Social Media Toolkit
Title: National Nutrition Month (March)
<mark>For use during week 09 (3/2/20-3/8/20)</mark>
Launch Date: Monday, February 17, 2020

Introduction
Describe content of toolkit.
Describe background of topic
Describe the source(s) for the toolkit content

This toolkit contains information on basic nutrition and on National Nutrition Month, which is the month of March. There are five Facebook posts, six Instagram posts, 10 hashtags and 10 tweets. In addition, the Academy of Nutrition and Dietetics, the organization that originated National Nutrition Month, has social media material on their website for use during the month of March: https://www.eatright.org/food/resources/national-nutrition-month/toolkit. Some items here are taken from that toolkit, but this organization has a wide range of materials.

National Nutrition Month[1]
National Nutrition Month is an annual campaign created by the Academy of Nutrition and Dietetics. The campaign focuses attention on the importance of making informed food choices and developing sound eating and physical activity habits. This campaign first started as an awareness week in 1973 and became an awareness month in 1980. Registered Dietitian Nutritionist Day, also celebrated in March, increases awareness of registered dietitian nutritionists as the indispensable providers of food and nutrition services, and recognizes RDNs for their commitment to helping people enjoy healthy lives. The theme for 2020 is "Eat Right Bite by Bite."

The Importance of Good Nutrition[2]
Your food choices affect your health, and good nutrition is an important part of leading a healthy lifestyle. The availability of healthy, affordable foods contributes to a person's diet and risk of related chronic diseases. Unhealthy eating habits have contributed to the obesity epidemic in the United States: about one-third of U.S. adults (33.8%) are obese and approximately 17% (or 12.5 million) of children and adolescents aged 2-19 years are obese. Even for people at a healthy weight, a poor diet is associated with major health risks that can cause illness, including heart disease, hypertension (high blood pressure), type 2 diabetes, osteoporosis, and certain types of cancer, as well as death.

The risk factors for adult chronic diseases, like hypertension and type 2 diabetes, are increasingly seen in younger ages, and are often a result of unhealthy eating habits and increased weight gain. Dietary habits established in childhood often carry over into adulthood, so teaching children how to eat healthy at a young age will help them stay healthy throughout their life. Dietary Guidelines for Americans, developed by the U.S. Department of Health and Human Services and the U.S. Department of Agriculture and reviewed every five years,[3] provides evidence-based nutrition information and advice for people ages two and older to help Americans make healthy choices about food and beverages in their daily lives. These guidelines also serve as the basis for federal food and nutrition education programs.

The 2015-2020 Dietary Guidelines for Americans focus on making small shifts in daily eating habits to improve health over the long run. They also emphasize the importance of "eating patterns," which refer to the combination of ALL foods and beverages a person consumes regularly over time, rather than focusing on individual nutrients or foods in isolation. Healthy eating patterns, along with regular physical activity, have been shown in a large body of current science to help people reach and maintain good health while reducing risks of chronic disease throughout their lives. Additionally, healthy eating patterns can be adapted to an individual's budget, taste preferences, traditions, and culture.

A healthy eating pattern includes the following: 1) a variety of vegetables--dark green, red and orange, legumes, starchy and other vegetables; 2) fruits--especially whole fruit; 3) grains--at least half of which are whole grain; 4) fat-free or low-fat dairy; 5) a variety of protein foods and 6) oils, including those from plants: canola, corn, olive, peanut, safflower, soybean and sunflower.

Target audience/high-risk subsets
Describe target audience
The target audience would be everyone.

Describe high-risk or sub-populations, if appropriate
High risk populations would be those with poor nutrition habits that may be seeking ways to improve their nutritional intake.

Target Audience Needs/Issues/Considerations
Include considerations that the opposition may provide
 Different populations may have special dietary needs. The toolkit provides information for the general population, which does not have a disease condition that requires a special diet.

Supporting Campaigns
Include organizations that would have credible information and would be likely to have their own campaigns
Academy of Nutrition and Dietetics
Centers for Disease Control and Prevention
Ohio Department of Health
U.S. Department of Health and Human Services

References
[1]Awareness Days. [Internet]. National Nutrition Month 2020. Retrieved on 2/12/20 from:
https://www.awarenessdays.com/awareness-days-calendar/national-nutrition-month-2020/

[2]U.S. Department of Health and Human Services. (2017, January 26). Importance of Good Nutrition. Retrieved on 2/12/20 from: https://www.hhs.gov/fitness/eat-healthy/importance-of-good-nutrition/index.html

[3]U.S. Department of Health and Human Services. (2017, January 26). Dietary Guidelines for Americans. Retrieved on 2/12/20 from: https://www.hhs.gov/fitness/eat-healthy/dietary-guidelines-for-americans/index.html

Toolkit Content

	Sandy Vasenda NEOMED MPH Student
	7 hours
	02/12/20
DUE date & TARGET date for release (Monday)	Due Date: January 31, 2020 Target Date for Release: Monday, February 17, 2020
Approvals **(Needs at least one reviewer per column—initial appropriate column)**	(see tables below)
Content recency	All messages in this toolkit were generated in February, 2020 and contain up-to-date information prior to the launch date.
Accuracy	Sources of all data are provided (all credible sources) YES or NO
Social Media Platforms Included	(see table below)

Approvals table:

Reviewer	Date	Format & language (grammar)	Social media content	Public health content
Amy Lee	2/13/20	AL		
Jessica Wakelee	2/13/20	JW	JW	JW
Dawn Cole	2/13/2020	DC	DC	DC
Ramsey Baden	2/13/20	RB	RB	RB

Approvers Instructions

- Please approve by the target date for release. Approvers may review for more than one review category (e.g. both public health content and social media content). At least one approver is needed per category; two approvers are preferred.
- Feel free to add or make edits—there will not be an opportunity for the original student group to make further edits

Reviewer	Items for review
Public health content	Information provided is current (within six months of launch date or the most recent information as relevant for a specific topic e.g. the latest guidelines). Also, from a credible source.
Social media content	Layout, imaging, length of posts
Format and language	Good grammar, punctuation, format compliant with toolkit guidelines.

Social Media Platforms Included:

Platform	Ideal number	In this toolkit
Facebook	5	5
Twitter	10	10
Instagram	5	6
Hashtags (for Twitter or Instagram)	10	10
Video (YouTube)	Optional	
Print media (e.g. press release)	Optional	
Other (list): Photos Blog post ideas	Optional	

FACEBOOK

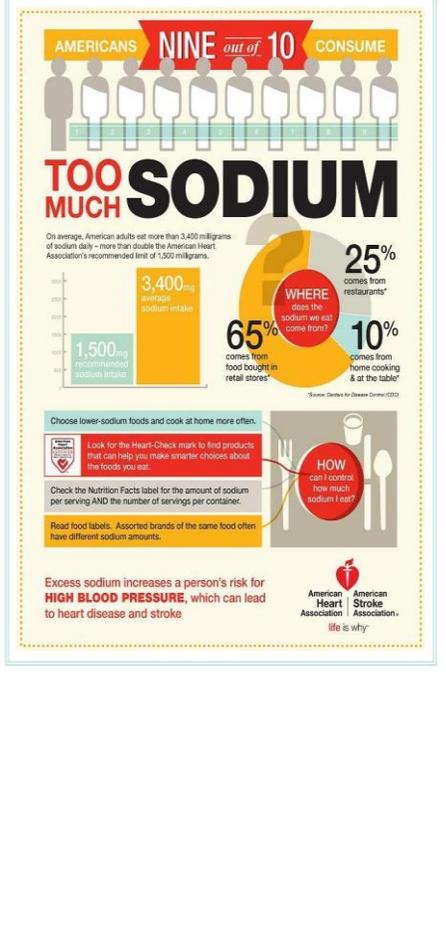|	Infographic	Website	Embedded Link	Caption (if provided	When accessed	Permission
Facebook 1		https://www.heart.org/en/healthy-living/healthy-eating/cooking-skills/meal-planning/heart-healthy-kitchen-essentials-for-meal-prep		Kitchen Essentials: Heart Healthy	2/12/20	Source: American Heart Association
Facebook 2		https://www.eatright.org/food/resources/national-nutrition-month/toolkit	\<a href="https://www.eatright.org/food/resources/national-nutrition-month?nnm_blogger_badge_rectangle" target="_blank" title="Go to National Nutrition Month Homepage on eatright.org">\<img alt="National Nutrition Month 2020 Blogger Badge"	Eat Right Bite by Bite	2/12/20	Source: Academy of Nutrition and Dietetics
Facebook 3		https://www.choosemyplate.gov/resources/infographics		Eat Healthy, Be Healthy, Save.	2/12/20	Source: USDA Choose My Plate website
Facebook 4		https://www.choosemyplate.gov/resources/infographics		What's My Plate All About?	2/12/20	Source: USDA Choose My Plate
Facebook 5		https://www.schriever.af.mil/News/Article-Display/Article/734933/healthy-eating-advances-af-readiness-and-mission-success/		March is Nutrition Awareness Month	2/12/20	Graphic courtesy of US Air Force Medical Service, Public Affairs.

TWEETS
Twitter best practices
- *Keep it short and simple--although messages can be <280 characters now, keep them short anyway!*
- *Post often--it is recommended to post 3 tweets per day, with different framing to reach diverse populations*
- *Post other relevant content from partners or followers*
- *Use relevant hashtags (maximum of 2 hashtags)*

Tweet 1	Start your morning with a #healthy #breakfast that includes lean protein, whole grains, fruits and vegetables. #NationalNutritionMonth #eatrightPRO
Tweet 2	Instead of eating on the run, try sitting down and focusing on the food you are about to eat. Take the time to enjoy the taste and textures of foods! #NationalNutritionMonth #eatrightPRO
Tweet 3	#Healthy snacks can sustain your energy levels between meals, especially when they include a combination of foods. #NationalNutritionMonth #eatrightPRO
Tweet 4	Celebrate #NationalNutritionMonth with the @eatright this March! Learn about good food choices and keep active! #NationalNutritionMonth #eatrightPRO
Tweet 5	Eating a well-balanced #diet means eating a variety of foods from each of the five food groups daily, in the recommended amounts. It is also important to choose a variety of foods from within each food group. #NationalNutritionMonth #eatrightPRO
Tweet 6	Eating #healthy on a tight budget can be challenging, but #healthy foods that are low in cost include #broccoli, #carrots, #sweetpotatoes, #brownrice and #oatmeal. #NationalNutritionMonth #eatrightPRO
Tweet 7	#Canned foods are a convenient and affordable way to incorporate more #fruits and #vegetables into your #diet. The process of #canning ensures a long shelf life of at least one to five years. This may be beneficial for individuals who often throw away fresh produce due to spoilage. #NationalNutritionMonth #eatrightPRO
Tweet 8	Use these ingredients for #healthier and #cheaper choices: beans, peas, and lentils; sweet or white potatoes; eggs; peanut butter; canned salmon, tuna or crabmeat; grains such as oats, brown rice, or barley; and frozen or canned fruits and vegetables. NationalNutritionMonth #eatrightPRO
Tweet 9	Dietary #fiber can help you feel full longer and may lower your risk for #heartdisease and type 2 #diabetes. #NationalNutritionMonth #eatrightPRO
Tweet 10	Too much #sodium in the #diet can lead to highbloodpressure, #heartdisease and #stroke. It can also cause #calcium losses. #NationalNutritionMonth #eatrightPRO

INSTAGRAM
Instagram best practices
- *Post 3-4 times during the week*
- *Use varying content (not only picture sharing but include videos and graphics)*
- *Use relevant hashtags so people can find your content*

Instagram 1		National Nutrition Month is an annual campaign created by the Academy of Nutrition and Dietetics. During the month of March, they invite everyone to focus on the importance of making informed food choices, developing sound eating and physical activity habits. https://www.eatright.org/food/resources/national-nutrition-month Retrieved 2/12/20
Instagram 2		9 out of 10 Americans consume too much sodium. On average, American adults eat more than double the amount of sodium they should: 3,400 milligrams is the amount of sodium that the average American consumes. 1,500 milligrams or less is the American Heart Association's recommended daily allowance of sodium. Where does the sodium we eat come from? **According to the Centers for Disease Control and Prevention:** 65 percent comes from food bought in stores 25 percent comes from restaurants 10 percent comes from home cooking and at the table Excess sodium increases a person's risk for high blood pressure, which can lead to heart disease and stroke. **How can I control how much sodium I eat?** Choose lower-sodium foods and cook at home more often. Look for the Heart Check mark to find products that can help you make smarter choices about the foods you eat. Check the nutrition facts label for the amount of sodium per serving AND the number of servings per container. Read food labels. Assorted brands of the same food often have different sodium amounts. Source: American Heart Association https://www.heart.org/en/healthy-living/healthy-eating/eat-smart/sodium/9-out-of-10-americans-eat-too-much-sodium-infographic

	Infographic	Website	Caption (if provided	When accessed	Permission
Instagram 3		http://healthyfoods.org/2011/03/07/march-is-national-nutrition-awareness-month/	None	2/12/20	Source: Healthyfoods.org

Instagram 4		https://www.heart.org/en/healthy-living/healthy-living-infographics	Can Processed Foods be Healthy?	2/12/20	Source: American Heart Association
Instagram 5		https://www.eatright.org/food/resources/national-nutrition-month/toolkit	Learn Skills to Create Tasty Meals	2/12/20	Source: Academy of Nutrition and Dietetics
Instagram 6		https://www.eatright.org/food/resources/national-nutrition-month/toolkit	Eat a Variety of Nutritious Foods Every Day	2/12/20	Source: Academy of Nutrition and Dietetics

RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#HealthyForGood
Hashtag 2	#NationalNutritionMonth
Hashtag 3	#EatRight
Hashtag 4	#Nutrition
Hashtag 5	#HealthyMothers
Hashtag 6	#HealthyBabies
Hashtag 7	#BiteByBite
Hashtag 8	#Dietician
Hashtag 9	#NutritionMonth
Hashtag 10	#LiveBetterLonger