

Fourth Quarter 2025

Nutrition Communications Network



Science-Based Nutrition Messages for the Fall and Winter

Use the science-based nutrition messages in this guide to help fuel your social media outreach, web content, and other constituent communication. 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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#DYK that an estimated 70% of the U.S. food supply is comprised of foods commonly considered ultra-processed? The FDA and NIH will collaborate to better understand how these foods may impact human health through its new Nutrition Regulatory Science Program. Learn more about the program below:

<https://www.fda.gov/news-events/press-announcements/fda-and-nih-announce-innovative-joint-nutrition-regulatory-science-program>

Fall into healthier habits this season and elevate your dishes by choosing mindful cooking methods like roasting, grilling, or steaming. Boost the flavor with autumn spices, fresh herbs, or a splash of citrus while keeping your added sugar, saturated fat, and sodium intake in check.

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

Growing bodies and developing brains need nutritious meals. Make breakfast healthier and fun by mixing your child's favorite cereal with a whole-grain option and topping it with fresh berries. Need a quick option? Pack whole-grain granola bars high in fiber and low in added sugars for sustained energy on busy mornings.

<https://www.fda.gov/consumers/consumer-updates/healthy-breakfasts-kids-its-all-about-balance>



Strong bones are a spell you can cast every day! Celebrate #BoneAndJointActionWeek by ensuring calcium is part of your healthy eating pattern for optimal bone and teeth health. Add one cup of milk, yogurt, or fortified plant-based beverage to your next bowl of cereal or oatmeal to work towards 100% of your Daily Value.

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

#DYK the FDA has voluntary targets to reduce salt in packaged and prepared foods? Since sodium levels can vary between types of foods, it's important to use the #NutritionFactsLabel and reference the serving size to compare the nutrition information in each food. Shake things up and add low-sodium spices to meals or choose no-salt-added nuts, seeds, and lower-sodium snack foods.

<https://www.fda.gov/food/nutrition-food-labeling-and-critical-foods/sodium-reduction-food-supply>

Concerns about the increased availability and consumption of foods that researchers have termed “ultra-processed” have grown, as researchers have found links between consumption of these foods and a range of negative health outcomes. The FDA is committed to taking action on these foods to help consumers improve their dietary patterns and reduce the prevalence of diet-related chronic disease.

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

Harvest the ‘spirit’ of #FarmToSchoolMonth this October. Don’t be scared to explore where your food comes from by taking a trip to your local farmers’ market and ‘treating’ yourself to fresh produce. No tricks here, just wholesome goodness straight from farm to table!

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

The FDA’s updated “healthy” claim will make it easier to find foods that align with a balanced, nutrient-dense eating pattern. Some foods that once qualified under the old definition, like fortified white bread and some sweetened yogurts and cereals, will no longer qualify for the claim. Learn more about how the updated “healthy” claim can help guide your food choices.

<https://www.fda.gov/media/184535/download?attachment>

#WorldFoodDay2025 calls for global collaboration to build a peaceful, sustainable, and food-secure future for all. The FDA plays a vital role in advancing this future by promoting safe, nutritious food and supporting healthy eating habits. By working together, across governments, organizations, sectors, and communities, we can all play a part in transforming agrifood systems to ensure that everyone has access to a healthy diet.

<https://www.fao.org/world-food-day/en>

Hosting a spooktacular Halloween party at home? Don’t let frightful bacterial crash the fun! Keep perishable party foods like finger sandwiches, cheese platters, salads, cold pasta dishes with meat or seafood, and cream-filled desserts chilled until serving time to help avoid foodborne illness. Use these other simple food safety tips from the FDA to ensure certain treats are safe for your child.

<https://www.fda.gov/food/buy-store-serve-safe-food/halloween-food-safety-tips-parents>



Key Observances

National Diabetes Month

National Diabetic Eye Disease Awareness Month

November 1: World Vegan Day

November 3: National Sandwich Day

November 27: Thanksgiving Day

NOVEMBER

2025

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When comparing the protein content in plant-based foods to animal-based foods, use the #NutritionFactsLabel to learn how foods like canned beans, peas, or plant-based meat alternatives can deliver the protein and nutrients your body needs. #WorldVeganDay

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

Make healthy eating part of everyday life, even during holiday celebrations! Try a twist on your favorite dish by swapping butter for unsweetened applesauce when baking, using low-fat milk instead of cream, or season with herbs instead of salt.

https://myplate-prod.azureedge.us/sites/default/files/2022-04/TipSheet_29_Celebrations.pdf

Learning about sodium in foods and exploring new ways to prepare foods can help you achieve your sodium goal. When reducing the amount of sodium you consume, your 'taste' for sodium will gradually decrease over time, so you may not even miss it! Check out these 10 FDA tips below:

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

Do you know how to interpret the serving size on the #NutritionFactsLabel? Servings per container show the total number of servings in the entire package or container, based on the amount of food commonly consumed at one time. Since packages often contain more than one serving, serving size is an important tool when selecting how much to eat or drink throughout the day.

<https://www.fda.gov/food/new-nutrition-facts-label/serving-size-new-nutrition-facts-label>

#DYK that some researchers have estimated that more than half of calories consumed by adults and children in the U.S. are from foods that the researchers classified as “ultra-processed”? To better understand how these foods impact health, the FDA and NIH have launched a joint Nutrition Regulatory Science Program to provide information to inform effective food and nutrition policy actions with a goal to make Americans’ food and diets healthier.

<https://www.fda.gov/news-events/press-announcements/fda-and-nih-announce-innovative-joint-nutrition-regulatory-science-program>

Type 2 diabetes can develop at any age, not just in older adults. This #NationalDiabetesMonth, take steps to lower your risk by building a balanced diet filled with vegetables, fruits, whole grains, protein foods, and dairy. Use the #NutritionFactsLabel to help keep saturated fat, sodium, and added sugars below 100% Daily Value each day. Small choices can make a big difference in long-term health!

<https://www.fda.gov/media/151823/download?attachment>

Some foods that don’t taste salty can still be high in sodium which is why using taste alone is not always an accurate way to judge a food’s sodium content. Check for nutrient claims such as “Salt/Sodium-Free” or “Reduced Sodium” on food packages to quickly identify foods that contain less sodium. Don't get caught in a "salty" situation and make more informed choices.

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

Maintaining a balanced diet during the holiday season can be challenging, but you can still enjoy your favorite family meals with some simple changes. Reduce your added sugar intake by flavoring baked goods with spices like cinnamon, cloves, or allspice, or incorporate natural extracts such as almond, vanilla, or wintergreen for a touch of sweetness.

<https://www.accessdata.fda.gov/scripts/interactivenutritionfactslabel/added-sugars.cfm>

Pro tip for Thanksgiving dinner: fill half your plate with colorful veggies, a quarter with your Thanksgiving protein of choice, and save room for your favorite dessert. Then, enjoy with your favorite people. Follow these tips to prepare a healthy holiday meal everyone will remember:

www.fda.gov/media/131191/download

Want the ‘tur-key’ to success when preparing Thanksgiving dinner? When thawing your turkey, avoid using hot water and use the refrigerator, cold water, or microwave for safe thawing for a food-safe holiday meal.

<https://www.fda.gov/consumers/consumer-updates/food-safety-tips-healthy-holidays>



Key Observances

Worldwide Food Service Safety Month

December 1-7: National Handwashing Awareness Week

December 2: Giving Tuesday

December 31: New Year's Eve

DECEMBER

2025

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This #NationalHandwashingAwarenessWeek, keep your holiday cooking clean and safe. Don't forget to clean up your act by washing your hands with warm water and soap for at least 20 seconds before and after handling food.

<https://www.fda.gov/food/buy-store-serve-safe-food/safe-food-handling#:~:text=CLEAN,-Wash%20hands%20and&text=Wash%20your%20hands%20with%20warm,after%20preparing%20each%20food%20item>



Give the gift of a healthier future this #GivingTuesday and share this FDA resource about the importance of understanding the #NutritionFactsLabel.

<https://www.youtube.com/watch?v=fZonbBo-yg>

#DYK that heart disease is the leading cause of death for women in the U.S.? This winter, choose foods low in sodium, like low-sodium chicken vegetable stew, butternut squash soup, or a mushroom risotto to maintain a healthy heart.

<https://www.fda.gov/consumers/womens-health-topics/heart-health-women>

Don't let saturated fat 'snowball' your holiday plans. Use the #NutritionFactsLabel to choose cooking oils higher in monounsaturated and polyunsaturated fat like canola, olive, or safflower oil. Whether preparing a festive stir-fry or baking a holiday casserole, make every bite delicious and nutritious.

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

Warm up with fun ways to stay active and build mindful eating habits. Embrace the season with winter activities while enjoying nutrient-rich options like whole grain oatmeal with in-season fruits or a low-sodium chicken vegetable stew. Don't live near snow? No problem! Enjoy brisk walks, indoor dance parties, or a round of family-friendly yoga to keep active.

<https://www.fda.gov/consumers/knowledge-and-news-women-owh-blog/commit-healthier-version-you>

Foods must meet specific nutrient-related criteria to use the voluntary nutrient content claim “healthy.” FDA recently updated the definition of the nutrient content claim “healthy” as one of FDA’s many nutrition initiatives that aims to reduce chronic disease across the U.S. Learn more about the updated claim and what foods and beverages can qualify to use the claim today.

<https://www.fda.gov/food/food-labeling-nutrition/use-term-healthy-food-labeling>

Discover how to make healthier food choices with the Interactive Nutrition Facts Label quiz! Test your knowledge and compare sample food packages to identify which label is highest in dietary fiber or lowest in sodium, and see what %DV of added sugar you would consume based on different serving sizes.

<https://www.accessdata.fda.gov/scripts/interactivenutritionfactslabel/quiz/>

This season, update your favorite recipes to include easy-to-follow food safety tips because tasty traditions are even better when everyone stays safe. Whether you are a home cook, a professional chef, or a recipe writer, check out these easy steps you can take to help keep your food safe all the way from the grocery store to the kitchen table.

<https://www.fda.gov/media/114863/download>

Holiday cooking shortcut? Don’t skip food safety. Whether you’re baking holiday treats or cooking ready-to-cook meals, remember, these foods must be cooked before eating to reduce the risk of foodborne illness. Always follow the package instructions to keep you and your loved ones safe and healthy this holiday season.

<https://www.fda.gov/food/buy-store-serve-safe-food/holiday-food-safety>



Feeling the holiday hustle and bustle? A little planning goes a long way during busy mornings. Prep breakfast the night before to save time and reduce stress by slicing in-season pears for a yogurt parfait, chopping veggies for an omelet, or mixing muffin batter to refrigerate overnight. Simple steps like these can help you stay on track with your nutrition goals while keeping mornings merry and manageable.

<https://www.fda.gov/consumers/consumer-updates/healthy-breakfasts-kids-its-all-about-balance>

Infographics

10 Easy Tips for Reducing Sodium Consumption

Learning about sodium in foods and exploring new ways to prepare foods can help you achieve your sodium goal. And, if you follow these tips to reduce the amount of sodium you consume, your “taste” for sodium will gradually decrease over time—so eventually, you may not even miss it!

1 Read the Nutrition Facts label

Compare and choose foods to get less than 100% DV (less than 2,300 mg) of sodium each day.

2 Prepare your own food when you can

Limit packaged sauces, mixes, and “instant” products (including flavored rice, instant noodles, and ready-made pasta).

3 Add flavor without adding sodium

Limit the amount of table salt you add to foods when cooking, baking, or at the table. Try no-salt seasoning blends and herbs and spices instead of salt to add flavor to your food.

4 Buy fresh

Choose fresh meat, poultry, and seafood, rather than processed varieties. Also, check the package on fresh meat and poultry to see if salt water or saline has been added.

5 Watch your veggies

Buy fresh, frozen (no sauce or seasoning), or low sodium or no-salt-added canned vegetables.

6 Give sodium the “rinse”

Rinse sodium-containing canned foods, such as beans, tuna, and vegetables before eating. This removes some of the sodium.

7 “Unsalt” your snacks

Choose low sodium or no-salt-added nuts, seeds, and snack products (such as chips and pretzels)—or have carrot or celery sticks instead.

8 Consider your condiments

Sodium in condiments can add up. Choose light or reduced sodium condiments, add oil and vinegar to salads rather than bottled dressings, and use only a small amount of seasoning from flavoring packets instead of the entire packet.

9 Reduce your portion size

Less food means less sodium. Prepare smaller portions at home and consume less when eating out—choose smaller sizes, split an entrée with a friend, or take home part of your meal.

10 Make lower-sodium choices at restaurants

Ask for your meal to be prepared without table salt and request that sauces and salad dressings be served “on the side,” then use less of them. You can also ask if nutrition information is available and then choose options that are lower in sodium.

Cut Down on Sodium

Eating too much sodium (salt) can raise your risk of high blood pressure, heart attack, and stroke. The good news is that cutting down on sodium can help lower your blood pressure and keep your heart healthy. Most people eat too much sodium and need to eat less.

Learn how to cut down on sodium — and still enjoy the foods you love.

What is sodium?

Sodium is a mineral that's found in salt. Whenever you add salt to your food, you're adding sodium. But most of the sodium we eat doesn't come from our salt shakers! Sodium is in almost all processed and prepared foods we buy, like ready-to-eat meals and restaurant meals.

There's often a lot of sodium in popular foods like:



Sandwiches,
burgers, and tacos



Rice, pasta, and
other grain dishes



Pizza



Soup

And a lot of the sodium in those foods comes from ingredients like:

- Processed meats, like deli meats (including turkey), sausages, and pepperoni
- Sauces and dressings
- Instant flavored foods, like flavored rice and noodles

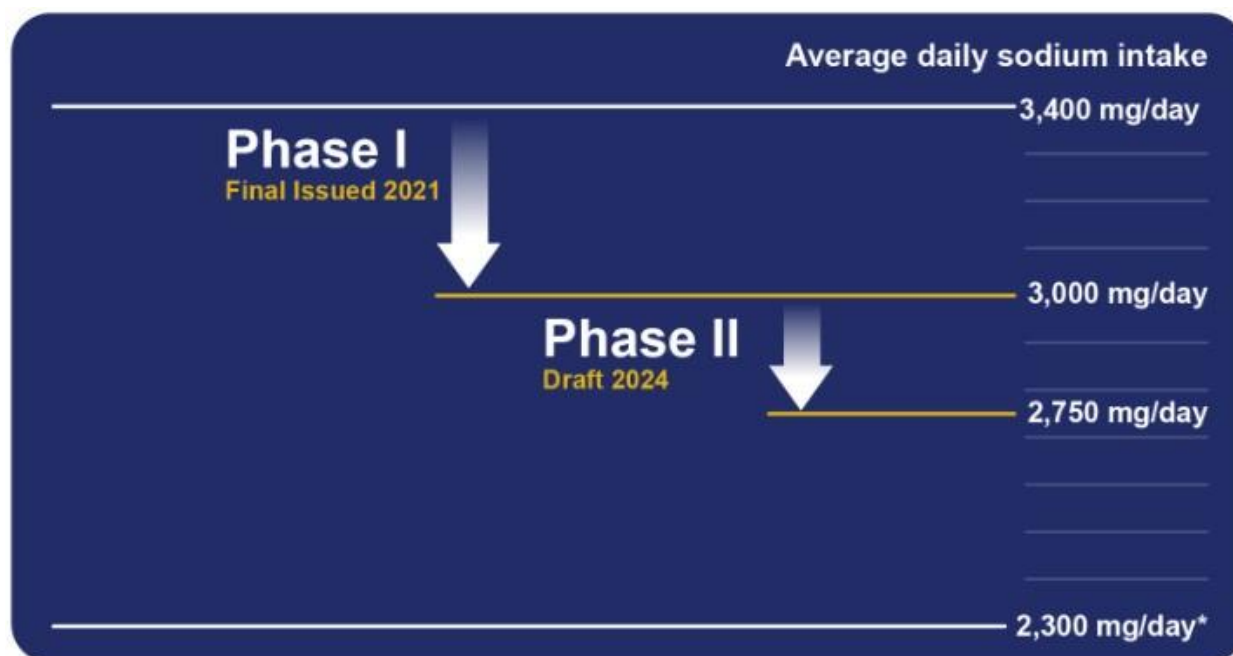


Watch out for hidden sodium

Foods that don't taste very salty can still add a lot of sodium to your plate. For example, the sodium in bread, tortillas, cheese, and condiments can really add up.

Shareable Resources

- ❖ [Interactive Nutrition Facts Label](#)
- ❖ [Interactive Nutrition Facts Label: Sodium Factsheet](#)
- ❖ [Ultra-Processed Foods](#)
- ❖ [Halloween Food Safety Tips for Parents](#)
- ❖ [Holiday Food Safety](#)
- ❖ [Sodium Reduction in the Food Supply](#)



*Recommended daily limit for those 14 years and older

Blog Post

Small Changes, Big Impact: Cut Back on Sodium This Holiday Season

As the holidays approach and kitchens fill with the smells of seasonal favorites, it's a great time to celebrate the joy of food, while also making healthy choices that can last all year long. While many classic fall and winter dishes are delicious, they also may be high in sodium. While sodium is an essential nutrient, too much, especially for kids, can [increase the risk](#) of high blood pressure in adulthood. Luckily, there are simple ways to keep the flavor without going overboard on salt. Whether you're preparing a weeknight meal, packing school lunches, or hosting holiday gatherings, here are some simple ways to reduce sodium and build lifelong healthy habits for the whole family.

Healthy Eating at School

Holiday cooking is a great time to introduce lower-sodium habits. Instead of relying on salt for flavor, try seasoning your meals with herbs, spices, and citrus. For stuffing, roasted vegetables, or soups, use low-sodium or no-salt-added broths. When baking holiday favorites, try to reduce the amount of added salt in recipes where it may not be needed. Involve the entire family and encourage kids to taste dishes before reaching for the saltshaker.



Show them how to read the FDA's [Nutrition Facts Label](#) and identify sodium content. Look for packaged items labeled "low sodium," "reduced sodium," or "no salt added," and compare similar products, aiming for foods with 5% [Daily Value](#) (DV) or less of sodium per serving when possible. Be sure to steer clear of those with 20% DV or more, which are considered high. While you're at it, make it a game: "can you find the soup with the least %DV of sodium?" These small tricks can make holiday grocery shopping fun while helping kids build skills they'll use long after the holiday season ends.

Build Better Lunches and Snacks This Season

As school routines continue and holiday breaks begin, sodium content can creep up in snacks, lunches, and grab-and-go meals. [Encourage kids](#) to pack their own lunches with fresh fruits, whole grains, lean proteins, and low-fat dairy. Swap in fresh turkey or chicken instead of high-sodium deli meats, and try snacks like unsalted nuts, air-popped popcorn, or homemade trail mix made with dried fruit and whole grain cereal. Planning a holiday movie night or road trip? Pack easy, lower-sodium snacks like sliced apples with nut butter, low-fat yogurt with fruit, or veggie sticks with hummus. It's a fun way to stay festive without relying on salty packaged snacks.

Make Healthier Choices When Dining Out

Whether you're grabbing a quick bite during holiday shopping or celebrating the season with a special meal out, it's still important to watch your sodium intake. Some [restaurant dishes](#), especially deli-meat sandwiches, pizza, burritos, and tacos, can be surprisingly high in sodium. The key is balance: enjoy your favorite meals but look for ways to lighten the sodium load. When dining out, ask to see the nutrition information for standard menu items and choose meals with less sodium or consider splitting high-sodium entrees or ordering smaller portions. Swap out salty sides for healthier options like a side salad, fruit, or steamed vegetables. And don't forget your drink: water or low-fat milk is a smarter choice than sodas or salty beverages. Or, encourage kids to get involved in ordering by helping them identify healthier menu picks. You can even assign them the role of "Sodium Sleuth" to scan the menu for lower-sodium choices.

The fall and winter months are full of special meals and moments. It's the perfect time to show that eating well doesn't mean missing out, it just means making thoughtful choices. Use tools like the FDA's Nutrition Facts label to guide your decisions, and check out the [Whyville Snack Shack Games](#) for interactive fun that helps kids learn how to choose healthier options.

By making just a few simple changes, whether you're swapping ingredients, reading labels, or adjusting holiday menus, you're setting your family up for a healthier season and a healthier future!