

# Social Media Toolkit

## Title: Eating Healthy

For use during week 8/24/20-8/30/20

### Introduction

*\*Describe content of toolkit.*

*\*Describe background of topic*

*\*Describe the source(s) for the toolkit content*

This toolkit contains 7 Facebook posts, 10 tweets, 10 hashtags, and 8 Instagram posts related to eating healthy. Eating healthy may seem very complicated and overwhelming at first. Per national dietary guidelines, healthy eating includes many vegetables, fruits, and whole grains.<sup>1</sup> Milk products should be low-fat or fat-free if possible.<sup>1</sup> Individuals should obtain protein through sources such as beans, eggs, nuts, lean meats, and fish.<sup>1</sup> It is important to have a diet low in trans-fats and saturated fats.<sup>1</sup> Cholesterol, salt, and sugars should be closely monitored and should be low if possible.<sup>1</sup>

However, foods with healthy fats such as olive oil, nuts, and avocados should be incorporated into a healthy diet.<sup>2</sup> In order to limit salt levels, individuals should avoid packaged foods that are processed.<sup>2</sup> They should seek foods that are labelled as “low sodium.”<sup>2</sup> Fiber levels should be increased by including fruits, vegetables, and whole grains.<sup>2</sup>

It is important to focus on trying new foods and new recipes in order to continue to eat healthy.<sup>1</sup> The CDC recommends that individuals eat a variety of colored foods.<sup>1</sup> This is a fantastic way for individuals to increase their vitamins and mineral uptake.<sup>2</sup> Individuals should be open and willing to trying new fruits and vegetables.<sup>1</sup> They should make sure to eat foods that are high in calcium, such as low-fat yogurt.<sup>1</sup> Another important concept to remember is that eating healthy does not mean giving up on your favorite foods. Individuals can minimize their “comfort foods” and limit their daily caloric intake to the appropriate range.<sup>1</sup> Meal planning can be another effective method that individuals can try out.<sup>4</sup> When meal planning, they can choose lower-calorie ingredients when making their favorite recipes and portioning smaller sizes for meals.<sup>4</sup>

It is recommended that young children begin eating healthy at a young age.<sup>3</sup> Parents should ensure a limited salt and sugar intake.<sup>3</sup> They are encouraged to set a good example in front of their children and promote healthy diets themselves.<sup>3</sup>

### Target audience/high-risk subsets

*\*Describe target audience*

Everybody

*\*Describe high-risk or sub-populations, if appropriate*

N/A

### Target Audience Needs/Issues/Considerations

*\*Include considerations that the opposition may provide*

Food Industry-Particularly Companies Selling Less Healthy Food Options

### Supporting Campaigns

*\*Include organizations that would have credible information and would be likely to have their own campaigns*

[Centers for Disease Control and Prevention](#)

[U.S. Department of Health and Human Services](#)

[American Heart Association](#)

[Office of Disease Prevention and Health Promotion](#)

### References

<sup>1</sup>Healthy Eating for a Healthy Weight. CDC.gov. [https://www.cdc.gov/healthyweight/healthy\\_eating/index.html](https://www.cdc.gov/healthyweight/healthy_eating/index.html). Published 2020. Accessed April 21, 2020.

<sup>2</sup>Healthy Eating Tips. CDC.gov. <https://www.cdc.gov/nccdphp/dnpao/features/national-nutrition-month/index.html>. Published 2020. Accessed April 21, 2020.

<sup>3</sup>Early Child Nutrition. CDC.gov. <https://www.cdc.gov/nccdphp/dnpao/features/nutrition-month/>. Published 2020. Accessed April 21, 2020.

<sup>4</sup>Planning Meals | Healthy Weight | CDC. CDC.gov. [https://www.cdc.gov/healthyweight/healthy\\_eating/meals.html](https://www.cdc.gov/healthyweight/healthy_eating/meals.html). Published 2020. Accessed April 21, 2020.

## Toolkit Content

<b>Please list: Developer(s) Affiliation(s) Title(s)</b>	Andrew Turk M4 Student NEOMED  Additional contributor: Robert Fulton, MA, DDS, FADI																													
<b>Estimated time used to create</b>	5 hours																													
<b>Date submitted</b>	4/21/20																													
<b>DUE date &amp; TARGET date for release (Monday)</b>	For use during week 8/24/20-8/30/20 Launch Date: 8/10/20																													
<b>Approvals</b>  (Needs at least one reviewer per column—initial appropriate column)	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 40%;">Reviewer</th> <th style="width: 10%;">Date</th> <th style="width: 15%;">Format &amp; language (grammar)</th> <th style="width: 15%;">Social media content</th> <th style="width: 20%;">Public health content</th> </tr> </thead> <tbody> <tr> <td>Amy Lee, MD, MPH</td> <td>9/1/20</td> <td>AL</td> <td>AL</td> <td></td> </tr> <tr> <td>Kim Trowbridge, MPH, MCHES, CHC</td> <td>7/20/2020</td> <td>KT</td> <td>KT</td> <td>KT</td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>					Reviewer	Date	Format & language (grammar)	Social media content	Public health content	Amy Lee, MD, MPH	9/1/20	AL	AL		Kim Trowbridge, MPH, MCHES, CHC	7/20/2020	KT	KT	KT										
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<b>Approvers Instructions</b> <ul style="list-style-type: none"> <li>• 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.</li> <li>• Feel free to add or make edits—there will not be an opportunity for the original student group to make further edits</li> </ul>																														
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<b>Social Media Platforms Included</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Platform</th> <th style="width: 15%;">Ideal number</th> <th style="width: 35%; background-color: #ffff00;">In this toolkit</th> </tr> </thead> <tbody> <tr> <td>Facebook</td> <td style="text-align: center;">5</td> <td style="text-align: center;">7</td> </tr> <tr> <td>Twitter</td> <td style="text-align: center;">10</td> <td style="text-align: center;">15</td> </tr> <tr> <td>Instagram</td> <td style="text-align: center;">5</td> <td style="text-align: center;">8</td> </tr> <tr> <td>Hashtags (for Twitter or Instagram)</td> <td style="text-align: center;">10</td> <td style="text-align: center;">10</td> </tr> <tr> <td>Video (YouTube)</td> <td style="text-align: center;">Optional</td> <td></td> </tr> <tr> <td>Print media (e.g. press release)</td> <td style="text-align: center;">Optional</td> <td></td> </tr> <tr> <td>Other (list): Photos Blog post ideas</td> <td style="text-align: center;">Optional</td> <td></td> </tr> </tbody> </table>					Platform	Ideal number	In this toolkit	Facebook	5	7	Twitter	10	15	Instagram	5	8	Hashtags (for Twitter or Instagram)	10	10	Video (YouTube)	Optional		Print media (e.g. press release)	Optional		Other (list): Photos Blog post ideas	Optional		
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### FACEBOOK

**Facebook 1**



Source: Centers for Disease Control and Prevention

“Eating healthy is a lifestyle and can take time to adjust. Find some ways to boost up your favorite recipes with healthier options. For example, instead of pasta, try quinoa or brown rice, use veggies to enhance flavor and texture, use lean meats and seasoning to give it a flavor boost!”

[https://www.cdc.gov/healthyweight/healthy\\_eating/index.html](https://www.cdc.gov/healthyweight/healthy_eating/index.html)

**Facebook 2**



Source: Centers for Disease Control and Prevention

“Start children off with healthy foods from the start, offering cooked veggie options such as eggplant, peas, and broccoli cooked soft. Offer hummus for children to dip foods in, and fresh soft fruits such as bananas and cut up soft pears.”

<https://www.cdc.gov/nccdphp/dnpao/features/nutrition-month/>



**Facebook 3**


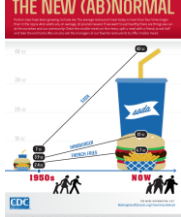


Source: Centers for Disease Control and Prevention

“Good nutrition is a family affair. Children learn from watching their parents. If you offer and eat healthy foods, your children will too.”

<https://www.cdc.gov/nccdphp/dnpao/features/nutrition-month/>

<p><b>Facebook 4</b></p>	 <p>Source: Centers for Disease Control and Prevention  “Engage your children and other family members in making meals. Designate a family cooking night and involve the entire family. Older children can help plan and cook their own family meals. This gets everyone involved and teaches lifetime skills for healthy eating.”  <a href="https://www.cdc.gov/nutrition/strategies-guidelines/index.html#healthy-eating">https://www.cdc.gov/nutrition/strategies-guidelines/index.html#healthy-eating</a></p>
<p><b>Facebook 5</b></p>	 <p>Source: Centers for Disease Control and Prevention  “Try new recipes to give your weekly routine a kick. There are many healthy recipe websites, and with portable technology, it is easier than ever to find and use recipes at your fingertips!”  <a href="https://www.cdc.gov/healthyweight/healthy_eating/recipes.html">https://www.cdc.gov/healthyweight/healthy_eating/recipes.html</a></p>

	Infographic	Website	Caption (if provided)	When accessed	Permission
<p><b>Facebook 1</b></p>		<p><a href="https://www.cdc.gov/nccdphp/dnpao/multimedia/infographics/golight.html">https://www.cdc.gov/nccdphp/dnpao/multimedia/infographics/golight.html</a></p>	<p>“Go Light When You Grab a Bite”</p>	<p>4/21/20</p>	<p>Centers for Disease Control and Prevention</p>
<p><b>Facebook 2</b></p>		<p><a href="https://www.cdc.gov/nccdphp/dnpao/multimedia/infographics/newabnormal.html">https://www.cdc.gov/nccdphp/dnpao/multimedia/infographics/newabnormal.html</a></p>	<p>“The New (ab)Normal”</p>	<p>4/21/20</p>	<p>Centers for Disease Control and Prevention</p>

## 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)*

<b>Tweet 1</b>	Healthy diets include plenty of #fruits and #vegetables! Eat at least 5 a day for better health.	Source: Centers for Disease Control and Prevention <a href="https://www.cdc.gov/healthyweight/healthy_eating/index.html">https://www.cdc.gov/healthyweight/healthy_eating/index.html</a>
<b>Tweet 2</b>	Try not to eat more than your daily calorie requirements #HealthyEating	Source: Centers for Disease Control and Prevention <a href="https://www.cdc.gov/healthyweight/healthy_eating/index.html">https://www.cdc.gov/healthyweight/healthy_eating/index.html</a>
<b>Tweet 3</b>	The more colors on your plate, the better for your health! Eat fruits and veggies that are the colors of the rainbow.	Source: Centers for Disease Control and Prevention <a href="https://www.cdc.gov/healthyweight/healthy_eating/index.html">https://www.cdc.gov/healthyweight/healthy_eating/index.html</a>
<b>Tweet 4</b>	Healthy eating emphasizes balancing your comfort food with healthy choices. It's okay to splurge once in a while on your favorite foods.	Source: Centers for Disease Control and Prevention <a href="https://www.cdc.gov/healthyweight/healthy_eating/index.html">https://www.cdc.gov/healthyweight/healthy_eating/index.html</a>
<b>Tweet 5</b>	Try smaller portion sizes next time you find yourself eating a less-healthy food! Place half of what you want on your plate and eat slower.	Source: Centers for Disease Control and Prevention <a href="https://www.cdc.gov/healthyweight/healthy_eating/index.html">https://www.cdc.gov/healthyweight/healthy_eating/index.html</a>
<b>Tweet 6</b>	It's important to eat foods rich with calcium such as fat free yogurt, cheese and skim milk!	Source: Centers for Disease Control and Prevention <a href="https://www.cdc.gov/healthyweight/healthy_eating/index.html">https://www.cdc.gov/healthyweight/healthy_eating/index.html</a>
<b>Tweet 7</b>	Try to avoid fats such as saturated fats and trans-fat! These are found mostly in processed foods like crackers, frozen pizza, and frozen meals.	Source: Centers for Disease Control and Prevention <a href="https://www.cdc.gov/healthyweight/healthy_eating/index.html">https://www.cdc.gov/healthyweight/healthy_eating/index.html</a>
<b>Tweet 8</b>	It never hurts to try a new vegetable or fruit! Try cooking them differently. Grilled fruits are great in the summer! #EatHealthy	Source: Centers for Disease Control and Prevention <a href="https://www.cdc.gov/healthyweight/healthy_eating/index.html">https://www.cdc.gov/healthyweight/healthy_eating/index.html</a>
<b>Tweet 9</b>	You can always adjust your favorite recipes to make them healthier by replacing high calorie foods with lower calorie, non-processed foods. #EatHealthy	Source: Centers for Disease Control and Prevention <a href="https://www.cdc.gov/healthyweight/healthy_eating/index.html">https://www.cdc.gov/healthyweight/healthy_eating/index.html</a>
<b>Tweet 10</b>	Set a good example for your children by eating a #HealthyDiet most days of the week.	Source: Centers for Disease Control and Prevention <a href="https://www.cdc.gov/nccdphp/dnpao/features/nutrition-month/">https://www.cdc.gov/nccdphp/dnpao/features/nutrition-month/</a>

<b>Tweet 11</b>	Over consumption of sugar leads to non-alcoholic fatty liver disease in adults and children. The fastest cause for need of liver transplants. #NAFLD	Source: Fatty Liver Foundation <a href="https://www.fattyLiverFoundation.org/">https://www.fattyLiverFoundation.org/</a>
<b>Tweet 12</b>	The American Heart Association recommends no more than 6 teaspoons of sugar per day for women and 9 teaspoons of sugar per day for males.	Source: American Heart Association <a href="https://www.heart.org/en/healthy-living/healthy-eating/eat-smart/sugar">https://www.heart.org/en/healthy-living/healthy-eating/eat-smart/sugar</a>
<b>Tweet 13</b>	The American Heart Association minimum sugar recommendations for children depends on age: between 0–6 teaspoon per day and no juice before 1 year, minimal thereafter. #sugaramounts	Source: American Heart Association <a href="https://www.heart.org/en/healthy-living/healthy-eating/eat-smart/sugar">https://www.heart.org/en/healthy-living/healthy-eating/eat-smart/sugar</a>
<b>Tweet 14</b>	People eat too much sugar, which has been linked to obesity, type 2 diabetes, heart disease, and tooth decay. #sugaramounts	Source: Healthline <a href="https://www.healthline.com/nutrition/how-much-sugar-per-day#section4">https://www.healthline.com/nutrition/how-much-sugar-per-day#section4</a>
<b>Tweet 15</b>	Cut out soft drinks, fruit juice, candy, and baked goods if you want to reduce your sugar intake. #EatHealthy	Source: Healthline <a href="https://www.healthline.com/nutrition/how-much-sugar-per-day#section4">https://www.healthline.com/nutrition/how-much-sugar-per-day#section4</a>



# 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

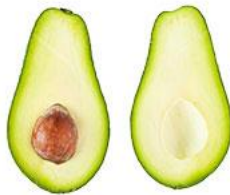
### Instagram 1



Source: Centers for Disease Control and Prevention

<https://www.cdc.gov/nccdphp/dnpao/features/national-nutrition-month/index.html>

### Instagram 2



Source: Centers for Disease Control and Prevention

<https://www.cdc.gov/nccdphp/dnpao/features/national-nutrition-month/index.html>

### Instagram 3



Source: Centers for Disease Control and Prevention

<https://www.cdc.gov/nccdphp/dnpao/features/national-nutrition-month/index.html>

### Instagram 4



Source: Centers for Disease Control and Prevention

[https://www.cdc.gov/healthyweight/healthy\\_eating/index.html](https://www.cdc.gov/healthyweight/healthy_eating/index.html)



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Instagram 2		<a href="https://www.cdc.gov/healthyweight/healthy_eating/cutting_calories.html">https://www.cdc.gov/healthyweight/healthy_eating/cutting_calories.html</a>		4/21/20	Centers for Disease Control and Prevention
Instagram 3		<a href="https://www.cdc.gov/healthyweight/healthy_eating/cutting_calories.html">https://www.cdc.gov/healthyweight/healthy_eating/cutting_calories.html</a>		4/21/20	Centers for Disease Control and Prevention
Instagram 4		<a href="https://www.cdc.gov/dhdsip/images/berries-cherries.jpg">https://www.cdc.gov/dhdsip/images/berries-cherries.jpg</a>		4/21/20	Centers for Disease Control and Prevention

## RELEVANT HASHTAGS

	<b>Hashtag</b>
<b>Hashtag 1</b>	#EatHealthy
<b>Hashtag 2</b>	#HealthyEating
<b>Hashtag 3</b>	#HealthyMeals
<b>Hashtag 4</b>	#HealthyFoodRecipes
<b>Hashtag 5</b>	#CookHealthy
<b>Hashtag 6</b>	#HealthyDiet
<b>Hashtag 7</b>	#EatMoreVegetables
<b>Hashtag 8</b>	#EatClean
<b>Hashtag 9</b>	#HealthyFoodChoices
<b>Hashtag 10</b>	#EatFreshFoods