

Thank you for your interest in submitting nutrition tips and /or recipes for the **Shop-Cook-Eat** social media campaign; RDs delivering RD created messages to parents and families.

Tips need to be within the theme of **Shop Cook Eat** and can be written for kids and families in general or targeted at one of the age groups: prenatal, baby, toddler, preschool, grade school, teen. Tips about eating can include eating at restaurants too. Keep them short, 150 words is the maximum and the audience is parents.

Recipes are needed in a variety of categories and the length no more than 350 words. The chart below contains the details on type of recipes needed. **Recipes and tips will be submitted to Katie Brown at: Kbrown@eatright.org.**

Articles written by RDs are also sought although the process is a bit different. The **FIRST** step is to **email your idea for an article** to Ivonne Cueva. You can send new ideas, past article ideas and even video ideas (some you have may be just what is needed). Topic areas not limited those suggested in the chart below. Please submit your ideas to **Ivonne lcueva@eatright.org.**

Recipe Submission Guidelines

Categories	Items
Message Type/Length	<ul style="list-style-type: none"> • Tip of the Week - 150 words • Recipe of the Week - 350 words • Articles- 200-400 words
Message Theme	<ul style="list-style-type: none"> • Shop • Cook • Eat
Recipe Themes	<ul style="list-style-type: none"> ▪ Breakfast, ▪ Lunch Box ideas, ▪ Slow-cooker, ▪ Main Dishes (Pizza, pasta, vegetarian, meat, chicken and fish), ▪ Side dishes, ▪ Meals on a Budget, and ▪ Desserts and Snacks. <p><u>NOTE</u> Include any special freezing instructions and/or portion sizes, what makes your recipes great, etc. All recipes must include nutrition information for a serving size.</p> <ul style="list-style-type: none"> ▪ Calories, Fat, Sat Fat, Protein, Carbohydrates, Dietary Fiber, Calcium, Vit D, Vit A, C and E, magnesium, potassium and phosphorous. <p>Please include copy of the analysis done and the program used to calculate.</p>

Social Media Effort

<p>Target Audience/Age Group</p>	<ul style="list-style-type: none"> • Prenatal • Baby • Toddler • Preschool • Grade School • Teen
<p>Subject Examples (for tip or article)</p>	<ul style="list-style-type: none"> • Foods to feed families that will keep kids healthy • Ideas for healthy meals and easy steps for meal preparation • How to know what foods and beverages are healthy • How to shop for healthy foods and read food labels • Promoting good eating practices (ex. tips for overcoming picky eaters) • Healthy Food on a Budget • Other
<p>Objective</p>	<ul style="list-style-type: none"> • Total nutrient needs • Addressing the whole child • Healthy weight versus obesity • Quality of calories • Foods/nutrients kids need to eat more often.