

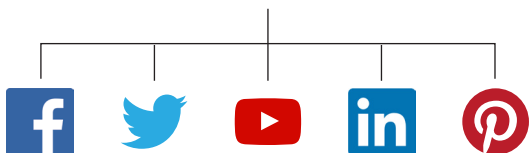


# KIDS eat right.

Academy of Nutrition and Dietetics  
Academy of Nutrition and Dietetics Foundation  
www.kidseatright.org

The **Academy of Nutrition and Dietetics Foundation's Kids Eat Right program** focuses on the importance of healthful eating and active lifestyles for children and their families. Resources are available for both parents and caretakers, as well as Academy members to deliver food and nutrition education for kids and families in their communities. These tools and resources focus on culturally relevant tips and recipes to help consumers shop smart, cook healthy and eat right.

Kids Eat Right, the Foundation's signature platform, boasts nearly **155,000 followers** across five dedicated social media pages:



Additionally, Kids Eat Right content receives extended reach through eight of the Academy's consumer-facing and professional focused social media pages.

**During 2021, these 12 pages generated:**

**774,883**  
followers

**447,000**  
social media  
engagements

**23.4 million**  
impressions



**Kids Eat Right Monday Message and Foundation News** is an opt-in e-newsletter with 6,100 current subscribers, sent out every Monday by the Academy of Nutrition and Dietetics Foundation. Each edition contains a **Tweet of the Week** by an individual or organization that typically includes the **#kidseatright** hashtag, as well as a child related nutrition article and recipe of the week, followed by a Foundation News section.

Launched in 2014, **Kids Eat Right Month**, which is scheduled for August — just in time for important nutrition messages as kids return to school — mobilizes registered dietitian nutritionists in a grassroots movement to share healthful eating messages to help families adopt nutritious eating habits.

Last year, the **#KERchat generated 6.93 million impressions** and **27.03 million impressions through social media analytics** for the month. Kids Eat Right Month received more than twice as much **news media coverage** than 2020, with a reach of nearly 76 million — **up from 32 million last year.**