



Healthy Eating & Living for the Holidays Grab and Go Packet

December 2016





Using Twitter to Promote Healthy Living During the Holidays

You can check Twitter to see if relevant handles (e.g., @MyPlate or @letsmove) are using particular hashtags to promote healthy living during the holidays.

In addition to the sample tweets below, create tweets to show how your organization promotes topics related to nutrition or physical activity. Tailor tweets to the specific audience you are trying to reach. Consider including local resources and posting about events in your area.

Pro tip: When appropriate, include images in tweets and other social media posts. 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

- Want to make healthier choices this holiday season? Check out @MyPlate's tips: <http://bit.ly/2gdB0pw> #HealthyHolidays #Partnering4Health
- Even 10 mins. of #PhysicalActivity is better than none. This holiday season, make time to get active. #HealthyHolidays #Partnering4Health
- Staying healthy during the holidays is tough! @eatright has ideas to help: <http://bit.ly/2gCylDk> #HealthyHolidays #Partnering4Health
- If you choose to drink alcohol this holiday season, drink in moderation: <http://bit.ly/2fXxQ5L> #HealthyHolidays #Partnering4Health
- You can make healthy choices during the holidays. Use these tips from @MyPlate: <http://bit.ly/2gdB0pw> #HealthyHolidays #Partnering4Health
- This shopping list can help you make heart-healthy choices when stocking up for the holidays: <http://bit.ly/2eC9FwY> #Partnering4Health
- Check out tips from @AmDiabetesAssn to help you have a healthier holiday season: <http://bit.ly/2fUyZ0Z> #HealthyHolidays #Partnering4Health
- #HealthyHolidays quick tip: Get the whole family together for a walk after your holiday meal. #Partnering4Health

Sample Tweets for Reaching Partners

- This holiday season, empower people to make healthy shifts w/ ideas from the Dietary Guidelines: <http://bit.ly/2gPeNyo> #Partnering4Health
- Help your community have a healthy & safe holiday by sharing these tips from @CDCgov: <http://bit.ly/2gz2Z2S> #Partnering4Health
- Share @American Heart's holiday guide to encourage healthy choices: <http://bit.ly/2fUI3CX> #Partnering4Health
- Promote the latest Dietary Guidelines to help ppl make healthy choices during the holidays: <http://bit.ly/dga-2015> #Partnering4Health



Using Facebook to Promote Healthy Living During the Holidays

In addition to the sample posts below, create posts to show how your organization promotes topics related to nutrition or physical activity. Tailor posts to the specific audience you are trying to reach. Consider including local resources and posting about events in your area.

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

- Planning holiday menus for your family this year? Check out these recipes to help you create meals that are both festive and healthy.
<http://www.mayoclinic.org/healthy-lifestyle/nutrition-and-healthy-eating/in-depth/holiday-recipes/art-20045253>
- If you struggle to keep to your healthy living during the holidays, you aren't alone! Take a look at these tips from ChooseMyPlate.gov for some ideas to help your family have a healthier holiday. #Partnering4Health
<https://www.choosemyplate.gov/ten-tips-make-healthier-holiday-choices>
- Interested in making this holiday a healthier one? Check out these tips from ChooseMyPlate.gov for some great ideas to stay on track during the holidays. #Partnering4Health
<https://www.choosemyplate.gov/ten-tips-make-healthier-holiday-choices>

Sample Facebook Posts for Reaching Partners

- This year, we're encouraging people in our community to make healthier choices during the holidays — and we'd love to hear what others are up to! Please tell us about strategies that your organization is using to help your community stay healthy this holiday season. #Partnering4Health
- Did you know? ChooseMyPlate.gov offers an online tool to help people track food choices and physical activity. This is a great tool to share with folks in your community who want to make healthier choices this holiday season. Spread the word and support healthy holidays! #Partnering4Health
<https://www.choosemyplate.gov/tools-supertracker>

- Calling all health care professionals! This holiday season, take the opportunity to talk with people in your community about healthy eating. These tips from the Dietary Guidelines for Americans team can help you start a conversation today. Check them out! #Partnering4Health
http://health.gov/dietaryguidelines/2015/resources/DGA_Conversation-Starters.pdf
- What are you doing to promote healthy living during the holiday season? Tell us about events or other efforts happening in your community! #Partnering4Health

Sample Announcement for Newsletter, Listserv, or Media Release

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

[Date]

Make This Holiday Season a Healthier One!

Happy holidays from **[Organization]**! We hope that your family is enjoying the season and everything it has to offer. As much fun as this time of year can be, it can also be challenging — especially when it comes to sticking to healthy routines.

If you have trouble making healthy food choices and getting enough physical activity during the holidays, you aren't alone. Eating healthy is hard to do when celebrations with family and friends so often revolve around food. Add a packed social calendar and travel time to see loved ones, and you have the perfect recipe for unhealthy choices.

The good news is there's a lot you can do to change that. And you don't have to miss out on the holiday fun — small changes can make a big difference in helping you eat healthier and get enough physical activity. Here are some ideas to get you started:

- **Focus on portion size.** You don't have to skip your favorite holiday foods — just eat less. For example, if your family does a buffet-style meal, have 1 helping instead of 2.
- **Try lower-calorie versions of holiday treats.** Simple changes to your favorite recipes can make them a lot healthier. Try swapping full-fat cream cheese for light cream cheese in your go-to dessert.
- **Find time for physical activity.** Remember, even 10 minutes of physical activity is better than none. Try taking a quick walk with your family after a holiday meal or seeing if a friend wants to go ice skating on a day off.

Making healthier choices around the holidays can help you feel better, have more energy, and even manage holiday stress. This year, **[Organization]** encourages you to think of some ideas that can work for your family. For more suggestions, [check out these 10 healthy holiday tips](#) from [ChooseMyPlate.gov](#).

- [Add details about your activities to promote healthy living during the holidays]
- [Include quote from your organization]

Currently, **[Organization]** is implementing a project to promote healthy eating 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 and promote physical activity in communities across the country.

For more information, contact [insert contact information].

Additional Resources

<http://tools.cdc.gov/ecards/message.aspx?cardid=679&category=211>

<http://t.cdc.gov/ecards/>

<https://www.cdc.gov/family/holiday/>

<http://www.cdc.gov/features/mall-walking-winter/index.html>