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## **March is National Nutrition Month®**

### ***Grab and Go Packet***

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**Category B Leader:** SOPHE

**Host Organization:** [Academy of Nutrition and Dietetics](#)

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## March is National Nutrition Month®

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Did you know that more than one third of adults in the United States have obesity? Obesity can lead to life threatening conditions including heart disease, type 2 diabetes, and certain types of cancer. The good news is that obesity is virtually preventable with proper nutrition and an active lifestyle. National Nutrition Month® is a time to spread awareness and promote the benefits of eating a healthy, balanced diet. Helping community members access healthy foods and encouraging them to make small changes to their daily routines can make a big difference for the overall health of the person and the community.

SOPHE has created this toolkit to help you spread the word about healthy eating by promoting National Nutrition Month® among community members, leaders, and professionals.

### Get Started

This Grab and Go Packet will help you get started promoting National Nutrition Month®. In this packet you will find:

- Talking points for communicating with community members
- Top 10 Tips for nutritious eating
- Sample announcement for a newsletter, blog or listserv to community members
- Sample press/media release
- Various articles related to National Nutrition Month
- Sample tweets and Facebook posts for promoting National Nutrition Month
- Helpful Infographics
- Additional resources that may be helpful to you as you develop messages targeting your specific audience(s)

### Take Action

There are many ways you can promote National Nutrition Month®.

- Use this toolkit to conduct outreach in your community.
- Work with local schools, workplaces, and grocery stores to offer and promote healthy foods. For example:
  - Collaborate with neighborhood or faith-based organizations that produce nutrition-related events
  - Partner with a grocery store to hold healthy eating demonstrations, offer samples of healthy fruits and vegetables, or provide coupons for healthy foods.
  - Work with schools to offer different fruits each week for students to sample.
  - Help organize mobile markets or a grocery store shuttle program.
- Reach out directly to the media, policy makers, and other partners.

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## Sample Messaging for Specific Professional Audiences

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The information provided in this packet is intended to reach community members, leaders, and partners. Additionally, you may want to consider providing extra outreach to the following groups using the suggested ideas provided below.

### **Local leaders and partners**

Drum up support from local leaders and partners in advance of National Nutrition Month®. Ask them to promote the month with you. Look for overlapping missions with local government departments, faith-based organizations, and non-profit groups. Ask them to help amplify your message by supporting nutrition initiatives in the community.

### **Local stores and farmers' markets**

Ask local markets and farmers markets to offer discounts on healthy foods or hand out coupons in support of National Nutrition Month®. Addressing affordability is key, as cost is a barrier for many people who would otherwise shop at local markets and farmers' markets.

### **Worksites**

Worksites can do a lot to promote National Nutrition Month® among employees. Work with companies to offer healthy snacks, advertise farmers' markets near the company, or collect healthy recipes from employees to share in a newsletter.

### **Educators**

Contact schools to see if there are ways you can collaborate. Administrators can send announcements and information home to parents, while teachers can promote nutrition in their lesson plans.

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## Talking Points: Making the Case for Healthy Eating

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When communicating with community members, leaders, and partners, it's important to be ready to talk about the issues. Here are some talking points to get you started. Tailor these to specific concerns in your community.

### Why eat healthy?

- **To lower your health risks.** Choosing healthier foods can help you lower your risk for chronic health conditions like heart disease and type 2 diabetes.
- **To stay strong and active.** Healthy foods have the vitamins, minerals, and nutrients your body needs to stay strong and live a longer life.
- **To manage your weight.** Healthy diet and physical activity can help you stay at a healthy weight.
- **To set a positive example.** If you have children, the healthy food choices your child sees you make now can impact their eating choices throughout their lifetime.
- **To save money.** When a person eats healthy and lives a healthy lifestyle they are less likely to develop chronic illnesses in life, therefore a healthy lifestyle can prevent people from spending thousands of dollars on doctors' visits and medications later in life.
- **To improve mood and mental health.** What you eat has a direct impact on your brain which regulates your mood. Also, eating healthy foods can help to keep your mind from feeling foggy and distracted.
- **To help improve your quality of sleep.** People who avoid large amounts of caffeine and foods high in sugar and fat are more likely to have higher quality sleep.

### The Facts

- More than 1 in 3 of adults and nearly 1 in 6 children or adolescents are obese. Obesity-related conditions include heart disease, stroke, and type 2 diabetes, which are among the leading causes of death.
- Fewer than 1 in 3 adults get the recommended amount of vegetables each day.
- Typical American diets are too high in calories from solid fats and added sugars, refined grains, sodium, and saturated fat.
- Approximately 90% of Americans eat more sodium than is recommended for a healthy diet.
- More than 23 million Americans — including 6.5 million children — live in food deserts. Food deserts are neighborhoods, cities, or towns that lack access to affordable fruits, vegetables, whole grains, and other foods that make up the full range of a healthy diet.
- Overweight adolescents have a 70% chance of becoming overweight or obese adults.

### Tailor Messages to Your Target Audiences

When communicating about nutrition with community members, focus on:

- How eating healthy doesn't have to be expensive — there are many healthy, affordable food options

- Healthy food can be fast food — learning about meal planning, making meals ahead of time, and buying ready-to-eat fruits and vegetables (like apples and bananas) can make healthy eating quick and easy
- Encourage people to make small, low-cost or no-cost changes, like choosing whole-grain bread instead of white bread or adding chopped vegetables to pasta sauce
- The benefits of healthy eating — particularly how making healthy choices can lower your risk of developing type 2 diabetes and heart disease

When communicating about nutrition with community leaders and partners, focus on:

- How improving access to healthy foods and nutrition can help lower the risk of type 2 diabetes and heart disease among community members
- The positive impact good nutrition can have on long-term health care costs
- The role we can all play in making healthy living easier where people live, learn, work, and play

#### **Sources for the facts**

1. <https://www.fitness.gov/resource-center/facts-and-statistics/>
2. <https://www.healthypeople.gov/2020/leading-health-indicators/2020-lhi-topics/Nutrition-Physical-Activity-and-Obesity>

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## Top 10 Tips for Nutritious Eating

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The following list contains 10 easy ways to develop a healthier lifestyle:

1. Drink lots of water — aim for 8+ glasses a day!
2. Pack a healthy lunch with fruits and vegetables. (Packing a lunch rather than eating out every day is also a great way to save money.)
3. Choose whole-grain breads.
4. Practice moderation with sugar- especially when it comes to cookies, pastries, and soda.
5. Snack on fruits and vegetables such as apples and carrots.
6. Don't skip breakfast! Start your day with a protein packed breakfast to keep you feeling full throughout your morning. (example: scrambled eggs with peppers and onions.)
7. If you eat out, split the meal with a friend or only eat half.
8. Be cautious with condiments, which tend to be high in fat and cholesterol.
9. When eating pizza, order thin crust pizza and add veggies as toppings.
10. Limit meat, fish & poultry to 5 ounces per serving (approximately the size of a deck of cards).

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## Community Gardens and House Plants

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As previously mentioned, a healthy diet includes a large amount of fresh fruits and vegetables. There are multiple ways to assure you have access to fruits and vegetables including having a garden or being a member of a community garden. If you don't want to make the commitment to a garden you could also consider having a few small plants in your house. Additionally, it is important to remember that some fruits and vegetables are not in season year-round. If you buy fruits and vegetables that are in season you are more likely to eat produce that is rich in vitamins and minerals and it will save you money as well!

### Community Gardens

Many people who live in cities or highly populated areas have little to no access to a yard, so community gardens are a great way to have access to fresh fruits and vegetables. Most community gardens have the option of buying an individual plot where you can plant and harvest produce that you prefer.

The best way to find a community garden near you is by looking at the website of the American Community Gardening Association (ACGA). The website provides a list of gardens that you can find by searching for address, city, or zip code. If you can't find a community garden near you, the website also offers information about starting your own!

### House Plants

If you don't want to make the commitment to a home garden or community garden, there are a few options of plants that you can easily grow in your house. Some of the options don't even require a large amount of sunlight.

The following is a list of plants that are fairly easy to grow inside your house:

- Tomato
- Carrot
- Lemon
- Bell pepper
- Cilantro
- Basil
- Mint

Just be sure to do your research so you know what type of environment works best for each plant!



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## Seasonal Produce Chart

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As previously mentioned, consumers can save money by buying fruits and vegetables when they are in season. The following is a table that lists when some fruits and vegetables are in season.

SEASON	FRUIT OR VEGETABLE IN SEASON
Spring	Apricots, Artichokes, Asparagus, Avocados, Bell Peppers, Collard Greens, Grapefruit, Green Peas, Guavas, Mangos, Oranges, Papayas, Rhubarb, Strawberries
Summer	Apricots, Avocados, Bell Peppers, Cantaloupe, Cherries, Corn, Grapes, Green Beans, Green Peas, Honeydew, Mangos, Nectarines, Okra, Papayas, Peaches, Pears, Plums, Strawberries, Tomatoes, Watermelon, Yellow Squash, Zucchini
Fall	Acorn Squash, Brussels Sprouts, Butternut Squash, Grapes, Green Beans, Honeydew, Kiwi, Okra, Pears, Pomegranates, Pumpkins, Sweet Potatoes, Tomatoes, Turnips
Winter	Avocados, Brussels Sprouts, Collard Greens, Grapefruit, Guava, Kiwi, Oranges, Tangerines, Turnips
Year-Round	Apples, Bananas, Beets, Broccoli, Cabbage, Carrots, Cauliflower, Celery, Cucumbers, Eggplant, Garlic, Green Onion, Kale, Leeks, Lemons, Lettuce, Limes, Mushrooms, Onions, Pineapples, Potatoes, Radishes, Spinach

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## Sample Announcement for Newsletter or Blog

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Cut and paste this text into your newsletter, listserv, or media release. Add relevant details and quotes from your organization.

[Date]

### **March is National Nutrition Month®**

[Organization] is celebrating [National Nutrition Month®](#) by promoting the many benefits of eating a healthy and balanced diet. National Nutrition Month® highlights the importance of nutritious food choices in keeping our community strong and healthy. During the month of March we encourage people of all ages to learn more about nutrition and try new, healthy foods!

Eating healthy doesn't have to be expensive — there are many low-cost or no-cost alternatives, like choosing whole-grain bread instead of white bread or adding chopped vegetables to pasta sauce. And simple changes like these can make a big difference — for example, eating healthy can help lower the risk of many chronic diseases like heart disease, type 2 diabetes, and some types of cancer.

Eating healthy foods is also fun and delicious! Children who start eating healthy food at a young age are more likely to enjoy healthy foods and stay healthy throughout their lives.

To get started, check out these activities offered by [Organization]<*insert link to community activity listing*>. Together we can help build a healthy future for our community!

- [Add details about your activities to promote the month]
- Follow [National Nutrition Month® activities on Twitter](#) with #NNM.
- [Include quote from your organization]

Currently, [Organization] is implementing a project to increase access to healthy foods in [*name of community*]. This is part of a larger initiative by the Centers for Disease Control and Prevention (CDC) to increase access to healthy foods in communities.

For more information, contact [*insert contact information*].

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## Sample Press/Media Release

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For Immediate Release – March 1, 2016  
Infographic Available

### **MARK NATIONAL NUTRITION MONTH IN MARCH BY EATING NUTRITIOUSLY**

*It's time to make one positive change for health this month —  
10 Tips for Healthy Eating*

[CITY, STATE] – One out of three adults and nearly One out of six children are overweight or obese. March is National Nutrition Month which offers an opportunity for Americans to jump start eating nutritiously, says the [Name of organization].

“Most typical American diets are too high in calories from solid fats and added sugars, refined grains, sodium, and saturated fat,” said [Organization representative, title]. “Weight loss is the most common New Year’s resolution made. But by March many people who resolved to lose weight have lost momentum and find themselves struggling.”

National Nutrition Month presents an opportunity for everyone to learn more about nutrition and try new and healthy foods.

Eating healthy foods can help you manage your weight and lower the risk of many chronic diseases like heart disease, type 2 diabetes, and cancer — and healthy foods are fun and delicious! Young people who develop healthy food habits are more likely to stay healthy throughout their lives.

SOPHE offers 10 tips to help eat nutritiously:

1. Drink lots of water — aim for 8+ glasses a day!
2. Pack a healthy lunch with fruits and vegetables. (Packing a lunch rather than eating out every day is also a great way to save money.)
3. Choose whole-grain breads.
4. Practice moderation with sugar- especially when it comes to cookies, pastries, and soda.
5. Snack on fruits and vegetables such as apples and carrots.
6. Don't skip breakfast! Start your day with a protein packed breakfast to keep you feeling full throughout your morning. (example: scrambled eggs with peppers and onions.)
7. If you eat out, split the meal with a friend or only eat half.
8. Be cautious with condiments, which tend to be high in fat and cholesterol.
9. When eating pizza, order thin crust pizza and add veggies as toppings.
10. Limit meat, fish & poultry to 5 ounces per serving (approximately the size of a deck of cards).

“Many people who resolve to eat more nutritiously make many radical changes to their diets and lives,” said *[Organization representative]*. “But they often find that drastic changes are difficult to maintain. We encourage every American to make at least one positive healthy change this month and try it for 30 days. You won’t regret it!”

-more-

Currently, the *[Name of organization]* is a partnering in the National Implementation and Dissemination for Chronic Disease Prevention nationwide project. There are 97 projects in communities across the nation assisting people and communities in living healthier lives. Learn more at #Partnering4Health or [www.sophe.org/nid4cdp.cfm](http://www.sophe.org/nid4cdp.cfm)

**Infographic available:** Download — <http://tinyurl.com/jocpn59>

**Follow:** @#Partnering4Health

**Media contact:**

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*[Organization boilerplate]*

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## Article: NAPS - North American Precis Syndicate

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This article can be used for additional media or newspaper outreach. Substitute or add relevant details and quotes from your organization.

### **Powering Up Your Plate: Small Changes Can Lead to Big Rewards**

Did you know that the choices you make at the grocery store and while dining out can impact your health and prevent chronic disease? Seven out of 10 deaths each year in the United States are linked to chronic diseases like heart disease, cancer, obesity, tobacco use and related conditions.

“National Nutrition Month in March is a great time to educate yourself about what you can do to prevent chronic disease – and it starts with the choices you make in your kitchen, at the store, and on your dinner plate,” said *[Name of organization representative]*.

### **What You Can Do to Eat Healthier**

“So often people tell us that they are too busy and it’s easy to grab what’s available,” said Auld. “Keep healthy choices on hand when things get busy.”

If you must eat on the run, *[name]* suggests powering up your breakfast with instant oatmeal with low-fat milk for extra calcium, and skipping the fast food drive through.

You have to plan and stock healthy options, says *[name]*. Keep on hand low-fat yogurt, cheese and milk in your refrigerator and healthy options for snacking like fruits and vegetables. If you are lactose intolerant, keep lactose free items on hand.

Bananas, carrots, cereals, and peanuts make tasty, nutritious, and inexpensive snacks.

You can save both money and calories by packing a healthy lunch at home and bringing it with you to work or school, instead of eating out.

When you dine out, consider ordering a small plate or children’s menu item. Or you can split an entrée with a friend or bring home half of your meal.

If you are going to order fast food like pizza, cut calories by getting a thin crust. Lower the fat by topping your pizza with vegetables like tomatoes, peppers, mushrooms, zucchini, spinach or broccoli.

Limit servings of meats, fish, and poultry to five ounces, or eat low cost alternatives like beans.

These small changes can add up to big rewards. You can save money, improve your health and lower your risk of chronic disease.

### **What Communities Are Doing to Promote Healthy Eating**

Just as people need to plan healthy nutrition into their daily routines, so do communities. The Society for Public Health Education (SOPHE) is part of a national program to prevent chronic diseases like diabetes and heart disease, funded by the Centers for Disease Control and Prevention.

SOPHE is working alongside four national organizations to support a network of 97 communities in 36 states. The other partners include the American Heart Association (AHA), the American Planning Association (APA), the Directors of Health Promotion and Education (DHPE) and the National WIC Association (NWA).

On Virginia's Eastern Shore, project organizers are working with area restaurants to add healthy choices to menus, in a region where obesity affects over 70 percent of people. The ads for the project invite diners to "taste the good life" and highlight restaurants offering healthy menu items.

Lack of access can make it difficult for people to purchase nutritious food and beverages. Project partners in Southern Chester County, Pa., worked with area YMCAs to create a vending policy that increases healthy offerings. The revamped vending machines provide YMCA visitors and employees with nutritious and delicious options.

In New Mexico, Five Sandoval Indian Pueblos, a tribal organization, is working with an organic food nonprofit agency to get flat rate boxes of fresh produce. The boxes are sold in convenience stores and distributed. With the nearest grocery store nearly an hour away, these fresh produce boxes make it easier for families to get healthier food to eat, without making a long drive.

In Bensenville, Illinois, the Be-Well Bensenville coalition is helping consumers keep their weight in check by promoting physical activity. When adopted, a "Complete Streets" policy will give residents more options to walk or bike to school or work safely.

"Everyone is involved in this, and has a stake in it," said Victoria Benham with Be-Well Bensenville. She said the coalition is planning a walk-a-thon to a park. She notes that this allows members of the community to see it's completely doable to walk to the park.

The organizers say it's about empowering people and communities. "We want to help communities, families and individuals overcome the barriers to good health," said [name]. "It's about making healthy living easier where people live, learn, work, and play."

Learn more about the national project to prevent chronic disease at [insert website]:

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## Article: "Put Your Best Fork Forward"

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### "Put Your Best Fork Forward" at the Dinner Table During National Nutrition Month, Says Academy of Nutrition and Dietetics

January 25, 2017

CHICAGO – Parents are the most important role models for their children. For National Nutrition Month®, celebrated each March, the Academy of Nutrition and Dietetics encourages parents to "Put Your Best Fork Forward" by modeling healthful eating habits – one forkful at a time.

"Cooking from scratch will yield health benefits for you and your family," says registered dietitian nutritionist and Academy spokesperson Jennifer Bruning. "Serve regular, balanced meals and snacks with a variety of nutrient-rich foods, and enjoy family dinners each night or as often as possible."

Nutrient-dense options — foods packed with important nutrients — are naturally lean or low in solid fats and have little or no added solid fats, sugars or sodium.

Bruning suggests small changes families can make to their eating habits:

- Start the family's day with a nutritious breakfast.
- During each meal, fill half your plate with fruits and vegetables.
- Make at least half of the grains you eat whole grains.
- Talk positively about eating healthy foods. Your kids are listening.
- Work with a registered dietitian nutritionist to create a plan that works best for you and your family.
- 

Making small changes in the kitchen is just one part of becoming healthier over time. Improving overall well-being requires a lifelong commitment to healthful lifestyle behaviors, including daily physical activity. Parents can provide opportunities and encourage their children to spend time each day playing fun, physical activities.

"The first thing parents can do is set a good example by being physically active," says Bruning. "An easy way is by planning an activity hour twice a week where parents and their kids can play a sport or physically active game together."

As part of National Nutrition Month the Academy's website includes articles, recipes, videos and educational resources to spread the message of good nutrition and an overall healthy lifestyle for people of all ages, genders and backgrounds. Consumers can also follow National Nutrition Month on [Facebook](#) and [Twitter](#) (#NationalNutritionMonth).

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## Article: The Academy Offers Advice on Reducing Sugar, Sodium, and Saturated Fats

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### For National Nutrition Month, The Academy Offers Advice on Reducing Sugar, Sodium and Saturated Fats to 'Savor the Flavor of Eating Right'

January 26, 2016

CHICAGO – For National Nutrition Month® 2016, the Academy of Nutrition and Dietetics encourages everyone to learn how to "Savor the Flavor of Eating Right" while still following a healthy eating pattern.

The 2015-2020 Dietary Guidelines for Americans recommend limiting the amounts of added sugar, sodium and saturated fats that you eat. The guidelines state that the majority of Americans follow a diet that is too high in these components.

"During National Nutrition Month and beyond, make an effort to cut back on food and beverages high in added sugar, sodium and saturated fats," says registered dietitian nutritionist and Academy spokesperson Lisa Cimperman. "Take the time to find creative, healthful and nutritious ways to add flavor to food."

#### **Sugar**

The 2015-2020 Dietary Guidelines recommend consuming less than 10 percent of your calories per day from added sugars. "Choose foods and beverages with no added sugar whenever possible," Cimperman says. According to Cimperman:

- Read food labels and avoid buying foods with added sugars like high fructose corn syrup, dried cane syrup, evaporated cane juice, invert sugar, molasses, sucrose, brown rice syrup, honey, agave or maple syrup.
- Drink water, low-fat or fat-free milk and 100-percent fruit or vegetable juice instead of sugary beverages.
- Choose snacks with no added sugar. For example, eat plain yogurt instead of flavored yogurt with whole fruits such as berries or pears.
- Grill fruits such as pineapple or peaches for a naturally sweet and healthier dessert.
- Eat smaller dessert portions. Often a bite or two will satisfy your sweet tooth.

#### **Sodium**

The 2015-2020 Dietary Guidelines recommend consuming fewer than 2,300 milligrams of sodium per day. "Most sodium consumed in the United States comes from salts added during commercial food processing and preparation," Cimperman says. "Because sodium is found in so many foods, careful choices are needed to reduce your sodium intake."



According to Cimperman:

- Use the Nutrition Facts label to compare sodium content of foods and choose products with less sodium.
- Buy frozen or canned products without added salt.
- Buy fresh poultry, seafood, pork and lean meat rather than processed meat and poultry.
- Cook meals from scratch to control the sodium content of dishes.
- Buy fewer jarred sauces and pre-flavored products.
- Flavor foods with citrus, herbs and spices instead of salt.

### **Saturated Fats**

The 2015-2020 Dietary Guidelines recommend reducing saturated fat intake to less than 10 percent of calories per day. "It's important to understand the different types of fats, and reduce your intake of saturated fats by replacing them with unsaturated fats," Cimperman says.

According to Cimperman:

- Saturated fat is found in foods such as meats, whole milk, cream, butter and cheese. Unsaturated fat, which includes polyunsaturated and monounsaturated fat, is found in foods like oils, fatty fish, nuts and seeds.
- Drink fat-free or low-fat milk (1-percent) instead of 2-percent or whole milk, and eat low-fat cheese instead of regular cheese, oils instead of butter and lean rather than fatty cuts of meat.

The Academy's website ([eatright.org](http://eatright.org)) includes helpful articles, recipes, videos and educational resources to spread the message of good nutrition and an overall healthy lifestyle for people of all ages, genders and backgrounds. Consumers are also encouraged to follow National Nutrition Month on the Academy's social media channels including Facebook and Twitter using the #NationalNutritionMonth hashtag.

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## Using Twitter for National Nutrition Month®

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Remember to check the [National Nutrition Month® website](#) each year for details about the month.

In addition to the sample tweets below, create tweets to show how your organization promotes the health topics related to National Nutrition Month®. Tailor tweets to the specific audience you're trying to reach. Consider including local resources and tweeting about events in your community.

**Pro tip:** When appropriate, include images in tweets and other social media posts. Try taking photos of nutrition-related events in your community (remember you may need releases to post them!). You can also [visit CDC's Community Health Media Center](#) to find infographics, ads, and other resources that can help increase engagement.

### Sample Tweets for Reaching Community Members

- Healthy eating can be affordable! Check out these tips for healthy eating on a budget: [1.usa.gov/1E8zjjX](http://1.usa.gov/1E8zjjX) #NNM #Partnering4Health
- #HealthTip: Next time you go shopping, buy vegetables and fruits in a variety of colors. #NNM #Partnering4Health
- Know someone who could use help eating healthy? Use these tips to start the conversation: [1.usa.gov/X30mSU](http://1.usa.gov/X30mSU) #NNM #Partnering4Health
- You can eat well and spend less! Check out this infographic to learn how: <http://www.sophe.org/images/NNM-infographic-PNG32.png>
- You can eat well and spend less! See how you can do it <http://tinyurl.com/jocpn59>
- Celebrate National Nutrition Month® by trying a healthy new recipe today! [1.usa.gov/1K2B5UD](http://1.usa.gov/1K2B5UD) #NNM #Partnering4Health
- #DYK eating healthy can help prevent type 2 #diabetes? @healthfinder has more info: <http://1.usa.gov/17Ky9Ji> #NNM #Partnering4Health
- Next time you're on the go, skip the fast food — pack one of these healthy snacks instead: <http://1.usa.gov/1LhsCKp> #NNM #Partnering4Health
- @American\_Heart tips for choosing healthy meals when dining out: [bit.ly/23oRhbd](http://bit.ly/23oRhbd) #NNM #Partnering4Health #AHA\_ANCHOR

## Sample Tweets for Reaching Community Leaders and Partners

- INFOGRAPHIC: Help others learn how to eat the @MyPlate way: [1.usa.gov/20bKTBQ](http://1.usa.gov/20bKTBQ) #NNM #Partnering4Health [twitpic]
- Spread the word about how WIC can help women and children get healthy foods: [1.usa.gov/1kMuwpW](http://1.usa.gov/1kMuwpW) #NNM #Partnering4Health #gr8rwithwic
- Check out @letsmove to find great ideas for helping your community eat right and get active: <http://1.usa.gov/1Q9gNgX> #NNM #Partnering4Health
- Use the new edition of the Dietary Guidelines to help develop healthy eating patterns: <http://bit.ly/dga-2015> #NNM #Partnering4Health

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## Using Facebook for National Nutrition Month®

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Remember to check the [National Nutrition Month® website](#) each year for details about the month.

In addition to the sample posts below, create posts that highlight how your organization is working to improve access to healthy foods and nutrition. Tailor posts to the specific audience you're trying to reach. Consider including local resources and tweeting about events in your community.

**Pro tip:** Once you paste a URL into a post, Facebook automatically creates a linked image with a description. Once that happens, you can delete the original link from the text of your post. This will make your posts look more professional.

### Sample Facebook Posts for Reaching Community Members

- Celebrate National Nutrition Month® by trying new, healthy recipes! #NNM #Partnering4Health <http://www.choosemyplate.gov/recipes-cookbooks-and-menus>
- How does your plate rate? Take this quick quiz to find out how you're doing when it comes to healthy eating! #NNM #Partnering4Health <http://www.nationalnutritionmonth.org/nnm/games/quiz/RatePlate2016.html>
- #DidYouKnow most kids in the United States are eating too much salt? Check out this infographic from CDC for tips on reducing kids' salt intake. #NNM #Partnering4Health <http://www.cdc.gov/vitalsigns/children-sodium/infographic.html>
- Do you know your GO, SLOW, and WHOA foods? Check out this chart from the National Heart, Lung, and Blood Institute. #NNM #Partnering4Health <https://www.nhlbi.nih.gov/health/educational/wecan/downloads/go-slow-whoa.pdf>
- There's a lot you can do to help prevent type 2 diabetes — and eating right is a great place to start. This National Nutrition Month®, learn more about preventing diabetes. #NNM #Partnering4Health <http://healthfinder.gov/HealthTopics/Category/health-conditions-and-diseases/diabetes/take-steps-to-prevent-type-2-diabetes>

## Sample Facebook Posts for Reaching Community Leaders and Partners

- Join us as we support National Nutrition Month®! #NNM #Partnering4Health  
<http://www.nationalnutritionmonth.org/NNM/>
- Be a local leader: Ask your local grocery stores and supermarkets to feature healthy foods throughout National Nutrition Month® by offering healthy recipes to try out a new fruit or vegetable. #NNM #Partnering4Health
- This National Nutrition Month®, check out these great ideas from Let's Move for how to help your community eat healthy and get more physical activity. #NNM #Partnering4Health  
<http://www.letsmove.gov/ideas-action>

# Infographic: Eat well. Spend less.

Use this infographic as a visual reminder of nutritious and healthy eating. Download <http://tinyurl.com/jocpn59> or <http://www.sophe.org/images/NNM-infographic-PNG32.png>

**eat well. spend less.**  
National Nutrition Month®

**Start Your Day Here**

**SNACKS**  
Bananas, carrots, whole-grain cereals, and in-shell peanuts are tasty, nutritious, and inexpensive snacks.  
Drink at least 8 glasses of water each day before consuming any other beverages.

**BREAKFAST**  
Instant oatmeal with low-fat milk (for extra calcium) makes for a quick and inexpensive breakfast.  
Hard-boiled eggs are an excellent grab-and-go breakfast that is high in protein and antioxidants. Discard the yolk if you need to lower your cholesterol intake.

**DRINKS**  
Or Start It Here

**LUNCH & DINNER**  
Reduce the amount of salt in your diet by avoiding processed foods. Replace them with a side salad and a serving of fruits or vegetables.  
Cut costs and calories by having a healthy meal or snack with you when you are away from home, instead of eating out.

**TAKEOUT**  
If you crave takeout pizza, cut the calories by getting a thin crust. Lower the fat with vegetable toppings like tomatoes, peppers, mushrooms, olives, and spinach.

**SHOPPING**  
Produce is the most expensive portion of a meal. Limit servings of meat, fish, and poultry to 5 oz. or eat low cost alternatives like beans.  
Plan your meals to take advantage of reduced prices. Shop for in-season, naturally preserved, or frozen fruits and vegetables. Avoid overbuying perishable foods.

**COOKING**  
Foods purchased in larger quantities are cheaper, so double or triple your recipes. Save extra portions for lunches or freeze them for future meals.

**BROWN BAG**  
You Saved Today

**EATING OUT**  
When dining out, consider a small plate, children's menu items, sharing an entree, or bring home half of your meal.

**You Saved Even More**

**spend less**

**eat well**

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Find a Local Community Program Near You

Learn more about the national project to prevent chronic disease, like diabetes and heart disease at: [www.eatwellspendless.com](http://www.eatwellspendless.com)

The Society for Public Health Education (SOPHE) was among five national organizations (with 97 local communities) approved by the U.S. Centers for Disease Control and Prevention to work cooperatively with American Heart Association, American Planning Association, Directors of Health Promotion and Education, and the National WIC Association to prevent and control chronic diseases through population-based strategies at the community level. This program is made possible through a grant provided to the Society for Public Health Education as part of Funding Opportunity Announcement (FOA) DP-14-1418: National Implementation and Dissemination for Chronic Disease Prevention, via fiscal year 2014 funds as part of a 3-year cooperative agreement between the participating partners.



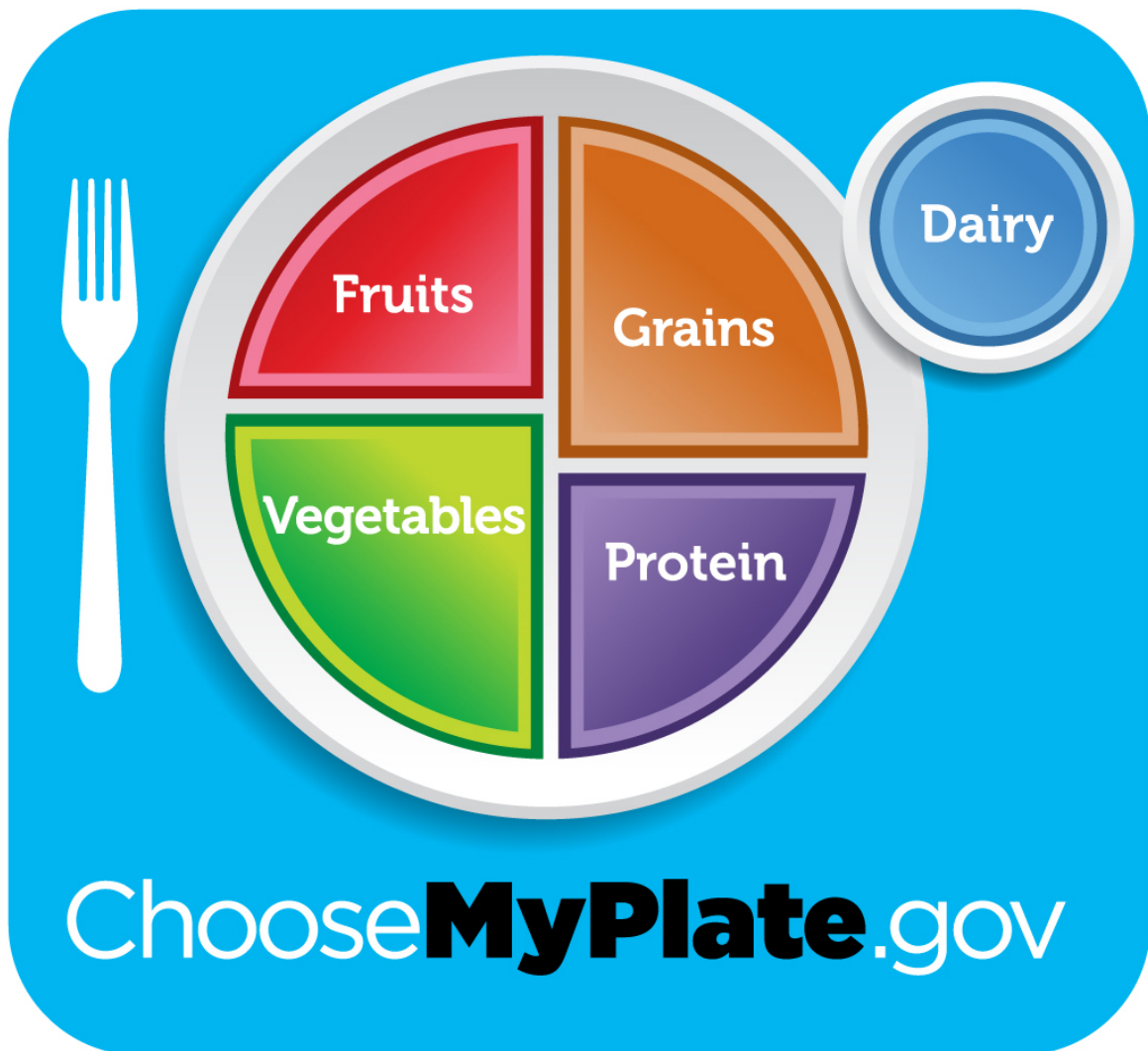
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## Infographic: MyPlate

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This infographic was designed by the United States Department of Agriculture. It can be used to help you visualize what a healthy plate of food should look like. First and foremost, it is important to have a balance of the main categories of food including fruits, vegetables, grains, protein, and dairy. Second, it is important to have a large emphasis on the vegetables which tend to be the most nutrient dense category. Also keep in mind that a serving of protein should only be approximately 5-7 ounces.



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## Additional Resources

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### **National Nutrition Month® Toolkit**

The Academy of Nutrition and Dietetics has developed a toolkit to help you plan a successful National Nutrition Month® event. [Get ideas for how to celebrate National Nutrition Month® in your community](#) and [promote these resources on social media](#).

### **How to Plan a National Health Observance**

The U.S. Office of Disease Prevention and Health Promotion developed a guide to help you plan a successful National Nutrition Month® event. [Use these tips to help you plan, promote, and implement a great event](#).

### **Healthy Eating Resources**

For more practical information on healthy eating visit:

- [ChooseMyPlate.gov](http://ChooseMyPlate.gov)
- [fitness.gov](http://fitness.gov)
- [eatright.org](http://eatright.org)
- [American Heart Association](http://AmericanHeartAssociation.org)
- [WIC Works](http://WICWorks.gov)

### **Eat Healthy from healthfinder.gov**

[Check out a variety of resources on eating healthy](#) — including quick tips, questions for the doctor, shopping lists, conversation starters, and more.

### **The 2015–2020 Dietary Guidelines for Americans**

The Dietary Guidelines for Americans (DGA) is designed to help public health professionals support Americans in achieving healthier eating patterns. [Read the latest version of the DGA](#).

### **SuperTracker Nutrition and Fitness Tool**

SuperTracker helps users plan, analyze, and track nutrition and physical activity. [Learn more about SuperTracker](#).

### **Centers for Disease Control and Prevention**

A collection of free and low-cost, audience-tested advertising and support materials produced by state and local health departments, nonprofit organizations, and federal agencies. These materials are designed to create awareness about obesity and other chronic conditions and to promote healthy living. [Division of Community Health \(DCH\): Making Healthy Living Easier](#)