NATIONAL NUTRITION MONTH®

March 2018
WHAT IS NATIONAL NUTRITION MONTH?

- National Nutrition Month® is an annual initiative designed by the Academy of Nutrition and Dietetics (AND) to highlight nutrition through education and information.

- National Nutrition Month® is the opportune time to communicate and educate consumers about the nutritional benefits of grain-based foods, demonstrating why your product is important to daily lifestyles.
WHY SHOULD MY COMPANY PARTICIPATE?

ABA is providing you as a member with a simple way to tell your customers on social media why grain products are part of a balanced diet and the unique health benefits they carry.

Encourage the purchase of grain-based foods with the messages and resources supplied in this easy-to-use social media toolkit.
HOW DOES MY ORGANIZATION PARTICIPATE?  
FACEBOOK AND TWITTER

1) **Messages:** Post any of the messages from this toolkit that capture grain foods’ nutritional value directly on Facebook and Twitter – or on any social media channel best for your company!

2) **Your product:** Your own messages that focus on your delicious product

3) **Hashtags:** Be sure to use hashtags #NationalNutritionMonth and #GetGrains

4) **Videos:** Check out the end of the toolkit for 4 videos!
LIST OF MESSAGES TO USE ON SOCIAL MEDIA

MORE NUTRITIONAL MESSAGES

Don’t be afraid to go against the grain at breakfast time! Try shaking it up at home and serving your kids leftovers from dinner. As long as it’s balanced, there’s nothing wrong with last night’s protein on an English muffin, bagel, wrap or pita. #NationalNutritionMonth #MyPlate

March 7 – #NationalNutritionMonth is here and it’s National Cereal Day! Want to start the day and month off right? Try a bowl of whole grain breakfast cereal – whole grains can help with weight management! #GetGrains @US_FDA

Did you know that consuming whole grains can protect against diseases associated with aging? Make sure you are eating sufficient carbohydrates – this allows your body to use protein for other important functions. #NationalNutritionMonth #GetGrains @GrainFoods http://owl.li/lLP530iyJEu
LIST OF MESSAGES TO USE ON SOCIAL MEDIA

MORE NUTRITIONAL MESSAGES

Many teenage girls and women of child bearing age struggle with iron-deficiency anemia. Iron is extremely important in carrying oxygen throughout the blood. If eating iron-rich foods like meat isn’t for you, try enriched and whole grains! #NationalNutritionMonth #GetGrains @MyPlate http://owl.li/c1ks30iyKIx

Dietary fiber from whole grains can help reduce the risk of heart disease and intestinal regularity. Try making half of your grains intake whole grains -- @grainfoodsfoundation has plenty of tasty, wholesome ideas like Pan Grilled Veggie & Cheese Sandwiches with melting mozzarella and sizzling veggies. #NationalNutritionMonth #GetGrains @US_FDA #MyPlate
MORE NUTRITIONAL MESSAGES

Happy #NationalNutritionMonth The daily recommended amount of fiber intake is 25 g based on a 2,000 calorie diet. Try swapping out your everyday grains, like breads and cereals, with whole-grain versions, which can be found at your local grocery store. #MyPlate @US_FDA   http://owl.li/27Z30iyl1n

Trust your gut! Eating high fiber grains can help maintain a healthy gut and gastrointestinal function. #NationalNutritionMonth @GrainFoods http://owl.li/xzTN30iyLoe
LIST OF MESSAGES TO USE ON SOCIAL MEDIA

GRAIN FOODS FOUNDATION'S 2017 RESEARCH IN NUTRITION JOURNAL (link at end):

Research finds that kids and teens eating bread, cereals, pasta and crackers had a better diet quality than non-grain eaters @GrainFoods

Kids/teens eating grain food staples like bread get more folate and iron that non-grain eaters says @GrainFoods study

Study shows kids who eat grain foods like cereal, pasta, and pancakes have lower dietary fat than non-grain eaters @GrainFoods

Kids who eat cereal have a higher vitamin D intake than non-grain eaters, says study in Nutrition Journal from @GrainFoods

Bread, tortillas, cereals are key sources of folate, iron, thiamin, niacin, fiber in kids/teens’ diets, says data from @GrainFoods
QUICK VIDEOS TO SHARE ABOUT NUTRITION

Fiber Is Fuel

Start or Wrap Up With Breakfast

Enriched Grains - Enriched Life

Whole Grains Are a Whole Lot of Great
MORE RESOURCES

Academy of Nutrition and Dietetics

Grain Foods Foundation

USDA ChooseMyPlate.gov

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2017 peer-reviewed Nutrition Journal article demonstrating the value of grains from the Grain Foods Foundation

2017 peer-reviewed Nutrients journal article demonstrating the nutrient density of grain foods from the Grain Foods Foundation
CONTACT US WITH QUESTIONS

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