

First Quarter 2025

Nutrition Communications Network



Science-Based Nutrition Messages for 1st Quarter 2025

Use the science-based nutrition messages in this guide to help fuel your social media outreach, web content, and other constituent communication during this busy season. Inside you'll find ready-to-post monthly messages with health-conscious tips, infographics, shareable resources, and a sample blog post that can be used to engage your members or followers. We encourage you to use the #NutritionFactsLabel hashtag along with the messages.

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Key Observances

National Healthy Weight Awareness Month

National Slow Cooking Month

National Soup Month

January 1: New Year's Day

January 1-7: New Year's Resolution Week

JANUARY

2025

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FDA is working to update the criteria for using the term "healthy" on food labels to be consistent with current nutrition science. Learn more about what FDA has proposed:

<https://www.fda.gov/consumers/consumer-updates/fresh-take-what-healthy-means-food-packages>



Toast to the #NewYear with foods that are high in dietary fiber like beans, nuts, and whole grains! Aim to make half your grains whole.

<https://www.accessdata.fda.gov/scripts/InteractiveNutritionFactsLabel/dietary-fiber.cfm>

Learning the dos and don'ts of food-safe meal prep can help prevent foodborne illness. Start putting them into practice this year to protect you and your family. #FoodSafety

<https://go.usa.gov/xUFYq>

Embrace the power of FDA's #NutritionFactsLabel! Start by making small eating changes that you can stick to by educating yourself on serving sizes, %Daily Value (DV), and key nutrients to make informed and healthier eating choices in 2025.

<https://www.accessdata.fda.gov/scripts/InteractiveNutritionFactsLabel/vitamins.cfm>

Kick off the year with a boost of essential vitamins and minerals. Use the #NutritionFactsLabel to compare foods and aim for products that are high (>20% DV) in vitamin D, calcium, iron, and potassium. For an easy nutrient boost, try adding foods like yogurt, chickpeas, or spinach to stir-fries, grain bowls, and wraps.

<https://www.accessdata.fda.gov/scripts/InteractiveNutritionFactsLabel/vitamins.cfm>



It's #NationalSoupMonth and when choosing soup while shopping this winter, it's important to remember to look at the nutrition information. Compare calorie and nutrient levels like sodium in different soup options to make the best choice for you. <https://www.fda.gov/food/nutrition-education-resources-materials/calories-menu>

Rebalance your plate this post-holiday season with a variety of veggies. It can be as easy as packing crunchy carrots, celery, or pepper strips for a satisfying snack. Make your salad pop with color and flavor by adding canned corn, radish slices, or diced red onions. Incorporating veggies into any meal or snack is the root to building healthier habits!

<https://www.myplate.gov/tip-sheet/vary-your-veggies>

#DYK that most people consume more sodium than recommended? FDA issued voluntary sodium reduction targets for processed, packaged, and prepared foods as part of its effort to support gradually reducing sodium across the food supply. Check out these four steps you can take to reduce your sodium intake:

<https://www.fda.gov/consumers/consumer-updates/eating-too-much-salt-ways-cut-backgradually>

The cooler weather may be here, but don't freeze out your healthy habits. Use the #NutritionFactsLabel to make it easier for you to make more informed food choices and manage your dietary intake.

<https://www.accessdata.fda.gov/scripts/InteractiveNutritionFactsLabel/#intro>

Finding time in the day to prepare nutritious meals for the whole family can be particularly difficult, but the new year is a great time to start. When making meals at home, choose foods from the five food groups (fruits, vegetables, grains, protein foods, and dairy) to build meals that meet your calorie and nutrient needs.

<https://www.fda.gov/media/131191/download>

Added sugars make it difficult to meet nutrient needs while staying within calorie limits. While shopping for foods and beverages, use the #NutritionFactsLabel to select options lower in added sugar to meet your New Year's goals.

<https://www.fda.gov/food/nutrition-education-resources-materials/using-nutrition-facts-label-choose-milk-and-plant-based-beverages>

Key Observances

African American History Month

American Heart Month

February 4: World Cancer Day

February 9: Super Bowl

February 10: World Pulses Day

February 14: Valentine's Day

FEBRUARY 2025

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This #ValentinesDay, fall in love with lower sugar! A simple switch can make a big difference. Check the #NutritionFactsLabel when picking out cereals and other foods to make sure they're low in added sugar. Your heart will thank you!

<https://www.fda.gov/food/nutrition-facts-label/added-sugars-nutrition-facts-label>



Celebrate #WorldPulsesDay by adding beans, peas, and lentils to your weekly menu. Whether fresh or frozen, these versatile sources of protein can enhance soups and side dishes with nutrients your body needs. #WorldPulsesDay

<https://www.accessdata.fda.gov/scripts/InteractiveNutritionFactsLabel/protein.cfm>

#DYK that consumers are eating and drinking about one-third of their calories away from home? When choosing to dine out, be sure to request additional nutrition information, like sodium, before you order to make informed and healthful meal and snack choices.

<https://www.fda.gov/food/nutrition-education-resources-materials/calories-menu>

Looking for quick tips on making healthier decisions while shopping, cooking at home, or dining out? Explore FDA's Health Educator's Nutrition Toolkit, a great resource to teach educators, dietitians, and physicians about the importance of using the #NutritionFactsLabel to make healthier food choices. <https://www.fda.gov/food/nutrition-education-resources-materials/health-educators-nutrition-toolkit-setting-table-healthy-eating>

FDA is exploring the development of a standardized front-of-package labeling system on food packages. This labeling system will complement the #NutritionFactsLabel and empower consumers with nutrition information on the front of the pack, such as amounts of added sugar, sodium, and saturated fat, to help consumers quickly identify healthful food choices to support lifelong healthful eating patterns.

<https://www.fda.gov/food/nutrition-food-labeling-and-critical-foods/front-package-nutrition-labeling>

#DYK that packaged and prepared foods can be high in sodium even if they don't taste salty? To help reduce sodium intake, adults should aim for fewer than 2,300 mg per day. While the FDA is working to reduce sodium levels across the food supply, you can do your part by using the #NutritionFactsLabel to make lower sodium choices.

<https://www.fda.gov/food/nutrition-education-resources-materials/sodium-your-diet>

Older adults have distinct nutritional needs that often go unmet, especially when it comes to key nutrients like fiber, calcium, vitamin D, and potassium. Starting the day with a nutrient-packed breakfast is a great way to fill those gaps. Try a fiber-rich cereal topped with fresh fruit, paired with low-fat dairy milk or a fortified plant-based alternative for an extra boost of calcium and vitamin D. This simple breakfast can help support digestive health, bone strength, and overall wellness.

<https://www.fda.gov/food/nutrition-facts-label/using-nutrition-facts-label-older-adults>

Do you throw out food once it's past the date on the label? Remember, some foods are okay to consume even after the quality-based date label on the package has passed. Use the "Best if Used By" date to identify when a product is at its best flavor and quality.

<https://www.youtube.com/watch?v=T5jgZ4fJJsw>

As you age, maintaining healthful habits may help lower the risk of cancer, diabetes, and heart disease. Make mindful eating a priority and stay active by limiting foods and beverages higher in added sugars, saturated fat, and sodium, while incorporating 150 minutes of moderate activity into your week. It's as simple as light snow shoveling or playing outdoors with your children. #MoveYourWay.

<https://www.myplate.gov/life-stages/adults>

Reel in the health benefits! #DYK that the Dietary Guidelines for Americans recommends eating fish as part of a healthful eating pattern? Seafood, such as salmon, shrimp, and crab, provides key nutrients that can support children's brain development: omega 3 fats, iron, iodine, and choline.

<https://www.fda.gov/food/consumers/advice-about-eating-fish>

Score with your game-day spread by turning frozen favorites into health-informed choices! Try plant-based protein veggie sliders, air-fried cauliflower bites, or turkey meatballs for easy prep for Super Bowl Sunday. Don't forget to check the #NutritionFactsLabel while shopping; it's the MVP of making smarter food choices!

<https://www.accessdata.fda.gov/scripts/InteractiveNutritionFactsLabel/default.cfm>



Key Observances

National Nutrition Month

National Frozen Food Month

March 3-7: National School Breakfast Week

March 17: Saint Patrick's Day

March 20: World Oral Health Day

March 21: National Healthy Fats Day

MARCH

2025

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Start your day sunny side up! Does your breakfast contain enough protein? Foods like eggs and yogurt are high in protein, which makes these breakfast staples a good component of a balanced breakfast.

<https://www.accessdata.fda.gov/scripts/InteractiveNutritionFactsLabel/protein.cfm>



March into healthful habits with the power of planned portions. Use the #NutritionFactsLabel to check serving sizes and servings per container on your favorite foods. Familiarize yourself with these details and make every portion count!

<https://www.accessdata.fda.gov/scripts/InteractiveNutritionFactsLabel/serving-size.cfm>

Celebrate this #StPatricksDay by adding a splash of green to your plate with nutrient-packed green leafy vegetables. Spinach, kale, and other greens are packed with folate, vitamin A, vitamin K, and magnesium. Choosing these leafy greens might just save you in a pinch!

<https://www.accessdata.fda.gov/scripts/InteractiveNutritionFactsLabel/vitamins.cfm>

The #NutritionFactsLabel may be your lucky charm when it comes to creating lifelong healthful eating habits. It can help you make informed food choices while shopping!

<https://www.accessdata.fda.gov/scripts/InteractiveNutritionFactsLabel/>

It's #NationalNutritionMonth, and this year the theme is "Food Connects Us." Food has the power to connect us to our cultures, families, and friends. Get hands-on by cooking a meal or preparing a traditional dish with your family all while learning about its preparation, who made it, and where the ingredients were sourced.

<https://www.eatright.org/national-nutrition-month>

Frozen foods can be both delicious and nutritious, and with a few tips, you can navigate the frozen food aisles like a pro. Check the #NutritionFactsLabel and look for options low in sodium, saturated fat, and added sugar. #NationalFrozenFoodMonth
<https://www.accessdata.fda.gov/scripts/InteractiveNutritionFactsLabel/#intro>



Don't be "saturated" with unhealthy fats. Saturated fats provide energy and support many bodily processes, found in nuts, seeds, and vegetable oils. Use the #NutritionFactsLabel to help make informed choices about the fats you're consuming. #NationalHealthyFatsDay
https://www.accessdata.fda.gov/scripts/interactivenutritionfactslabel/assets/InteractiveNFL_MUFA&PUFA_October2021.pdf

The spring school season is in full swing, and it's a great time to focus on refreshing your food waste habits. Make an intentional effort to cut down on food thrown away at home or while eating out. When packing lunches, use ingredients or dinner leftovers that are close to their expiration, and be sure to bring home any unfinished snacks or restaurant meals to enjoy later.
<https://www.fda.gov/food/resources-you-food/infographics-nutrition-and-food-safety-topics#food-safety-topics>

Tooth be told, calcium isn't the only nutrient for strong teeth. #DYK that vitamin D is also important for oral health? Foods containing vitamin D such as fortified dairy products and breakfast cereals can help keep your teeth healthy. #WorldOralHealthDay
https://www.accessdata.fda.gov/scripts/InteractiveNutritionFactsLabel/assets/InteractiveNFL_Vitamins&Minerals_October2021.pdf

Choosing lean poultry cuts like roasted turkey or grilled chicken breast without the skin can help to reduce your saturated fat intake while providing a range of important nutrients like protein and iron.
https://www.accessdata.fda.gov/scripts/interactivenutritionfactslabel/assets/InteractiveNFL_SaturatedFat_October2021.pdf

#DYK that 99% of Americans are eating more sodium than is recommended? To help reduce sodium across the food supply, the FDA is taking an iterative, stepwise approach that includes establishing voluntary sodium targets for industry, monitoring and evaluating progress, and engaging with stakeholders.
<https://www.fda.gov/food/nutrition-food-labeling-and-critical-foods/sodium-reduction-food-supply>

Infographics

The Nutrition Facts Label Look for It and Use It!

Information you need to make healthy choices throughout your day



Found on food and beverage packages



Use it to compare and choose foods!



Check the serving size and servings per container. The nutrition information listed on the Nutrition Facts label is usually based on one serving of the food.

Packages can—and often do—contain more than one serving! If you eat multiple servings, you're getting "multiples" on calories and nutrients, too.

2SERVINGS=CALORIES&NUTRIENTX2

Calories from food provide the energy your body needs to function and grow. Balance the number of calories you eat and drink with the number of calories you burn during physical activity. Curious about calorie needs? Check out www.choosemyplate.gov/MyPlatePlan.



TIP: 100 calories per serving of an individual food is considered a moderate amount and 400 calories or more per serving of an individual food is considered high in calories.

Size up Servings

Consider the Calories

Nutrition Facts

4 servings per container

Serving size 1 1/2 cup (208g)

Amount per serving
Calories 240

Amount per serving	% Daily Value*
Total Fat 4g	5%
Saturated Fat 1.5g	8%
Trans Fat 0g	
Cholesterol 5mg	2%
Sodium 430mg	19%
Total Carbohydrate 46g	17%
Dietary Fiber 7g	25%
Total Sugars 4g	
Includes 2g Added Sugars	4%
Protein 11g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 6mg	35%
Potassium 240mg	6%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Use %DV

% Daily Value (%DV) is the percentage of the Daily Value (reference amounts of nutrients to consume or not to exceed each day for adults and children 4 years of age and older) and shows how much a nutrient in a serving of the food contributes to a total daily diet. Use %DV to see how a food's nutrients stack up and choose foods that are higher in nutrients to get more of and lower in nutrients to get less of.

TIP: 5% DV or less per serving is low and 20% DV or more per serving is high

Choose Nutrients Wisely

Nutrients To Get More Of

Compare and choose foods to get 100% DV of these on most days:

- Dietary Fiber
- Iron
- Vitamin D
- Potassium
- Calcium

Nutrients To Get Less Of

Compare and choose foods to get less than 100% DV of these each day:

- Saturated Fat
- Sodium
- Added Sugars
- Trans Fat (Note: Trans fat has no %DV, so use grams as a guide)

Eat a variety of foods to get the nutrients your body needs, including:

- Fruits and vegetables
- Lean meats and poultry
- Beans and peas
- Whole grains
- Eggs
- Soy products
- Dairy products
- Seafood
- Unsalted nuts and seeds

Nutrition Facts
Read the Label

Revised: October 2018

www.fda.gov/nutritioneducation



[Download](#)

Sodium: Look at the Label

Over 70% of dietary sodium comes from eating packaged and prepared foods

Use the Nutrition Facts Label!

Packaged and prepared foods can contain high levels of sodium, whether or not they *taste* salty. The U.S. Food and Drug Administration is working with the food industry to make reasonable reductions in sodium across a wide variety of foods so Americans have an easier time consuming less sodium if they want to. Even though sodium may already be in these foods, you can follow these steps to lower your daily sodium intake.

- **Limit sodium to less than 2,300 milligrams (mg)* per day for adults**—that's equal to about 1 teaspoon of table salt! Recommended limits are even lower for children under age 14.
- **Use % Daily Value (%DV)** to see if a serving of food is high or low in sodium and to compare food products. As a general guide: 5% DV or less per serving of sodium is considered low, and 20% DV or more per serving of sodium is considered high.
- **Pay attention to the serving size** and the number of servings you eat or drink to determine how much sodium you are consuming.

Choose Less Sodium

Nutrition Facts

1 servings per container
Serving size 1 1/2 cup (208g)

Amount per serving
Calories 240

% Daily Value*

Total Fat 4g 5%

Saturated Fat 1.5g 9%

Trans Fat 0g

Cholesterol 5mg 2%

Sodium 460mg 20%

Dietary Fiber 7g 25%

Total Sugars 4g

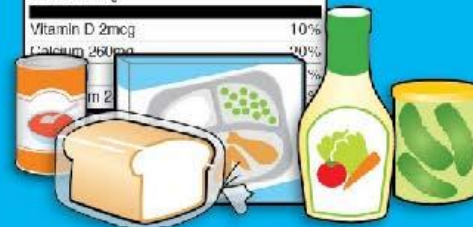
Includes 2g Added Sugars 4%

Protein 11g

Vitamin D 2mcg 10%

Calcium 260mg 20%

20% DV
or more per
serving is
considered
high!



Sodium and Health

Diets higher in sodium are associated with an increased risk of developing **high blood pressure** (also known as **hypertension**). Uncontrolled high blood pressure can raise the risk of heart attacks, heart failure, stroke, kidney disease, and blindness. Consuming less sodium can help reduce your risk of developing these health conditions.

* The Daily Value (100% DV) for sodium—reference amount not to exceed each day

Shareable Resources

- ❖ [Interactive Nutrition Facts Label](#)
- ❖ [Interactive Nutrition Facts Label: Protein](#)
- ❖ [Interactive Nutrition Facts Label: Vitamins and Minerals Fact Sheet](#)
- ❖ [Health Educator's Nutrition Toolkit](#)
- ❖ [Sodium in Your Diet](#)
- ❖ [Food Loss and Waste](#)
- ❖ [Nutrition and Food Safety Information and Resources for Healthcare Professionals](#)
- ❖ [Advice About Eating Fish](#)



Blog Post

FDA's "Healthy" Claim: What to Expect and How to Use it

Navigating the grocery aisles and picking out nutritious foods can feel overwhelming, especially with the ever-increasing amount of information consumers are exposed to every day. With the FDA's new changes to the "healthy" nutrient content claim, choosing foods that support a healthy diet will be easier than ever. Not familiar with the FDA's "healthy" claim? Explore how the updated "healthy" claim can make choosing nutritious foods for you and your family easier, making the healthier choice the simplest choice.



Understanding the "Healthy" Nutrient Claim

The FDA recently announced an update to the criteria for using the term "[healthy](#)" on food labels to help consumers continue to find nutritious foods that align with current dietary guidelines. Under this new update, foods labeled as "healthy" must contain a certain amount of food from at least one of the food groups or subgroups, like fruits, vegetables, grains, dairy, and protein foods. The "healthy" claim also adheres to nutrient thresholds for [added sugars](#), [saturated fat](#), and [sodium](#) based on a % Daily Value for each nutrient. This claim, aligned with the updated Nutrition Facts Label, can act as a quick signal on food packages to help empower consumers with information to build healthy eating patterns.

Picking Foods with the "Healthy" Claim

Selecting nutritious foods doesn't have to be a challenge. The "healthy" claim can simplify shopping, guiding you toward nutrients to encourage and those to limit. Keep in mind that this claim is voluntary, so not all foods will carry it, but you can still use the FDA [Nutrition Facts Label](#) on the back of packages to ensure your choices align with your nutritional needs. This doesn't mean overhauling your pantry or sacrificing taste—it's all about small changes that can make a big difference. Remember, whole fruits and vegetables automatically meet the "healthy" criteria and can be built into simple, nutritious meals and snacks. For instance, pair nut and seed butter or Greek yogurt with apple slices, sprinkle berries or granola on your morning oatmeal, or toss roasted chickpeas into a veggie salad for extra crunch and protein.

Involve the Whole Family in “Healthy” Choices

Eating healthy is easier—and more fun—when the whole family is on board! Use the updated “healthy” claim as an interactive way to teach smart choices. Turn grocery shopping into a family activity by having everyone take turns looking for foods and beverages that meet the “healthy” criteria using the Nutrition Facts Label and ingredient list. These moments can spark conversations, encourage label-reading, and build lasting healthy habits as a team! While you’re at it, teach your kids how to read and understand the Nutrition Facts Label with these [Nutrient Facts Tips](#) before heading down the aisles. Understanding the label is an opportunity to instill lifelong skills for making informed and healthy choices for you and your family.

The Bigger, “Healthier” Picture

Overall, the FDA’s new “healthy” nutrient content claim serves as a clear, science-backed tool that can help consumers navigate food options with greater confidence and lead to healthier overall choices. The updated rule reflects a broader public health mission: helping consumers make informed choices to help them identify healthier food choices at a quick glance. This claim is just one of the FDA’s nutrition initiatives that seeks to reduce the burden of chronic disease and advance health equity. For more information on the claim, visit [FDA’s](#) website and their new interactive tools today!

