

National Nutrition Week 2021 – Social Media Messages Guide

This guide is based on information retrieved from the NNW 2021 concept document, Q&A document and NNW2021 infographic materials.

How this guide works:

1. Choose your TARGET AUDIENCE in the second column.
2. Choose from the possible list of messages suited to your target audience you in the third column. The last column gives an indication of the focus areas of these messages
3. Copy and paste to use on your Social Media feed. You can also use the [examples created](#).
4. All messages should also include the following
 - The campaign hashtag: #NNW2021
 - The campaign website URL: www.nutritionweek.co.za
 - Example: **Share this post and join us in celebrating #NNW2021. Visit www.nutritionweek.co.za to learn more.**
5. Messages can be shared in various ways:
 - Either as an image pasted on [the Social Media blank template](#) (examples in table below) OR
 - As a text post accompanying one of the five NNW 2021 [infographics](#) OR
 - As a text post accompanying a suitable image of your choice **with the NNW logo with date**
6. **Facebook Frame:** In addition to the messages, we have also created a [Facebook Frame](#) you are encouraged to use and share during the campaign. Please download it [here](#).

You can find all the infographics, the logo, the blank Social Media templates, a NNW2021 Facebook frame, and the examples of social media posters [here](#).
If the link doesn't work, copy and paste the URL into your search engine: <https://drive.google.com/drive/u/0/folders/1OqRMv1RuK83bDhm6CT0Sy7bysc46FIWE>

Notes:

- Some of the messages are similar. Choose the one that you think will resonate with your audience best.
- If you paste the message on the Social Media template, please remember to include the website URL and hashtag in the text still e.g. **Join us in celebrating #NNW2021. Visit www.nutritionweek.co.za to learn more.**
- Although these messages are ideal for Facebook, Instagram and LinkedIn, some may need to be shortened for use on Twitter (280 characters max.)
- You are welcome to adapt these messages to be more suited to your target audience, or consult the [Concept and Q&A documents](#) for more ideas for messages. You can rewrite it in your own voice - remember, you know your audience best!
- To enable resharing of stories, you can tag NNW collaborators and others you may want to consider resharing your post. Examples of NNW collaborators include:

Who	Twitter	Facebook	Instagram	YouTube
National Department of Health	@HealthZA	@healthZA	@departmentofhealth_za	@healthZA
Department Basic Education	@DBE_SA	@BasicEd		@DBESouthAfrica
Association for Dietetics in South Africa (ADSA)	@ADSA_RD	@ADSAorgza	@adsaorgza	
Cancer Association of South Africa (CANSAs)	@CANSAs	@CANSAs The Cancer Association of South Africa	@ cancerassociationofsouthafrica	
Heart and Stroke Foundation of South Africa (HSFSA)	@SAHeartStroke	@HeartStrokeSA	@heartstrokesa_	The Heart and Stroke Foundation South Africa
Grow Great	@growgreatza	@Grow Great Campaign	@growgreatcampaign	Grow Great Campaign
UNICEF SA	@UNICEF_SA	@UNICEFSouth Africa	@unicef_southafrica	UNICEF South Africa

- In addition to this, you can include other hashtags you think are relevant.
- **Hashtag suggestions include:** NationalNutritionWeek2021 #Nutrition #HealthyEating #FruitandVeg #FruitandVegEveryday #Eatmorevegetablesandfruit #Eatmorevegandfruit #Vegetables #Fruit #FruitSnacks #HealthyPlate #BudgetTips #SnackTips #NutritionScience #FirstFoods #HealthyKids




Image examples	Target group	Messages & Hashtags	Focus area
	All	<p>National Nutrition Week 2021 is here! This year we're encouraging everyone to eat more vegetables and fruit. Are you getting enough?</p> <p>Share this post and join us in celebrating #NNW2021. Visit www.nutritionweek.co.za to learn more. #NationalNutritionWeek2021 #Nutrition #HealthyEating #FruitandVeg #FruitandVegEveryday #BudgetTips #HealthyEating</p>	All
	All	<p>Eating healthy doesn't have to cost a fortune. It can even save you money because it helps protect against disease. Shop smart, eat enough veg and fruit and ditch the sugary snacks and drinks.</p> <p>Share this post and join us in celebrating #NNW2021. Visit www.nutritionweek.co.za to learn more. #NationalNutritionWeek2021 #Nutrition #HealthyEating #FruitandVeg #FruitandVegEveryday #BudgetTips #HealthyEating</p>	Budget, NCDs
	Adults, adolescents	<p>Q&A: Are frozen vegetables also healthy? Yes! Frozen vegetables usually contain just as many nutrients and has as many benefits as fresh vegetables. It can also be a fast and convenient way to add vegetables to meals.</p> <p>Share this post and join us in celebrating #NNW2021. Visit www.nutritionweek.co.za to learn more. #NationalNutritionWeek2021 #Nutrition #HealthyEating #FruitandVeg #FruitandVegEveryday #BudgetTips #HealthyEating</p>	Budget




Image examples	Target group	Messages & Hashtags	Focus area
	Adults	<p>Do you, or a family member, have type 2 diabetes, high cholesterol or high blood pressure*? Eating vegetables and fruits assist with:</p> <ul style="list-style-type: none"> • Reducing blood pressure • Reducing blood cholesterol (bad cholesterol) • Supporting weight management • Supporting blood sugar management • Promoting healthy cell growth <p>*Remember to always take your medications and follow the advice from your health care provider if you have been diagnosed with a disease.</p> <p>Share this post and join us in celebrating #NNW2021. Visit www.nutritionweek.co.za to learn more. #NationalNutritionWeek2021 #Nutrition #HealthyEating #FruitandVeg #FruitandVegEveryday #FiveADay</p>	NCDs, Portions
	Caregivers	<p>Did you know? Homemade foods for infants and young children can be healthier and more affordable than store-bought options. It can also be easy to prepare. Foods for family meals are suitable to use for infants and young children.</p> <p>Share this post and join us in celebrating #NNW2021. Visit www.nutritionweek.co.za to learn more. #NationalNutritionWeek2021 #Nutrition #HealthyEating #FruitandVeg #FruitandVegEveryday #FirstFoods #HealthyKids</p>	Complementary feeding, Snacks
	Caregivers	<p>Do you want to help build your child’s brain and body? Avoid giving tea, coffee and sugary drinks and high-sugar, high-fat salty snacks to your child from a young age. Rather offer them vegetables and fruit as healthy snacks.</p> <p>Share this post and join us in celebrating #NNW2021. Visit www.nutritionweek.co.za to learn more. #NationalNutritionWeek2021 #Nutrition #HealthyEating #FruitandVeg #FruitandVegEveryday #FruitSnacks #HealthyKids</p>	Complementary feeding, Snacks



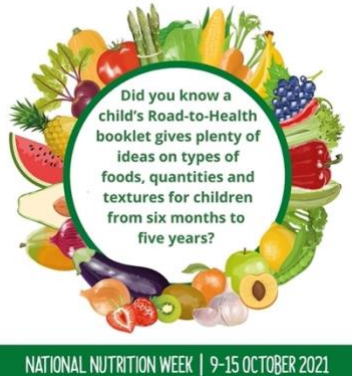
Image examples	Target group	Messages & Hashtags	Focus area
	Caregivers	<p>From 6 months, children should be introduced to solid foods. They can eat food from family meals, as long as the texture is appropriate for the child’s age*. There’s no need to buy special “baby foods” or expensive cereals. Eggs, meat and beans are important iron sources for your baby. Also include dark-green leafy green and orange vegetables and fruit for important nutrients. Along with these foods, you can continue to breastfeed for two years and beyond.</p> <p>*Consult your Road-to-Health Booklet if you’re not sure what foods or textures to offer.</p> <p>Share this post and join us in celebrating #NNW2021. Visit www.nutritionweek.co.za to learn more. #NationalNutritionWeek2021 #Nutrition #HealthyEating #FruitandVeg #FruitandVegEveryday #FirstFoods #HealthyKids</p>	Complementary feeding, Snacks
	Caregivers	<p>Children and snacks – what you should know</p> <ul style="list-style-type: none"> • Children 12-36 months should have three small meals and two healthy snacks (such as vegetables and fruit) during the day. • Avoid giving tea, coffee and sugary drinks and high-sugar, high-fat salty snacks to your child. <p>Share this post and join us in celebrating #NNW2021. Visit www.nutritionweek.co.za to learn more. #NationalNutritionWeek2021 #Nutrition #HealthyEating #FruitandVeg #FruitandVegEveryday #FirstFoods #HealthyKids</p>	Complementary feeding, Snacks
	Caregivers	<p>Did you know a child’s Road-to-Health booklet gives plenty of ideas on types of foods, quantities and textures for children from six months to five years?</p> <p>Share this post and join us in celebrating #NNW2021. Visit www.nutritionweek.co.za to learn more. #NationalNutritionWeek2021 #Nutrition #HealthyEating #FruitandVeg #FruitandVegEveryday #FirstFoods #HealthyKids</p>	Complementary feeding, Snacks



Image examples	Target group	Messages & Hashtags	Focus area
	Caregivers	<p>Advice for parents: How to encourage your child to eat more vegetables</p> <ul style="list-style-type: none"> • Be a role-model. What caregivers eat is important in a child's acceptance of certain foods. • Experiment with different food combinations, tastes, textures. • Continue to introduce (and re-introduce) vegetables. It's normal for children to say they don't like some vegetables when they first taste them. It can even take up to 15 times before he/she develops a taste for a new food! • Changing presentation and preparation can go a long way. Oven-roasting vegetables can make them tasty and crunchy and can motivate picky eaters without all the added fat from deep-frying • Appearance is important. Try to choose vegetables of different shapes, colours, textures and tastes. • Involve children in planning and cooking family meals with vegetables. They are often more likely to want to eat the vegetables they've helped to prepare. <p>Share this post and join us in celebrating #NNW2021. Visit www.nutritionweek.co.za to learn more. #NationalNutritionWeek2021 #Nutrition #HealthyEating #FruitandVeg #FruitandVegEveryday #HealthyKids</p>	Complementary feeding, Snacks
	Caregivers	<p>Q&A: How do I include vegetables and fruit into my child's diet?*</p> <ul style="list-style-type: none"> • During mealtimes: When you prepare your family meals include vegetables that can be mashed for your baby. Good choices include dark-green leafy vegetables like spinach or broccoli, and orange-coloured vegetables such as carrots or butternut. Try to include one of these each day. • As snacks: Mash bananas or avocados for babies between 6 and 8 months. For babies aged 9 to 13 months, offer pieces of soft fruit like paw-paw or mango. For toddlers and older children you can give nartjie segments, or grated or cooked, such as carrots. <p>*Consult your child's Road-to-Health Booklet for more information</p> <p>Share this post and join us in celebrating #NNW2021. Visit www.nutritionweek.co.za to learn more. #NationalNutritionWeek2021 #Nutrition #HealthyEating #FruitandVeg #FruitandVegEveryday #FirstFoods #HealthyKids</p>	Complementary feeding, Snacks


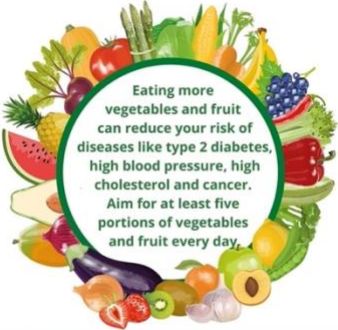

Image examples	Target group	Messages & Hashtags	Focus area
	Adults	<p>Share this post and join us in celebrating #NNW2021. Visit www.nutritionweek.co.za to learn more.</p> <p>#NationalNutritionWeek2021 #Nutrition #HealthyEating #FruitandVeg #FruitandVegEveryday #HealthySnacks</p>	Budget
	Adults	<p>Share this post and join us in celebrating #NNW2021. Visit www.nutritionweek.co.za to learn more.</p> <p>#NationalNutritionWeek2021 #Nutrition #HealthyEating #FruitandVeg #FruitandVegEveryday #HealthySnacks</p>	NCDs, Portions
	Adults, adolescents	<p>Share this post and join us in celebrating #NNW2021. Visit www.nutritionweek.co.za to learn more.</p> <p>#NationalNutritionWeek2021 #Nutrition #HealthyEating #FruitandVeg #FruitandVegEveryday #HealthySnacks</p>	All, NCDs

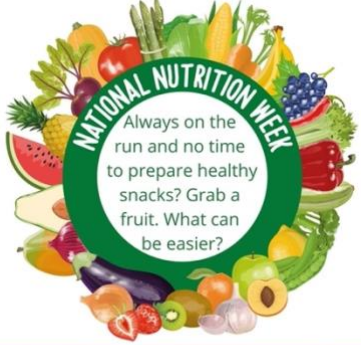




Image examples	Target group	Messages & Hashtags	Focus area
	Adults, adolescents	<p>Always on the run and no time to prepare healthy snacks? Grab a fruit. What can be easier?</p> <p>Share this post and join us in celebrating #NNW2021. Visit www.nutritionweek.co.za to learn more. #NationalNutritionWeek2021 #Nutrition #HealthyEating #FruitandVeg #FruitandVegEveryday #HealthyEating #HealthySnacks</p>	Snacks
 <p>As young people, we often think we're immune to sickness and disease. But we know that's not true. Protect yourself by swapping crisps, biscuits and sweets for healthier snacks like fruit and drinking water instead of sugary drinks. Right now, we need all the protection we can get, and every little bit helps.</p> 	Adolescents	<p>As young people, we often think we're immune to sickness and disease. But we know that's not true. Protect yourself by swapping crisps, biscuits and sweets for healthier snacks like fruit and drinking water instead of sugary drinks. Right now, we need all the protection we can get, and every little bit helps.</p> <p>Share this post and join us in celebrating #NNW2021. Visit www.nutritionweek.co.za to learn more. #NationalNutritionWeek2021 #Nutrition #HealthyEating #FruitandVeg #FruitandVegEveryday #HealthySnacks</p>	Snacks
 <p>Five reasons to eat more vegetables and fruit</p> <p>Read post to find out more</p> 	Adults, adolescents	<p>Do you, or a family member, have type 2 diabetes, high cholesterol or high blood pressure*? Eating vegetables and fruits assist with:</p> <ul style="list-style-type: none"> • Reducing blood pressure • Reducing blood cholesterol (bad cholesterol) • Supporting weight management • Supporting blood sugar management • Promoting healthy cell growth <p>*Remember to always take your medications and follow the advice from your health care provider if you have been diagnosed with a disease.</p> <p>Share this post and join us in celebrating #NNW2021. Visit www.nutritionweek.co.za to learn more. #NationalNutritionWeek2021 #Nutrition #HealthyEating #FruitandVeg #FruitandVegEveryday #FiveADay</p>	NCDs




Image examples	Target group	Messages & Hashtags	Focus area
	Adults, adolescents	<p>Do you, or a family member, have type 2 diabetes, high cholesterol or high blood pressure*? Eating vegetables and fruits assist with:</p> <ul style="list-style-type: none"> • Reducing blood pressure • Reducing blood cholesterol (bad cholesterol) • Supporting weight management • Supporting blood sugar management • Promoting healthy cell growth <p>*Remember to always take your medications and follow the advice from your health care provider if you have been diagnosed with a disease.</p> <p>Share this post and join us in celebrating #NNW2021. Visit www.nutritionweek.co.za to learn more. #NationalNutritionWeek2021 #Nutrition #HealthyEating #FruitandVeg #FruitandVegEveryday #FiveADay</p>	NCDs
	Adults, adolescents	<p>Rethink your snack</p> <p>Regularly drinking sugary drinks and eating packaged snack foods like crisps, biscuits and sweets can increase your risk of developing diseases such as type 2 diabetes, high blood pressure, high cholesterol and cancer. Rather snack on fresh or dried fruit, or vegetables.</p> <p>Share this post and join us in celebrating #NNW2021. Visit www.nutritionweek.co.za to learn more. #NationalNutritionWeek2021 #Nutrition #HealthyEating #FruitandVeg #FruitandVegEveryday #NutritionTips</p>	Snacks, NCDs
	Adults, adolescents	<p>Q&A: What does a healthy plate look like?</p> <p>When having lunch or dinner, aim for:</p> <ul style="list-style-type: none"> • half a plate of vegetables or salad, • a quarter plate of skinless chicken, baked or grilled fish, lean meat, eggs, cooked dry beans, split peas or lentils • a quarter plate of starchy food such as rice, samp, pap, potatoes, sweet potatoes or brown bread <p>Share this post and join us in celebrating #NNW2021. Visit www.nutritionweek.co.za to learn more. #NationalNutritionWeek2021 #Nutrition #HealthyEating #FruitandVeg #FruitandVegEveryday #NutritionTips #FiveADay #HealthyPlate</p>	Portions




Image examples	Target group	Messages & Hashtags	Focus area
		<p>What does a healthy plate look like? When having lunch or dinner, aim for:</p> <ul style="list-style-type: none"> • half a plate of vegetables or salad, • a quarter plate of skinless chicken, baked or grilled fish, lean meat, eggs, cooked dry beans, split peas or lentils • a quarter plate of starchy food such as rice, samp, pap, potatoes, sweet potatoes or brown bread <p>Share this post and join us in celebrating #NNW2021. Visit www.nutritionweek.co.za to learn more. #NationalNutritionWeek2021 #Nutrition #HealthyEating #FruitandVeg #FruitandVegEveryday #NutritionTips #FiveADay #HealthyPlate</p>	
	<p>Adults, adolescents</p>	<p>5 ways to get your 5 a day Eating more vegetables and fruit can help you manage your weight, help protect against disease and help you live longer! Try this:</p> <ol style="list-style-type: none"> 1. Aim for half a plate of vegetables with your main meals 2. Include fruit at meals or as a snack between meals 3. Add cut fruit to cereal or low fat, unsweetened yoghurt 4. Add chopped up vegetables, such as onions, tomatoes and spinach to eggs or to potatoes. 5. Replace starchy foods with vegetables, for example mashed gem squash or cauliflower instead of rice, potatoes and samp. Add cabbage and/or spinach or pumpkin to pap. <p>Share this post and join us in celebrating #NNW2021. Visit www.nutritionweek.co.za to learn more. #NationalNutritionWeek2021 #Nutrition #HealthyEating #FruitandVeg #FruitandVegEveryday #NutritionTips #FiveADay</p>	<p>Portions, NCDs</p>
	<p>Adults, adolescents</p>	<p>Three ways to boost your vegetable and fruit intake</p> <ol style="list-style-type: none"> 1. Include vegetables or fruit with most meals. 2. Choose vegetables and fruit as snacks during break time or at work 3. When having lunch or dinner, aim for half a plate of vegetables or salad, a quarter plate of chicken, fish, meat, cooked dry beans or peas and a quarter plate of starchy foods, such as potatoes. <p>Share this post and join us in celebrating #NNW2021. Visit www.nutritionweek.co.za to learn more. #FruitandVeg #FruitandVegEveryday #HealthyEating #NutritionTips</p>	<p>Portions, Snacks</p>



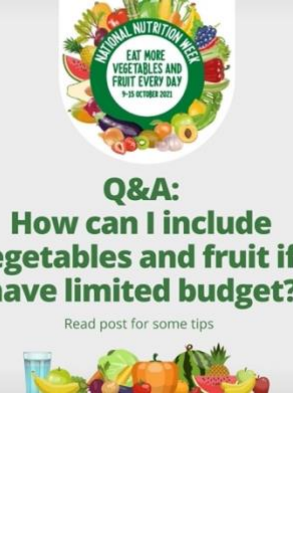
Image examples	Target group	Messages & Hashtags	Focus area
	Adults, adolescents	<p>Did you know? Potatoes, corn, butternut and sweet potatoes are considered starchy foods. Try including at least three other vegetables in your meals and snacks each day. Every little bit helps!</p> <p>Share this post and join us in celebrating #NNW2021. Visit www.nutritionweek.co.za to learn more. #NationalNutritionWeek2021 #Nutrition #HealthyEating #FruitandVeg #FruitandVegEveryday #HealthyEating</p>	Portions, Snacks
	Adults, adolescents	<p>Q&A: How much veg and fruit should I be eating? It's recommended we eat at least five portions of vegetables and fruit per day. 1 portion = approximately 1 cup raw or ½ cup cooked, or 80g fresh and 30g dried. Don't stress if you can't get to five – every little bit helps!</p> <p>Share this post and join us in celebrating #NNW2021. Visit www.nutritionweek.co.za to learn more. #NationalNutritionWeek2021 #Nutrition #HealthyEating #FruitandVeg #FruitandVegEveryday #NutritionTips</p>	Portions, Snacks
	Adults	<p>Q&A: How can I include vegetables and fruit if I have a limited budget? Unfortunately some vegetables and fruit can be very expensive. Try these tips to help you include more in your food basket:</p> <ul style="list-style-type: none"> • Vegetables and fruit in season may be more affordable. • Choose those that stay fresh for longer (such as butternut, carrots, cabbage, beetroot, onions, apples, and oranges). This way you can prevent spoilage. • Buy in bulk when they are on promotion. You can cut them up, seal them and freeze them to use later or share with a neighbour who wants to split the cost. • Make vegetable soup or stew with vegetables before they spoil to prevent food waste. • Certain vegetables such as spinach, carrots, tomatoes and green beans can be grown at home, and do not need a lot of space. Homegrown vegetables can be much cheaper than store-bought vegetables. <p>Share this post and join us in celebrating #NNW2021. Visit www.nutritionweek.co.za to learn more. #NationalNutritionWeek2021 #Nutrition #HealthyEating #FruitandVeg #FruitandVegEveryday #BudgetTips #HealthyEating</p>	Budget



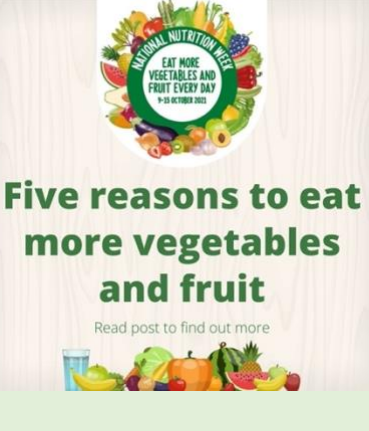


Image examples	Target group	Messages & Hashtags	Focus area
	Adults	<p>Q&A: Can I freeze my own vegetables and fruit?</p> <p>Yes! And you can even save money if you do. Buy vegetables and fruit in bulk when it's on promotion, and freeze them. Examples of vegetables and fruit that freeze well are broccoli, carrots, cauliflower, green beans, spinach, onions and peppers. Cook it straight from frozen. Most fruit freeze well. Try frozen berries, grapes and mangos for refreshing snacks, or add frozen apple, peaches and banana to your smoothie.</p> <p>Share this post and join us in celebrating #NNW2021. Visit www.nutritionweek.co.za to learn more. #NationalNutritionWeek2021 #Nutrition #HealthyEating #FruitandVeg #FruitandVegEveryday #BudgetTips #HealthyEating #FrozenVeg #FrozenFruit</p>	Budget
	Adults, adolescents	<p>Did you know? Vegetables and fruits which are sold when in season are usually the most affordable option. Find out what types of vegetables and fruits grow well in your area – maybe you can even start growing your own!</p> <p>Share this post and join us in celebrating #NNW2021. Visit www.nutritionweek.co.za to learn more. #NationalNutritionWeek2021 #Nutrition #HealthyEating #FruitandVeg #FruitandVegEveryday #BudgetTips #HealthyEating</p>	Budget
	Adults, adolescents	<p>Five reasons to eat more vegetables and fruit</p> <ol style="list-style-type: none"> 1. They can strengthen your immune system. 2. Though they won't protect against contracting a virus such as COVID-19, they can reduce the severity of some infectious diseases and help you recover faster. 3. People who eat more fruit and vegetables tend to live longer. 4. They can help with gut health, help protect against heart disease and help to reduce the risk for obesity, diabetes and certain cancers. 5. They are rich vitamins, minerals, fibre, probiotics and dietary bioactive compounds that are important for good health. <p>Share this post and join us in celebrating #NNW2021. Visit www.nutritionweek.co.za to learn more. #NationalNutritionWeek2021 #Nutrition #HealthyEating #FruitandVeg #FruitandVegEveryday</p>	NCDs

Image examples	Target group	Messages & Hashtags	Focus area
	<p>Adults, adolescents</p>	<p>Meal planning: Get a head start Planning meals and snacks can help you reach your veg and fruit targets. Here's what it could look like:</p> <ul style="list-style-type: none"> • Breakfast: Add a banana or a small handful of raisins to cereal, pap, oats or yoghurt. • Snack: Grab a handful of baby tomatoes or chop up a carrot. Try dipping it into hummus or low-fat cottage cheese. • Lunch: Add 1 cup (about 1 cupped hand) of salad ingredients to your sandwich or wrap, or mix in last night's leftover veggies or cooked spinach to pap or rice. • Snack: Grab an apple. It goes well with some peanut butter! • Dinner: Aim for half a plate of veggies, or be sure to add frozen or grated vegetables to stews, pasta dishes or other mixed meals. <p>Share this post and join us in celebrating #NNW2021. Visit www.nutritionweek.co.za to learn more. #NationalNutritionWeek2021 #Nutrition #HealthyEating #FruitandVeg #FruitandVegEveryday #HealthyEating #HealthySnacks</p>	<p>Portions, Snacks</p>
	<p>Adults, adolescents</p>	<p>Share this post and join us in celebrating #NNW2021. Visit www.nutritionweek.co.za to learn more. #NationalNutritionWeek2021 #Nutrition #HealthyEating #FruitandVeg #FruitandVegEveryday #HealthyEating</p>	<p>NCDs</p>