

Nutrition Month 2023

Social Media Toolkit



Unlock the potential of food: find a dietitian

NutritionMonth2023.ca

As dietitians, we use the science of nutrition to help people understand the connection between food and health, and provide personalized guidance to meet their needs and goals. While many Canadians view dietitians as trusted health care professionals, there can be barriers to access, such as where to find a dietitian. This is why we are putting a spotlight on the many ways people can unlock the potential of food *and find a dietitian* this Nutrition Month.

As a dietitian Nutrition Month 2023 is an opportunity to share timely examples relevant to your practice.

This Nutrition Month, ask yourself, how do *you* unlock the potential of food?

Let's come together this March and use our shared voices to encourage Canadians to *Find a Dietitian* by showcasing the many ways we support people and communities in meeting their food and nutrition goals.

Learn more about this year's theme in the DC member's [Nutrition Month 2023 Campaign Planning Guide](#). The guide includes a comprehensive campaign planning tool as well as tips and resources to help amplify your Nutrition Month messages.

Use the messages in this toolkit on social media or for your newsletters and websites – use them as is or add your own spin. Don't forget to include #NutritionMonth, #FindADietitian, #DietitiansAreKey and tag @DietitiansCAN on your content. Direct your followers to NutritionMonth2023.ca for how to find a dietitian and for bilingual consumer-friendly Nutrition Month resources.



Find corresponding Nutrition Month 2023 graphics sized for use on websites, email signatures, social media banners and social media posts in this toolkit.



Writing an article for your workplace newsletter, website, blog or creating content for social media is a great way to promote Nutrition Month and to help others become familiar with the role and value of a dietitian. Find ideas and helpful tips in the [Nutrition Month 2023 Campaign Planning Guide](#).

Questions? Email nutritionmonth@dietitians.ca.

General Nutrition Month 2023 Posts

Below are some sample social media posts promoting how and why Canadians should find a dietitian this Nutrition Month – use as is or make them your own.

It's #NutritionMonth! This March, go to NutritionMonth2023.ca to help unlock the potential of food. Dietitians are here to help! #FindADietitian #DietitiansAreKey

Dietitians use the science of nutrition to help people understand the connection between food and health and provide personalized guidance to meet your needs and goals. [Connect with a dietitian today!](#) #FindADietitian #DietitiansAreKey #NutritionMonth

Did you know? There are many different [ways to access](#) the services of a dietitian, and many employee health benefit plans cover dietitians. This #NutritionMonth, find a dietitian and get support with your nutrition goals! #FindADietitian #DietitiansAreKey

[Looking for a dietitian?](#) If you have coverage through an employee health benefits plan, you could be eligible to receive reimbursement for dietitian services. Check your employee plan today to see if you're covered. #NutritionMonth #FindADietitian #DietitiansAreKey

With so much information out there about food and nutrition, it can be confusing. Don't get caught in the information spin. Start your nutrition journey off right. Start with a dietitian. Learn more at NutritionMonth2023.ca #FindADietitian #NutritionMonth

If you have coverage through an employee health benefits plan, you could be eligible to receive reimbursement for dietitian services. Check your employee plan today to see if you're covered! Learn more at NutritionMonth2023.ca #NutritionMonth #FindADietitian #DietitiansAreKey

IBS? Food allergies? Meal Planning? There are many reasons to meet with a dietitian. Dietitians use the most up-to-date science and translate it into practical guidance that you can use to support your food goals. [Connect with a dietitian today!](#) #NutritionMonth #FindADietitian

Virtual, in-person, over the phone...dietitians can support you with your food and nutrition goals in a way that makes sense for you. Learn more at NutritionMonth2023.ca. #FindADietitian #NutritionMonth #DietitiansAreKey

Looking to manage a health condition, enhance athletic performance, help with picky eating? [Dietitians can help](#). No fads. No gimmicks. Just up-to-date science and a commitment to helping you understand the connection between food and your health. #FindADietitian #NutritionMonth

Spread the word...and ask, "Are dietitians covered in your employee benefits plan?" Dietitians have the training and expertise to support you with all your food and nutrition needs. Learn more at NutritionMonth2023.ca #FindADietitian #NutritionMonth #DietitiansAreKey

Happy #DietitiansDay (March 15)! Today we celebrate dietitians as regulated health care professionals, committed to using their expertise and skills to unlock the potential of food for all Canadians. Learn more: NutritionMonth2023.ca #NutritionMonth #FindADietitian

Nutrition-focused Nutrition Month 2023 Posts

At NutritionMonth2023.ca you will find a curated list of nutrition articles from UnlockFood.ca to share this Nutrition Month. Below are sample social media posts featuring some of this content – use as is or make it your own.

Worried about your family history of diabetes? A dietitian can help! Making nutritious food choices can help you prevent type 2 diabetes. A dietitian will give personalized advice & answer all your nutrition questions. This #NutritionMonth, [find a dietitian](#) to get started!

Trying to save money on your food bill without compromising on nutrition? Meal planning is one of the best ways to reduce grocery bills. #FindADietitian today to get personalized meal planning support! Learn more: NutritionMonth2023.ca #NutritionMonth #DietitiansAreKey

Getting your child to try a new food can be frustrating. A [dietitian](#) can work with you to make mealtimes more pleasurable by giving you ideas and strategies to get your child more interested in trying new foods. #NutritionMonth #FindADietitian #DietitiansAreKey

Offering meals and snacks at regular times is one of the best strategies for picky eating. Limit grazing between set meal and snack times so that your child comes to the table hungry. For more strategies, [connect with a dietitian](#). #NutritionMonth #FindADietitian

Are you getting enough protein? Protein needs can vary from person to person and depend on your lifestyle and goals. When you work with a dietitian, they will consider various factors to make personalized recommendations. [Find a dietitian today!](#) #NutritionMonth #FindADietitian

Did you know? Whole grains have more fibre *and* protein! It's important to get enough protein at every meal. [Plant-based sources](#) of protein like beans, lentils, nuts, seeds and whole grains can help you meet your needs. #NutritionMonth #FindADietitian #DietitiansAreKey

Thinking of offering your baby or toddler plant-based beverages like almond or oat milk? Check with a [dietitian](#) first - It's important to make sure these beverages contain enough protein and fat to meet your child's needs. #NutritionMonth #FindADietitian #DietitiansAreKey

Rapini, Swiss chard, collard greens, bok choy, kale... how many of these greens have you tried? [Dark leafy greens](#) are nutrient dense, packing in lots of nutrition into every mouthful. Try them in soups, salads, stirfrys, sandwiches & smoothies! #NutritionMonth #FindADietitian

If you're struggling with gas and bloating from IBS, following a FODMAP diet with the help of a dietitian can help. Find out the many ways to access a dietitian at NutritionMonth2023.ca. #NutritionMonth #FindADietitian #DietitiansAreKey

You've heard of the importance of calcium and vitamin D for bone health, but did you know that potassium, magnesium and vitamin K are also important? Learn more about keeping your bones strong by [finding a dietitian](#). #NutritionMonth #FindADietitian #DietitiansAreKey

Recipe-focused Nutrition Month 2023 Posts

There are 3 new recipes to feature this Nutrition Month available on [Cookspiration](#), adding to our growing selection of delicious and nutritious dietitian-approved recipes. Below are sample social media posts featuring some of the recipes – use as is or make it your own.

Celebrate #NutritionMonth by trying a dietitian-curated recipes – like this [Zesty Bean Dip](#) with Chips – a nutritious snack or tasty appetizer. No black beans on hand? Easily swap with cannellini beans, chickpeas or kidney beans. #FindADietitian #DietitiansAreKey

Looking for some mealtime inspiration? Check out the *new* recipes added to Cookspiration for #NutritionMonth, like the [One-Skillet Creamy Chicken Rotini](#) - sure to become a family favourite. #FindADietitian #DietitiansAreKey

Dietitian tip: pair plant-based proteins with foods high in vitamin C to get more iron, like in this [Bean-Stuffed Cabbage Roll](#) dish. The vitamin C from the tomatoes helps increase the availability of iron in the black-eyed peas. #NutritionMonth #FindADietitian #DietitiansAreKey

Don't let side dishes be an afterthought. Tasty vegetable-forward side dishes add colour and nutrition to any meal. What's your favourite? Give this [Lemon Almond Sauteed Greens](#) a try! #NutritionMonth #FindADietitian #DietitiansAreKey

Desserts can pack in nutrients, too! These [Apricot Coconut Bars](#) have almost 4 grams of fibre per serving. They are perfect for your next potluck or party. You can even make them ahead and freeze. Share your favourite nutritious desserts this #NutritionMonth. #FindADietitian

Short on time? Canned proteins like beans and fish make an easy addition to any meal, like in this [Chickpea and Carrot Salad](#). Connect with a dietitian this #NutritionMonth for more meal planning tips! Learn more: [NutritionMonth2023.ca](#) #FindADietitian #DietitiansAreKey

Getting kids in the kitchen from a young age inspires a life-long love of food. With this [Breakfast Dumpling](#) recipe, kids can help with mixing, stuffing, and choosing unique flavour combinations. #FindADietitian today for more tips on feeding your little ones. #NutritionMonth

Staying on your food budget is becoming more and more challenging. Skipping store-bought baked goods and making your own is one way to help stay on budget *and* eat healthier. Try these [Blueberry Oat Muffins](#). #NutritionMonth #FindADietitian #DietitiansAreKey

Trying to get more fish in your diet? This [Open-Faced Tuna Sandwich](#) with pesto can be made with either canned tuna or salmon. Make extra servings at dinner to use as a quick lunch the next day. #NutritionMonth #FindADietitian #DietitiansAreKey

Are you enjoying the many health benefits of fibre? From heart and bowel health to diabetes, fibre is your friend! With 11 grams of fibre per serving - these [Black Bean Sheet Pan Quesadillas](#) will help you meet your nutrition and health goals. #NutritionMonth #FindADietitian