

# 2019

## Monthly Content Calendar & Communications Toolkit



**SEAFOOD  
NUTRITION  
PARTNERSHIP®**

Seafood Nutrition Partnership (SNP) is here to inspire Americans to enjoy seafood at least twice a week by showing how selecting, ordering and preparing seafood is simple and delicious!

Consumers are often overwhelmed by the options and information available about fish and shellfish. SNP can help! This toolkit can assist you in answering questions and inspiring content for consumers to make healthier choices for themselves and their families.

### **What is Seafood Nutrition Partnership?**

SNP is an independent nonprofit grounded in science and guided by respected researchers, healthcare professionals, and academics, with a mission to create a healthier and smarter America through consumption of seafood. SNP addresses the biggest barriers to eating seafood — a lack of confidence in knowing how to select, buy, prepare and eat seafood — to encourage more Americans to consume fish, shellfish and omega-3s as part of a balanced diet.



[seafoodnutrition.org](http://seafoodnutrition.org)  
**#Seafood2xWk**

[@Seafood4Health](https://twitter.com/Seafood4Health)



# Eat Seafood: All the Reasons You Need

**People feel good about seafood** — they agree it's good for their health, it's a perfect choice when they want something special, or they love how it tastes. In fact, Americans are eating more seafood as they discover its great taste and healthy benefits. To help consumers meet the goal of eating seafood at least twice a week,<sup>1</sup> give them these reasons:

## LIVE (HEALTHIER) LONGER

- **Fish literally saves lives.** Eating seafood two to three times per week reduces the risk of death from any health-related cause by 17 percent.<sup>2</sup>
- Seven out of 10 deaths in the U.S. are preventable through nutrition and lifestyle changes, like adding omega-3s to your diet. **Low seafood intake contributes to 55,000 deaths each year**, making seafood deficiency a leading dietary contributor to preventable death in the U.S.<sup>3</sup>
- Older adults with highest fish consumption **lived an average of 2.2 years longer.**<sup>4</sup>

## SEAFOOD IS A PROTEIN WITH BENEFITS

- **Seafood sits among the highest-quality proteins (like eggs, meats, poultry and dairy) and offers additional health benefits.** It can reduce your risk of heart disease, improve how you feel during pregnancy and help your child develop a healthy brain and eyes, and improve memory and sharpness.<sup>2,5,6</sup>
- Leading health organizations recommend Americans **eat seafood at least twice a week.**<sup>1</sup>

## SEAFOOD IS DELICIOUS, VERSATILE, BUDGET-FRIENDLY AND FAST

- From delicate, mild flounder to rich, flavorful salmon, or sweet and savory shrimp, **seafood can please any palate.**
- **Seafood fits with all of your favorite flavors** — it can be incorporated into a spicy Latin dish, flavorful Creole recipe, light and refreshing salad, or a rich Italian pasta bowl.
- Fresh, local, seasonal catches are **easy on the wallet**, as are frozen options and canned seafood, like tuna or salmon.
- From start to finish, fresh, frozen, or canned **seafood can make a meal in 15 minutes or less.**

## FISH IS BRAIN FOOD

- “As calcium is to the bones, DHA is to the brain,” says Dr. Tom Brenna, member of the 2015-2020 Dietary Guidelines Advisory Committee. **Seafood provides docosahexaenoic acid (DHA), a type of omega-3 essential for brain development and function**, helping neurons trigger and cells regenerate. It is such an important building block that people with low levels of it have measurably smaller brains!<sup>6</sup>
- The FDA and EPA agree seafood consumption is especially important for pregnant or nursing women because eating fish regularly helps with the growth and development of children's brains and even helps boost IQ. **Babies from moms who ate seafood twice a week had a higher IQ averaging 5.8 points.**<sup>7</sup>
- **People who regularly eat fish are 20 percent less likely than their peers to have depression.**<sup>8</sup> In fact, the American Psychiatric Association has endorsed the fatty acids in fish as an effective part of depression treatment.

<sup>1</sup> U.S. Department of Health and Human Services and U.S. Department of Agriculture. 2015 - 2020 Dietary Guidelines for Americans. 8th Edition. December 2015. Available at <http://health.gov/dietaryguidelines/2015/guidelines/>.

<sup>2</sup> Mozaffarian D, Rimm EB. Fish intake, contaminants, and human health: evaluating the risks and the benefits. *JAMA*. 2006;296:1885-99.

<sup>3</sup> Micha R, et al. Association Between Dietary Factors and Mortality From Heart Disease, Stroke, and Type 2 Diabetes in the United States. *JAMA*. 2017 Mar 7;317(9):912-924.

<sup>4</sup> Mozaffarian D, et al. Plasma Phospholipid Long-Chain Omega-3 Fatty Acids and Total and Cause-Specific Mortality in Older Adults. *Ann Intern Med*. 2013 Apr 2;158(7):515-25.

<sup>5</sup> Hibbeln JR, et al. Maternal seafood consumption in pregnancy and neurodevelopmental outcomes in childhood (ALSPAC study): an observational cohort study. *Lancet*. 2007;369(9561):578-85.

<sup>6</sup> Tan MD, MPH, Z.S. Red blood cell omega-3 fatty acid levels and markers of accelerated brain aging. *Neurology*. 2012 Feb 28;78(9):658-664.

<sup>7</sup> FAO/WHO (2011). Report of the Joint FAO/WHO Expert Consultation on the Risks and Benefits of Fish Consumption. Rome, Food and Agriculture Organization of the United Nations; Geneva, World Health Organization, 50 pp.

<sup>8</sup> Li F, et al. Fish consumption and risk of depression: a meta-analysis. *J Epidemiol Community Health*. 2016 Mar;70(3):299-304.

# How You Can Help SNP

Thank you for helping to support the mission of SNP. Throughout the year, there are many ways we invite you to engage with us in our communications and outreach efforts.

- **Tag SNP on Social Media:** When you and your company tweets, posts, or shares photos and recipes on social media, tag Seafood Nutrition Partnership and use the hashtag **#Seafood2xWk**.
- **Provide Content:** The SNP communications team is always looking for new articles, blog ideas, and recipes to feature. If you have some fresh content, please share it. We'll credit and tag you when appropriate.
- **Utilize SNP's Resources:** We have endless resources such as infographics, recipes, fun facts, and more, available on our website. Feel free to share our resources with your stakeholders. Need a hard copy of something? Reach out to the SNP ([rebecca@seafoodnutrition.org](mailto:rebecca@seafoodnutrition.org)) and we can help you.

## RESOURCES & INFOGRAPHICS

- Which Fish is Richest in Omega-3 Chart
- What We Eat in America
- The Ultimate Guide to Making Smart Seafood Choices
- The Ultimate Guide to Buying Seafood
- The Ultimate Guide to Cooking Seafood
- Reasons to Eat Seafood
- Tour Talking Tips
- Three Steps to the Best Demo
- Guide to Answering Customers Questions
- Benefits of Different Species



# How to Use This Toolkit

## A Resource for All

Health, food, and nutrition observances present an opportunity to educate and energize consumers, co-workers, community members, and others. The purpose of this toolkit is to provide you with tips, helpful hints, recipes and more to share among your networks as you celebrate and promote seafood. This content is meant to inspire you and provide resources for:

[Social Media Content & Engagement](#) | [Newsletter Content](#) | [Recipe Ideas](#)  
[Community Events](#) | [Grocery Store Tours](#) | [Media Opportunities](#) | [Wellness Programs](#)

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## 2019 CONTENT CALENDAR

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### JANUARY

#### New Year, New You

The new year is a time for a fresh, healthy start. Need a resolution? Try incorporating #Seafood2xWk into your weekly diet for a healthier and smarter you.

### FEBRUARY

#### Heart Health

Heart disease is the leading cause of death for both men and women in the US. Heart disease can often be prevented when people make healthy choices, like eating more seafood.

### MARCH

#### National Nutrition Month

Focus on making informed food choices and developing smart eating and physical activity habits. Small shifts, like swapping red meat for seafood, can improve overall health.

### APRIL

#### Sustainable Solutions

Seafood is the future of sustainable protein — it's a vital part of the diet that supports both human health and environmental health.

### MAY

#### Summer Entertaining

From BBQs to picnics, enjoy the outdoors with seafood. Whether it's shrimp cocktail as an appetizer or salmon on the grill, #Seafood2xWk is a must.

### JUNE

#### Seasonality

Most people don't know it, but just like fruits and vegetables, seafood species have seasons. As seasons are changing, educate consumers on what's in season and when.

### JULY

#### Grilling

Skewered or straight-up seared, summer is here and it's time to head to the grill and get creative with your favorite fish.

### AUGUST

#### Back-to-School

When kids eat at least two servings of seafood each week, the benefits are big. The nutrients provided are essential for strong bones, brain development, and a healthy immune system.

### SEPTEMBER

#### All About Omega-3s

The 2015-2020 Dietary Guidelines recommend eating 8 ounces of seafood per week with the aim to take in at least 250mg per day of omega-3 fatty acids EPA and DHA.

### OCTOBER

#### National Seafood Month

Seafood is known as the "protein with benefits". Celebrate National Seafood Month and reel in the amazing benefits.

### NOVEMBER

#### Celebrate with Seafood

From oyster stuffing to Feast of the Seven Fishes, the holidays are upon us and seafood is the perfect way to celebrate with family and friends.

### DECEMBER

#### Healthy Holidays

Whether you're hosting a holiday gathering or attending a party, make sure seafood is on the menu. Not only is it the healthier choice, but it's also the delicious choice.