

Eat Seafood America!

January & February 2021 Communications Toolkit






Eat Seafood America! to enjoy delicious food, to make more time for yourself, and to support working waterfront communities.

Eat Seafood America!, an initiative aimed at helping Americans stay healthy during the COVID-19 crisis as well as help boost the seafood economy, has been successful in encouraging consumers to eat more fish and shellfish.



We're ready for 2021! The Seafood4Health Action Coalition of more than 50 organizations is excited to ramp up the Eat Seafood America! consumer campaign in the New Year. The Coalition Communications Subcommittee has developed relevant and engaging messaging for a fresh start to the New Year and into Lent, focusing on education and simple approaches to increasing seafood consumption. Join us in amplifying this campaign!

Five messaging themes have been designed to demonstrate how you can share Eat Seafood America! with your audience with a suggested timeline for use. Please feel free to utilize the turnkey resources and messaging throughout this toolkit, or work with us to customize it.

Graphic	Social Message	Post Week
	The New Year is a time for a fresh, healthy start. Try incorporating #Seafood2xWk into your weekly routine for a healthier and smarter you. Learn more tips at https://www.seafoodnutrition.org/startfresh #EatSeafoodAmerica	Week of 1/4
	DYK pregnant women who eat seafood have babies with higher IQs! Fish and shellfish supply the vitamins & omega-3s essential for brain development, strong bones & a healthy heart and immune system. #EatSeafoodAmerica	Week of 1/11
	During these stressful times, your health and #wellness comes first. Think of seafood as #selfcare – you get to eat something delicious while doing something very healthy for yourself. #EatSeafoodAmerica	Week of 1/18
	Power up your day with brain-boosting delicious seafood. Think lox & bagels, salmon frittata, shrimp & crab omelet. See https://www.seafoodnutrition.org/breakfast for more inspo! #EatSeafoodAmerica	Week of 1/25
	Heart disease is 80-90% preventable with proper diet, exercise and lifestyle modifications. Eating one to two servings of fatty fish a week reduces the risk of dying from heart disease by 30-50%. #HeartMonth #EatSeafoodAmerica	Week of 2/1

@Seafood4Health
#EatSeafoodAmerica

Start Fresh with Seafood

The New Year is a time for a fresh, healthy start

PEOPLE ARE LOOKING TO 2021 AS A FRESH START, AND WE ARE HERE TO HELP WITH INSPIRATION AND MOTIVATION, PLUS WAYS TO PUT WELLNESS AT THE FOREFRONT.

WE'RE ENCOURAGING AMERICANS TO FOCUS ON LONG-TERM LIFESTYLE CHANGES, INCLUDING ADDING MORE SEAFOOD, FOR IMPROVED HEALTH ALL YEAR LONG.

SAMPLE SOCIAL POSTS

Quick Tips to Up Your Seafood Intake

Try canned seafood.

Keeping canned options, like salmon, tuna or sardines on hand can make for an easy and healthy weeknight dinner.

Bake fish on a sheet pan!

Sheet pan meals are an easy way to save time in food preparation and cleanup and allow you to cook everything at once. Pair your choice of fish with some veggies like asparagus for an easy, delicious and nutritious meal.

Get creative with seafood.

Try adding it as a salad topper, layering it in a sandwich or making homemade fish tacos for an easy way to add protein, nutrients and flavor.

January often means drastic lifestyle changes, such as fad diets and intense exercise routines; but 80% of New Year's resolutions fail by February. We're encouraging Americans to focus on long-term lifestyle changes, including adding more seafood, for improved health all year long. Get 10 fun tips on how to Start Fresh with Seafood <https://www.seafoodnutrition.org/startfresh> #EatSeafoodAmerica

The new year is a time for a fresh, healthy start. Try incorporating #Seafood2xWk into your weekly routine for a healthier and smarter you. Learn more tips at <https://www.seafoodnutrition.org/startfresh> #EatSeafoodAmerica



Life can be complicated, especially during these times. Meals can be simple with seafood. Need a quick #recipe? Many fish dishes can be made in 15 minutes or less. Check out this blog post / these recipes for more #tips [LINK] #EatSeafoodAmerica

Eating more seafood can help you meet your goals this year, as well as help the #local economy. Support small businesses through these unprecedented times. Get takeout from your favorite restaurant. Visit your local fishmonger or many fishermen and farmers are offering ways to buy direct. #EatSeafoodAmerica

SAMPLE BLOG POST

10 Ways to Start Fresh with Seafood

(Expanded version of the post available at <https://www.seafoodnutrition.org/startfresh>)

The new year is a time for a fresh, healthy start. We're encouraging Americans to focus on long-term lifestyle changes, including adding more seafood, for improved health all year long.

1. Get Creative Cooking

Did you get a fun new kitchen gadget for the holidays? Seafood is great in an air fryer, in a grill pan or a cast iron skillet.

2. A Fresh Mindset

The best seafood doesn't have to be "fresh," canned and frozen seafood both offer delicious options.

3. Think Beyond the Fillet

Try salmon burgers, shrimp stir fry, fish tacos or clams with pasta. Eat the foods you already enjoy and jazz it up with seafood!

4. Think About Now and Into the Future

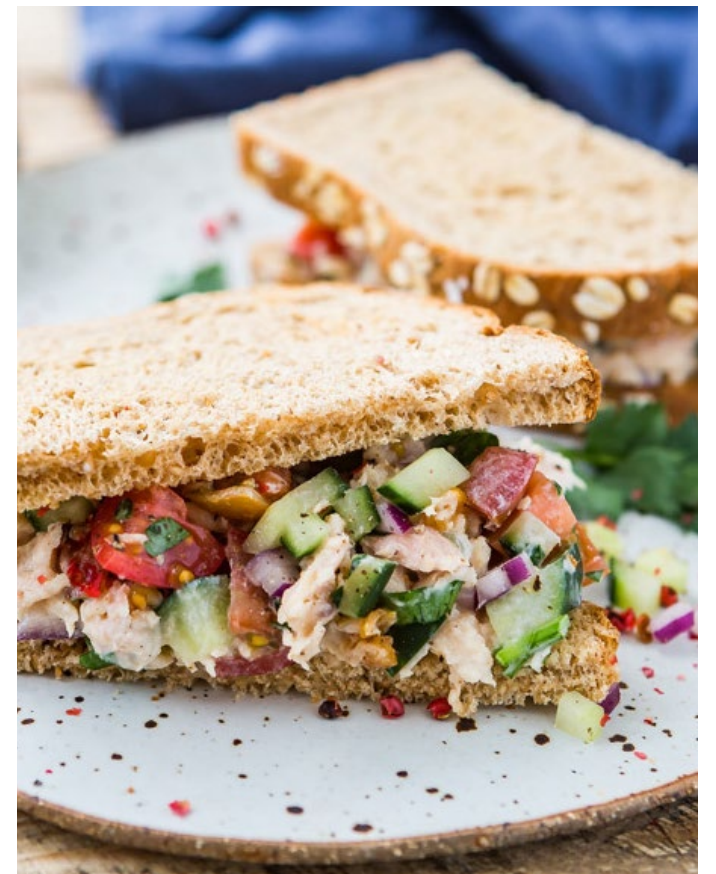
To have a sustainable supply of seafood in the future, eat sustainably caught or raised seafood now.

5. Support Your Community

Support local businesses through these unprecedented times. Get takeout from your favorite restaurant. Visit your local fishmonger or many fishermen and farmers are offering ways to buy direct.

6. Jazz Up the Flavor

Herbs, herbs, herbs! It's all about the flavor.



7. Try a New Variety of Fish or Shellfish

There are hundreds of species of seafood available in the U.S., and yet most of us only consume two or three.

8. Perfect Pairings

So many of us are trying to incorporate healthier choices right now, and seafood pairs perfectly with fruits and vegetables.

9. Go Beyond Fish & Shellfish

If you're a vegan or vegetarian, you can also enjoy the health benefits of seafood – try sea vegetables like seaweed and kelp.

10. Start with Seafood

From smoked salmon on a bagel to crab cooked into eggs, breakfast is a perfect time to try seafood.

Getting an Early Start

The importance of seafood for baby brain Development

DIETARY GUIDELINES REPORT HIGHLIGHTS THE TREMENDOUS HEALTH BENEFITS OF CONSUMING SEAFOOD DURING PREGNANCY AND EARLY CHILDHOOD FOR BRAIN DEVELOPMENT

Scientific Report: Women should eat seafood before, during and after pregnancy, and beginning at 6 months of age baby should be eating seafood

The benefits of seafood for babies are big!

Fish and shellfish supply the nutrients, vitamins and omega-3s essential for brain development, strong bones, and a healthy heart and immune system.

SAMPLE SOCIAL POSTS



All posts should include tags such as #LittleSeafoodies #BrainFood #EatSeafoodAmerica

Eating seafood during pregnancy is a great way to get the nutrients you & your baby need. Fish & shellfish are the only foods rich in a healthy oil called omega-3 DHA, which is essential for your baby's brain and eye development.

Seafood is the whole package: zinc, iron, choline, folate, iodine, selenium, vitamins A, D, B6, and B12, and omega-3 fatty acids that are all essential during pregnancy and early development.



Eat Smart! Kids whose mothers eat seafood during pregnancy may gain an average 7.7 IQ points.

Fish makes brains bigger, literally! Your brain is nearly 60% fat, and #omega3s found in seafood are among the most crucial molecules that determine your brain's ability to develop & perform.

We care about the health of you and your family and are committed to helping you make meals at home fun, affordable and healthier, offering [insert tips, promos, mealtime solutions, or other highlights].



LINKS TO USEFUL RESOURCES

- [Moms & Babies science section](#)
- [Expecting Health & NFI's The Pregnant Woman's Guide to Eating Seafood](#)
- [Eat Seafood While Pregnant: All Benefits, No Harm Says Renown Harvard Professor](#)
- [Little Seafoodies](#)
- [Baby-Led Weening Pinterest Board](#)



#FUNFACT

Eating seafood can reduce #stress & distress for new parents. Studies of #pregnant women reported that eating 8-12 oz. of fish a week reduced psychological distress and post-partum depression. Interestingly, fathers felt less distress during the pregnancy when they regularly ate fish, too. Learn more about Fish During Pregnancy <https://www.seafoodnutrition.org/seafood-101/nutrition/fish-during-pregnancy/> #EatSeafoodAmerica #dietaryguidelines

SAMPLE BLOG POST

Fish During Pregnancy & Infant Outcomes

Eating seafood – whether canned, cooked from frozen or fresh – during pregnancy is a good way to get the nutrients you and your baby need. Seafood is the only food rich in a healthy oil called omega-3 DHA, which is needed for your baby's brain and eye development. In fact, children whose mothers eat seafood during pregnancy may gain an average 7.7 IQ points compared to those whose mothers do not eat seafood.

According to the FDA, fish are part of a healthy eating pattern and provide:

- Protein
- Healthy omega-3 fats (called DHA and EPA)
- More vitamin B12 and vitamin D than any other type of food
- Iron which is important for infants, young children, and women who are pregnant or who could become pregnant
- Other minerals like selenium, zinc, and iodine.



The American Academy of Pediatrics recommends children and pregnant and breastfeeding women eat 1-2 servings of fish per week, with sustainably caught or raised fish and shellfish offering the best choices.

When pregnant, increasing the daily intake of omega-3s EPA and DHA lowers the risk of having a premature baby by 11%.

[\(See the full blog post for links & citations.\)](#)

Seafood as Self Care

Treat yourself to good nutrition & your ideal lifestyle



WELLNESS & SELF CARE

- **SOCIAL POST:** During these stressful times, your health and #wellness comes first. Think of seafood as #selfcare – you get to eat something delicious while doing something very healthy for yourself. #EatSeafoodAmerica
- **SOCIAL POST:** #EatSeafoodAmerica! is an initiative aimed at not only helping Americans stay healthy during the COVID-19 crisis, but to thrive. Learn 7 ways to include seafood as part of your #selfcare routine.
- **SOCIAL POST:** How do you #selfcare? Sitting down & enjoying a good meal? Getting in the kitchen & turning up the tunes? Nourishing our bodies with delicious seafood is a strong part to being our best selves. We're sharing 7 ideas to help you take back some time for you. #EatSeafoodAmerica

IMMUNE HEALTH

- Now, more than ever, people are looking for ways to “boost” their immune system. Seafood, both fish and shellfish, provides essential nutrients to the body that support immune health.
- Seafood is a nutrient-packed food that reduces inflammation with vitamins A, B, and D, as well as omega-3 fatty acids and minerals such as calcium, selenium, phosphorus, iron, zinc, iodine, magnesium and potassium.
- **BLOG POST:** [Support Your Immune Health by Eating a Variety of Seafood](#)
- **SOCIAL POST:** Seafood helps support your immune health. Good nutrition is essential to support a strong immune system, and seafood is nutrient-packed with antioxidants and anti-inflammatory vitamins, minerals such as selenium, iron and zinc, and omega-3s. <https://www.seafoodnutrition.org/seafood-101/support-your-immune-health-with-seafood> #EatSeafoodAmerica #immunehealth

STRESS & ANXIETY

- When we are depressed or anxious, we naturally resist self care, including preparing and eating nutritious food. But good nutrition is more important than ever for those suffering depression. Research shows that our daily food choices influence our mental health, and evidence is strong that seafood is brain food.
- **SOCIAL POST:** Seafood has the vitamins needed to boost your mood and calm your mind. #LearnMore <https://www.seafoodnutrition.org/seafood-101/health-tips/seafood-is-brain-food-anxiety-stress> #EatSeafoodAmerica
- **SOCIAL POST:** Fish is like a multivitamin for your brain. Fish is more than just an excellent source of lean protein and essential #omega3s, it provides other vitamins & minerals important for mental health. The nutrients that tend to be low in people who are depressed – #vitaminD, magnesium & zinc – are found in #fish. <https://www.seafoodnutrition.org/seafood-101/health-tips/seafood-is-brain-food-multivitamin-for-your-brain/> #EatSeafoodAmerica
- **FACT SHEET:** [A Dive into Mental Health & Depression](#)

SLEEP

- **SOCIAL POST:** With all that is happening, many people are struggling to get a good night's sleep. Eating seafood has been shown to improve sleep quality as well as daily functioning for adults and kids alike. #EatSeafoodAmerica

SAMPLE BLOG POST

Top 7 Ways to Include Seafood as Self Care

What is seafood as self care? Good nutrition is incredibly important to feeling your best self, but as we keep reading about the rise in depression and anxiety, we also need to think of living our ideal lifestyle.

Think about what puts you at ease. Sitting down and enjoying a good meal? Getting in the kitchen and turning up the tunes? Nourishing our bodies with delicious seafood is definitely a strong part to being our best selves.

1. Comfort Foods

As you seek comfort — and comfort foods — while cooped up inside on colder days, it is a perfect opportunity to enjoy delicious, heart-warming flavors. [Here are our favorite seafood comfort food recipes!](#)



2. “Spa” Pairings

We fully support spa days at home, and spa water with slices of citrus, cucumbers or berries is an everyday refreshment that helps make hydrating feel just a bit more special. While cutting those slices, put some to the side for dinner as they pair perfectly with seafood, such as this recipe for [Slow Roasted Salmon with Minted Cucumbers](#) by Chef Barton Seaver. And, here are [6 of our favorite seafood and citrus pairings](#).



3. Getting Cozy

Light a fire (or some candles), get cozy with a blanket and eat some soul-warming [seafood chowder](#).

4. Back to Nature

Release stress with a walk, getting both exercise and fresh air. Bring along some salmon, trout, pollock or rockfish jerky.

5. Mindfulness

For us, a large part of mindfulness means living sustainably. Eating seafood and the health of the environment are inextricably linked. If the saying “You are what you eat” is true, then [eating sustainable seafood](#) means you care about your health, the health of the planet, and enjoying truly good food.

6. A Different Kind of Cocktail

Raise a glass and enjoy yourself a shrimp cocktail, tails up.

7. Hands-off Dinner

Take the stress out of cooking and “dump and go” your dinner, [dropping ingredients into the crockpot](#) and creating more time for you. For an even easier hands-off dinner, call your favorite restaurant and get it delivered!

Start with Seafood

Breakfast is the most overlooked time to enjoy seafood

SAMPLE BLOG POST & RECIPE ROUNDUP (SHARE WITH CREDIT)

Start With Seafood: Getting Fishy at Breakfast

Smoked salmon is one of our favorite ways to start the day, but as we continue to explore new foods in the kitchen and put a new focus on starting our day off right, we are looking more at seafood for breakfast. Adding canned tuna, salmon or crab to an omelet or frittata is a very simple way to get to your goal of seafood at least twice a week!

Here are some more really simple ways to add fish and shellfish in a delicious way.

Quick & Easy Breakfast



[Soft Scrambled Eggs with Crab](#) from @savory.online



[Shrimp And Spinach Omelette](#) from @ IncredibleEgg



[Brunchy Fish & Waffles](#) from @gortonsseafood & @wildakpollock

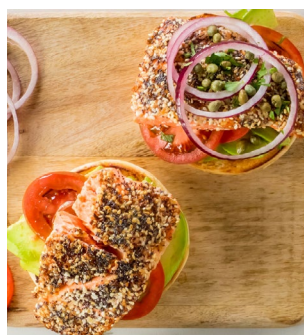
Meal Prep for the Week



[Alaska Salmon Pesto Frittata](#) from @alaskaseafood



[Easy Breakfast in a Tin](#) with canned crab from @chickenoftheseaofficial



[Avocado Toast with Everything Bagel Salmon](#) from @alaskaseafood

Weekend Brunch



[Savory Mahi-Mahi and Egg Breakfast Sandwich](#) from @foodnutrimag



[Must-Try Smoked Salmon Hash](#) from @dishonfish



[Alaska Dungeness Crab Cake Benedict](#) from @alaskaseafood

Note: @alaskaseafood has a #SeafoodSunday campaign, so make sure to use the hashtag!

Love Your Heart, Eat Seafood

Eating right for a healthy heart

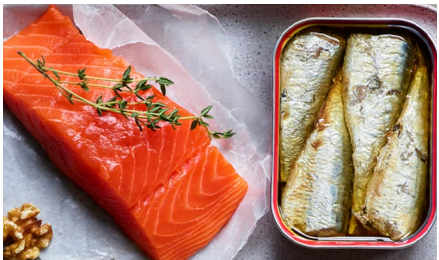
HEART DISEASE IS THE #1 KILLER IN AMERICA, AND IT IS LARGELY PREVENTABLE. WE'RE HERE TO OFFER SIMPLE TIPS FOR MAKING LIFE-ALTERING CHANGES.

SAMPLE POST OR CAROUSEL

4 Tips for Cooking Heart Healthy

- 1. Select fish as your lean protein option.** Fill up the rest of your plate with healthy fruits, vegetables and whole grains.
- 2. Consider cooking with healthy fats.** Opt for unsaturated fats such as olive oil in moderation during meal preparation, and swap avocado for mayonnaise where you can.
- 3. Try healthier cooking methods** like grilling, poaching, roasting, broiling, and pan-searing.
- 4. Use fresh herbs, spices, and citrus** in place of added salt to enhance food with bold flavors.

SAMPLE SOCIAL POSTS



February marks #HeartMonth, so all month long we'll be featuring delicious recipes that are high in heart-healthy omega-3s. Eating #Seafood2xWk helps reduce the risk of dying from heart disease by 30-50%. #EatSeafoodAmerica

The @american_heart suggests eating two 3.5-ounce servings of non-fried fish every week as part of a heart-healthy lifestyle. Learn more at <https://www.seafoodnutrition.org/heart> #HealthyforGood #EatSeafoodAmerica

SAMPLE BLOG POST

How Does Fish Fight Heart Disease?

Heart disease is the leading cause of death in America. Fortunately, many risk factors are things we have control over – such as our food and lifestyle choices. Making nutritious food choices and working in physical activity throughout the day are two excellent ways to help keep your family's heart beating strong.

Did you know that eating seafood twice a week could help to improve your omega-3 levels and reduce your risk for cardiovascular disease? Just a simple shift in your eating pattern can put you on a positive path to improve your heart health.

Seafood is a very important part of a healthy diet. Fish and shellfish are the major sources of healthful omega-3 fats and are also rich in nutrients such as vitamin D and selenium, high in protein, and low in saturated fat. There is strong evidence that eating fish or taking fish oil is good for the heart and blood vessels.



The American Heart Association recommends eating **two 3.5-ounce servings of non-fried fish every week** “to reduce the risk of congestive heart failure, coronary heart disease, ischemic stroke, and sudden cardiac death, especially when seafood replaces the intake of less healthy foods.”

The omega-3 fats in fish protect the heart against the development of erratic and potentially deadly cardiac rhythm disturbances. They also lower blood pressure and heart rate, improve blood vessel function, and, at higher doses, lower triglycerides and may ease inflammation.

#HEARTFACT

Heart disease is 80-90% preventable with proper diet, exercise and lifestyle modifications.

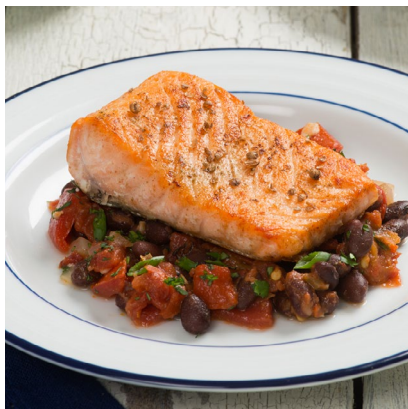
Eating approximately one to two servings of fatty fish a week reduces the risk of dying from heart disease by 30-50%.

The strong and consistent evidence for benefits is such that the American Heart Association, Dietary Guidelines for Americans, and World Health Organization recommend eating seafood at least twice a week, aiming to take in an average of 250-500 mg daily of omega-3s EPA and DHA. Higher intakes of 1 gram and above are supported for a range of cardiovascular benefits.

RECIPE ROUNDUP (USE WITH CREDIT TO @SEAFOOD4HEALTH)



[Mussels in Garlic Broth](#)



[Cumin Scented Salmon with Black Bean Stew](#)



[Fish Tacos](#)



[Moroccan Sardine Meatballs](#)



[Risotto with Clam Sauce](#)



[Simply Satisfying Kale and Tuna Salad](#)



[Potato Crusted Trout with Green Beans and Garden Herbs](#)

Together We Thrive

Cross promote & tag the Seafood4Health Action Coalition

ORGANIZATION	SOCIAL HANDLES
Alaska Seafood Marketing Institute	alaskaseafood (IG & FB) alaska_seafood (TW)
Aquaculture Stewardship Council	asc_aqua (IG & TW) ASCaqua (FB)
Aquarium of the Pacific, Seafood for the Future	seafoodfuture
Best Aquaculture Practices (BAP)	bapcertification (IG) bestaquaculturepractices (FB) BAP_Aquaculture (TW)
Bristol Bay Regional Seafood Development Association	BristolBaySockeyeSalmon (IG & FB)
Chilean Salmon Marketing Council	chileansalmonmc
Coastal Culinary Academy	coastalculinaryacademy bartonseaver (IG & TW) bartonseaverauthor (FB)
Conservation Alliance for Seafood Solutions	ConsAllianceSS (TW)
East Coast Shellfish Growers Association	ecsga (IG) ShellfishFarmer (TW)
Environmental Defense Fund	environmental_defense_fund (IG) EDFOceans (TW) edfbiz (TW) EnvDefenseFund (FB)
Fair Trade USA	fairtradecertified (IG & FB) FairTradeCert (TW)
FishChoice	fishchoiceinc (IG) fishchoice (FB & TW)
FishWise	fishwise (IG & FB) FishWiseOrg (TW)
FMI - Seafood Strategy Leadership Council	fmi_org (IG & TW) FoodMarketingInstitute (FB)
Genuine Alaska Pollock Producers	wildakpollock
Global Aquaculture Alliance	aquaculturealliance (IG & FB) GAA_Aquaculture (TW)
Global Salmon Initiative	gsi_salmon
Gulf of Maine Research Institute	gulfofmaineresearchinstitute (IG) gmri (TW) gulfofmaine (FB)
Gulf of Mexico Reef Fish Shareholders' Alliance	gulfalliance (TW & FB)
Gulf Seafood Foundation	gulfseafoodfoundation
Hawaii Seafood Council	No handles
James Beard Foundation Smart Catch	beardfoundation
Maine Aquaculture Association	maine_aquaculture (IG) maine_aqua (TW) maineaquacultureassoc (FB)
Maine Coast Fishermen's Association	mainecoastfishermen (IG) MaineFishermen (TW) MaineCoastFishermensAssociation (FB)

ORGANIZATION	SOCIAL HANDLES
Marine Stewardship Council, US	mscbluefish
Monterey Bay Aquarium Seafood Watch	seafoodwatch
National Fisheries Institute	dishonfish
National Marine Sanctuary Foundation	marinesanctuaryfdn (IG) marinesanctuary (FB & TW)
The Nature Conservancy	nature_org (IG & TW) thenatureconservancy (FB)
NOAA Fisheries	noaafisheries
Northwest Aquaculture Alliance	
The Ocean Foundation	theoceanfoundation (IG) oceanfdn (FB & TW)
Oregon Department of Agriculture	EatOregonSeafood (IG) ORAgriculture (FB & TW)
Oyster South	oystersouth_ (IG) oystersouth (FB & TW)
Pacific Coast Shellfish Growers Association	_pcsga (IG)
Pacific Seafood Processors Association	No handles
Positively Groundfish	No handles themselves, but support SeafoodOR & oregon.trawl.commission
SAGE	seafood_and_gender_equality (IG) seafoodandgenderequality (FB) sdg5forseafood (TW)
Seafood Harvesters Of America	SeaHarvesters (TW)
Seafood Nutrition Partnership	seafood4health
Sea Pact	SeaPact (TW) seapactorg (FB)
SeaShare	seashareorg (IG) SeaShareOrg (FB) seashare (TW)
The Walton Family Foundation	waltonfamilyfdn (IG & TW) waltonfamilyfoundation (FB)

Funding support for the campaign was made possible by:



National
Marine Sanctuary
Foundation



NOAA
FISHERIES

WALTON FAMILY
FOUNDATION

Bluehouse Salmon®

