

America's Seafood Campaign Digital Toolkit - National Nutrition Month

March 2022

AMERICA'S
SEAFOOD
CAMPAIGN

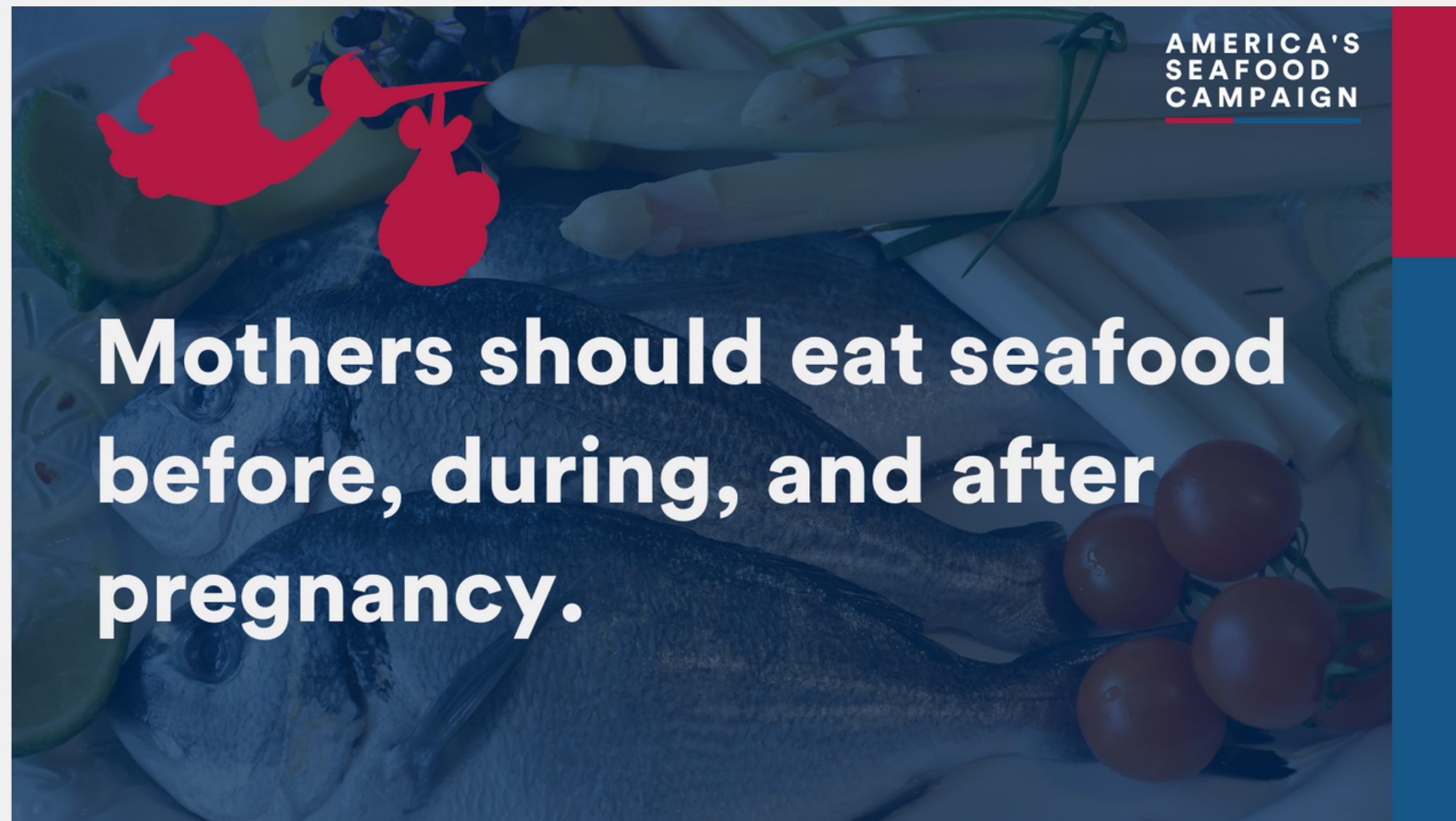
Heart Health

- Fish and shellfish are major sources of health omega-3 fats, and are rich in important proteins and nutrients.
- The American Heart Association and World Health Organization both recommend eating seafood twice a week to reduce the risk of dying from heart disease.



Mothers

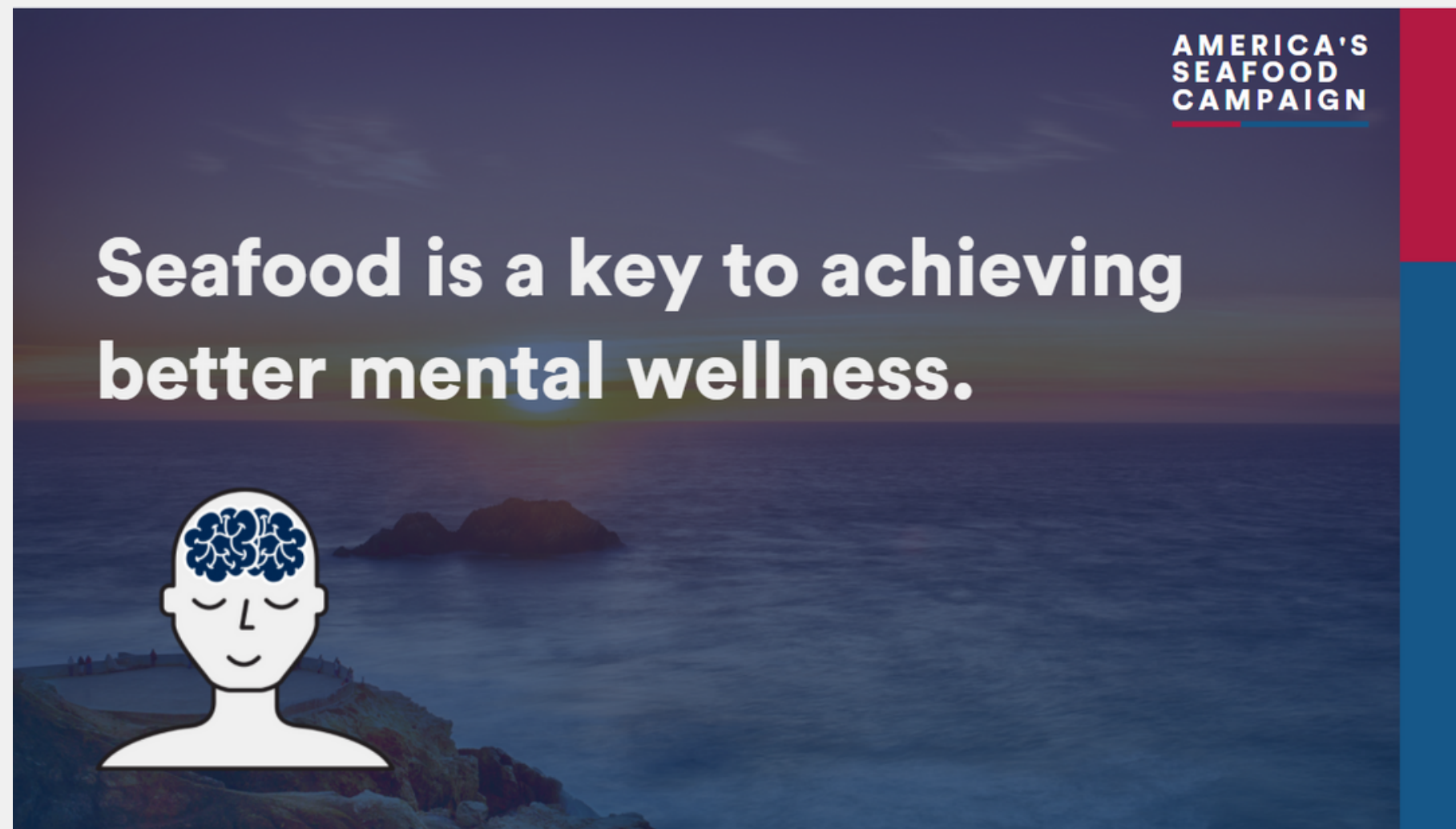
- Seafood consumption during pregnancy is not only related to a reduced risk of hypertensive disorders and preterm birth, but expectant moms who eat seafood have kids with higher IQ by 7 points on average.¹



1. Hibbeln JR, et al. Relationships between seafood consumption during pregnancy and childhood and neurocognitive development: Two systematic reviews. PLEFA, V.151, 14 – 36.

Mental Wellness

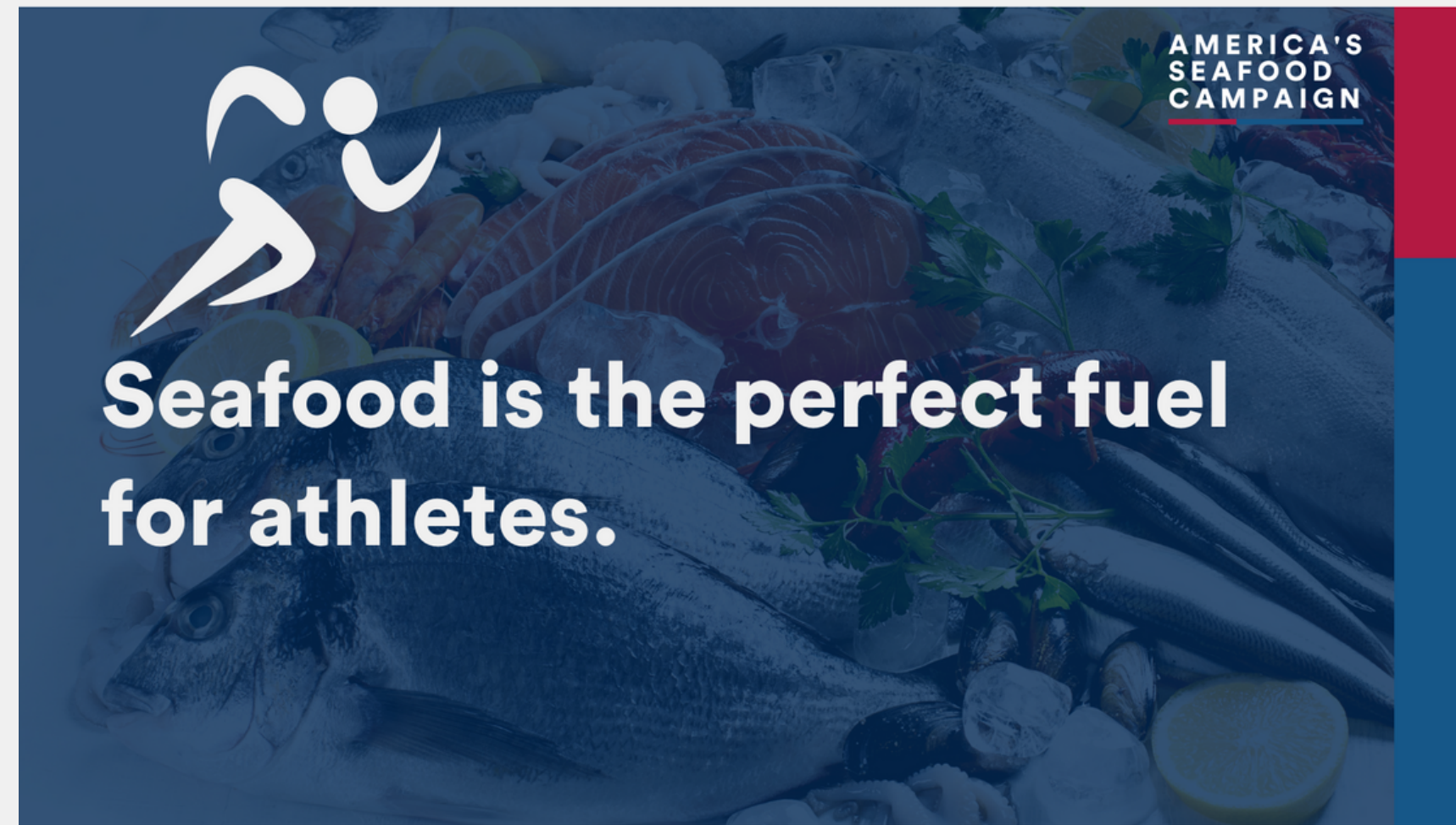
- Your diet affects your physical and mental health, and seafood has been shown to reduce symptoms of a whole host of mental disorders.
- People who regularly eat fish are 20 percent less likely than their peers to experience depression.²



2. Li F, Liu X, Zhang D. Fish consumption and risk of depression: a meta-analysis. J Epidemiol Community Health 2016;70:299-304.

Athletes

- Seafood is a favorite meal for many professional athletes.
- Omega-3 fats help to fight inflammation and soreness, and increase lung function during and after exercise. Fish also provides a complete protein that repairs muscles and builds strength.



Brain Development

- In their 2020-2025 report, the DGAC found compelling evidence that seafood consumption during pregnancy improves many measures of kids' brain development, and those benefits tended to increase with increased consumption.



The Elderly

- Fish helps people stay biologically younger, and is associated with with a lower risk for Alzheimer's disease, heart disease, cancer and total mortality.^{3, 4}



3. Zeng L-F, et al. An exploration of the role of a fish-oriented diet in cognitive decline: a systematic review of the literature. *Oncotarget* 2017;8(24):39877-39895

4. Farzaneh-Far R, et al. Association of marine omega-3 fatty acid levels with telomeric aging in patients with coronary heart disease. *JAMA*, 2010;303(3):250-257.

Twitter Social Copy

- #Seafood tastes as good as it makes you feel. Join America's Seafood Campaign and help get the word out: <https://bit.ly/36U4t3u> #NationalNutritionMonth
- There's a reason that @American_Heart and @WHO recommend two servings of #seafood a week. Now is the time to invest in seafood. #NationalNutritionMonth
- Eat more seafood - your brain and body will thank you. To join our campaign to promote #seafood, visit <https://bit.ly/36U4t3u>. #NationalNutritionMonth
- #Seafood helps you live longer and feel better. Now is the time to educate America. Join our campaign here: <https://bit.ly/36U4t3u>. #NationalNutritionMonth
- From birth to old age, #seafood is a healthy and delicious option. Sign up here to promote seafood: <https://bit.ly/36U4t3u>. #NationalNutritionMonth

LinkedIn Social Copy

- Eating two servings of seafood a week has immense health benefits for everyone from expectant mothers, to elite athletes, to the elderly. We support America's Seafood Campaign because we want to help get the word out, through a national seafood marketing campaign that will educate the public and energize local economies from coast to coast. #NationalNutritionMonth
- Seafood is an essential food for brain development, heart health, mental wellness and more. After two years of a pandemic, more and more people are looking for ways to improve their health. That is why we support America's Seafood Campaign, an effort to secure funding for a national seafood marketing campaign that will educate the public on the myriad nutritional benefits of seafood. #NationalNutritionMonth
- Fish is an important part of a healthy diet. It provides, protein, healthy omega-3 fats, iron and vitamins - all of which helps you live better and longer. Learn more about America's Seafood Campaign and sign up to become an advocate: <https://bit.ly/36U4t3u>



BE AN ADVOCATE
Visit SeafoodCampaign.Org