Industry Engagement Toolkit | The First 1,000 days

Key messages

* Eggs are a nutritious food for children, providing useful amounts of nutrients that are important for growth and development1.
* Eggs are a good source of vitamin D for children. Vitamin D is essential for normal bone and muscle structure and function2.
* Eggs are one of the few food sources that contain choline and they provide more choline per calorie than most other foods3.
* Eggs are highly recommended in the diets of pregnant and lactating women, as they contain choline, which is particularly important at this time of life4.
* Regularly including eggs in the diet of pregnant women can make a significant contribution to helping meet daily folate requirements, therefore promoting a healthy pregnancy2.
* Eggs can be a particularly valuable inclusion in the diet of pregnant vegetarian women as they provide the ideal complement of all essential amino acids needed for infant growth and development2.

Social media content

To help you promote the nutritional power of the egg, the IEC has developed a range of **sample social media posts** with **matching graphics.**

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|  | Eggs nourish children all over the world and are particularly beneficial for those in low-resource settings 🍳🥚👧👦  They’re full of easily digestible nutrients that help children grow and develop, like vitamin D for bone and muscle structure 🦷🦴☀️  Discover more about why good nutrition during these early moments matters: <https://bit.ly/3rIgYpr>  #EggsForAll #Eggs #EggNutrition #First1000Days #FuellingFutures |
|  | Eggs are a great source of choline - an often under-consumed nutrient which supports brain health at all stages of life, particularly in the first 1,000 days! 👶🧠🥚🍳  This makes eggs an ideal addition to the diets of pregnant and lactating women, to help them meet their increased nutritional requirements 🤰🤱  Find out more: <https://bit.ly/3rIgYpr>  #EggsForAll #Choline #Eggs #EggNutrition #First1000Days #FuellingFutures |
|  | More than a quarter of women aged 15 to 49 around the world are affected by anaemia, according to The State of Food Security and Nutrition in the World (SOFI) 2021 👩🌍  Eggs contain iron, which reduces fatigue, supports the functioning of the immune system, and promotes normal growth and development in children 🥚🍳🦴💪  Find out more about how eggs can support pregnant women, infants and toddlers: <https://bit.ly/3rIgYpr>  #Eggs #EggNutrition #Anaemia #Iron #First1000Days #FuellingFutures |
|  | In a new article by the IENC’s Global Egg Nutrition Expert Group, Kalpana Beesabathuni from nutrition think tank, Sight and Life, explains why eggs are the ideal source of essential nutrients during the first 1,000 days 🥚🤰🤱  Explore the article now: <https://bit.ly/3rIgYpr>  #Eggs #EggNutrition #First1000Days #FuellingFutures |
|  | Eggs contain one of the highest amounts of choline of any food, making them a great addition to the diets of pregnant and lactating women 🥚🤰🤱  Find out why good nutrition during pregnancy and lactation is so important: <https://bit.ly/3rIgYpr>  #Eggs #Choline #EggNutrition #First1000Days #FuellingFutures |
|  | In a new article by the IENC’s Global Egg Nutrition Expert Group, Kalpana Beesabathuni from nutrition think tank, Sight and Life, explores why the first 1,000 days matter and how eggs have the power to transform lives and nourish human potential 🥚🤰🤱  Read the article now: <https://bit.ly/3rIgYpr>  #Eggs #EggNutrition #First1000Days #FuellingFutures |
|  | Regularly including eggs in the diet of pregnant women can make a significant contribution to helping meet daily folate requirements, therefore promoting a healthy pregnancy 🥚🤰❤️  Discover more ways eggs support healthy pregnancies: <https://bit.ly/3rIgYpr>  #EggNutrition #Folate #EggsForAll #HealthyPregnancy #Eggs #First1000Days #FuellingFutures |
|  | Eggs are not just delicious! 😋 They’re also a highly nutritious food for children, containing vitamin D, protein, phosphorus and folate; all of which are necessary for normal growth and development 🥚🍳💪👧👦  Discover more about why good nutrition during these early moments matters: <https://bit.ly/3rIgYpr>  #Eggs #EggNutrition #EggsForAll #HealthyPregnancy #First1000Days #FuellingFutures |

Check out your downloaded toolkit for all the social media graphics for Instagram, Facebook and Twitter.

**PLEASE NOTE: The messages included in this toolkit are provided as examples and may need to be tailored to meet country-specific messaging regulations and cultural contexts.**

References

1 Food & Nutrition Australia. (2018). *Australian Eggs – Nutrient Analysis Report 2018*. <https://www.australianeggs.org.au/nutrition/nutrients-and-vitamins>.

2 Food Standards Australia New Zealand. (2017). *Australia New Zealand Food Standards Code – Schedule 4 – Nutrition, health and related claims*. Canberra, Australia. <https://www.legislation.gov.au/Details/F2017C00711>.

3 Probst, Y., Guan, V., & Neale, E. (2019). *Development of a Choline Database to Estimate Australian Population Instakes*. Nutrients 11(4), 913. <https://pubmed.ncbi.nlm.nih.gov/31018620/>.

4 Leermakers, E.T.M., et al. (2015). *Effects of choline on health across the life course: a systematic review*. Nutr Rev 73(8), 500-22. <https://pubmed.ncbi.nlm.nih.gov/26108618/>.