

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:







Monday Message and Foundation News for March 28, 2022



Like @Aurielle\_the\_RD's tweet? Click here to RT and favorite >>

Registered Dietitian Nutritionists:

Helping Students Eat Right
Looking for someone who will look out for your kid's h





Share these exciting features with your social media networks or Facebook, Twitter, Google+ and Pinterest! Be sure to use the heating distinguished.

The Academy of Nutrition and Dieletics Foundation is the only charitable organization devoted exclusively to supporting nutrition and dietetics. The Yolk Eat Right program is supported by donations and does not receive a portion of any member diuse. Please consider making a donation today to support these efforts. Thank you! 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.

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:







447,000 social media engagements

23.4 million impressions







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.