

Healthy Heart Pleage

The Pledge:

MY HEALTHY HEART PLEDGE

I recognize seafood is a healthy choice for me and my family and one of the leanest proteins with a variety of nutrients.



The Seafood Nutrition Partnership aims to reduce the risks of heart disease, improve baby brain wellness and increase memory for seniors by educating Americans about the health benefits of seafood and building awareness of seafood's essential nutritional value.



By pledging to eat at least two servings of seafood each week as recommended by the USDA HHS DGA, I know I will help me and my family reduce our risk of cardiovascular disease.

About the Pledge:

The Healthy Heart Campaign: Love Your Heart – Eat Your Seafood is a national campaign that encourages people to eat seafood twice a week for their heart health.

Why Pledge?

- There are lots of health benefits to eating seafood. Eating seafood at least twice a week has been shown to reduce the risk of heart disease.
- > By adding seafood, you are adding lean protein, crucial omega-3 fatty acids, and essential vitamins and minerals to your diet.
- Adding two meals of seafood a week ensures that you are adding these important nutrients to support your long-term health.

For more information: <u>SeafoodNutrition.org/healthy-heart-pledge.html</u>.

Spread the Pledge:

- ➤ Share news about the pledge <u>SeafoodNutrition</u>. <u>org/healthy-heart-pledge</u>. <u>html</u>
- ➤ Mention @Seafood4Health
- Use the hashtag: #SeafoodNutrition

And say -

- ➤ Eat seafood...live longer. Take the pledge today!
- ➤ Eating fish saves lives. It is estimated an additional 50,000 deaths from heart disease and stroke are avoided per year by eating fish.
- ➤ Eating seafood two to three times per week reduces the risk of death from any health-related cause.
- Seafood has essential omega-3s, vitamins, and minerals. Low seafood intake contributes to 84,000 deaths each year.
- > Seafood deficiency is a leading dietary contributor to preventable death in the U.S. go eat some fish!
- > Seafood sits among the highest-quality proteins (like eggs, meats, poultry, and dairy), and offers additional health benefits.

- > Seafood can reduce your risk of heart disease.
- Seafood can improve how you feel during pregnancy and help your child develop a healthy brain and eyes.
- > Seafood can improve memory and sharpness in older adults.
- ➤ The USDA HHS DGA recommends that Americans eat seafood twice a week.
- > Seafood cooks in 15 minutes or less.
- > Fresh, frozen, or canned seafood can make a meal in 15 minutes or less.

Follow Us!

Facebook.com/ SeafoodNutrition

Twitter.com/Seafood4Health
Pinterest.com/Seafood4Health

Instagram.com/

SeafoodNutritionPartnership

Share with Shoppers

- ➤ Point of Sale
- ➤ Circular Ads
- > Website and Social Media
- ➤ In-Store Omega-3 Screening
- Cooking Demonstrations and Sampling