media Posts

*December 1 to 7:* What's the right way to wash up? Learn how to prevent illness-causing bacteria from spreading to your food during #HandwashingAwarenessWeek: [sm.eatright.org/PreventBacteria](http://sm.eatright.org/PreventBacteria) #eatright

If you enjoy wine, beer or spirits and are of the legal drinking age, be sure to do so responsibly and in moderation. Learn more about healthful habits this holiday season: [sm.eatright.org/ResponsiblyDrink](http://sm.eatright.org/ResponsiblyDrink) #eatright

Poached pears with caramel sauce is a delicious treat to enjoy during #NationalPearMonth! Get the recipe: [sm.eatright.org/PoachedPears](http://sm.eatright.org/PoachedPears) #eatright

*December 26 to January 1:* Discover the traditions and foods of Kwanzaa, celebrated from December 26 to January 1: [sm.eatright.org/KwanzaaCelebration](http://sm.eatright.org/KwanzaaCelebration) #eatright





## Healthful eating during the holidays.

Holidays are not only a time of celebration, but also a chance to catch up with loved ones near and far, while preparing and enjoying [delicious dishes](#).

It's a great time to get [kids involved in the kitchen](#) while teaching skills like handwashing and kitchen basics. For those attending or hosting [holiday parties](#), there are a variety of ways to keep healthy eating in mind without feeling deprived, like using fat-free yogurt in place of sour cream or mayonnaise in recipes.

Planning ahead for gatherings can be especially helpful if anyone has [food allergies](#). Let the host know in advance or consider bringing some safe food options along. If hosting, make sure to read the ingredient list if you plan to accommodate your guests' needs, as some foods that seem safe might not be.

Whether you're an experienced cook or preparing to host your first holiday gathering, a little [food safety advice](#) can go a long way in promoting a healthy and happy holiday dinner. Keep in mind, food safety applies to any leftovers consumed after the event, too.

Food isn't the only way to bond over the holidays. In addition to movies, board games, and other family traditions—there are ways to keep [active together all winter](#).

### Sample Social Media Posts

The holidays are a great time for gathering with friends and family around food! Use these tips to enjoy holiday treats mindfully: [sm.eatright.org/HealthyHoliday](https://sm.eatright.org/HealthyHoliday) #eatright

If a family member has a food allergy, it's especially important to follow proper food safety measures! Review these tips for preparing safe, nutritious meals during the holiday season: [sm.eatright.org/AllergyHolidayTips](https://sm.eatright.org/AllergyHolidayTips) #eatright

From tamales in Mexico to lechon in the Philippines, discover different food traditions from around the world during the holiday season: [sm.eatright.org/ChristmasFoods](https://sm.eatright.org/ChristmasFoods) #eatright

Whether you're an experienced cook or preparing to host your first holiday gathering, use these food safety and cooking tips to have a happy, healthy meal! [sm.eatright.org/AdviceHoliday](https://sm.eatright.org/AdviceHoliday) #eatright



# Coming Soon:

January	National Slow Cooking Month
February	Academy National Election
March	<b>National Nutrition Month®</b>

## Follow the Academy on social media!

For professional news and updates:



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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.