World Health Day 2024 - Egg Industry Toolkit

Organised by the World Health Organization (WHO), **World Health Day** takes place annually on **7 April every year** and advocates for equal access to healthcare and increased awareness of global health issues.In 2024, the theme will emphasise the right for **universal access to essential services, including nutrition.** The **global egg industry** is proud to be supporting the WHO by showcasing our **accessible, versatile, nutrient-rich protein source – the egg.**

#### Theme & Messaging

**‘My health, my right”**

“Championing the right for everyone, everywhere to have access to health services, safe drinking water, clean air, **good nutrition,** quality housing, decent working and environmental conditions and freedom from discrimination.”

**#MyHealthMyRight #WorldHealthDay #EveryoneDeservesEggs**

#### Social Media Content Suggestions

To support the global egg industry to celebrate World Health Day, the IEC has developed a range of **sample media posts** with **matching graphics**, plus a **specially created video**, free to use across your channels.

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| A poster of a heart shaped egg  Description automatically generated | It’s #WorldHealthDay! And we are honouring the incredible benefits of #eggs!🥚🥳  Packed with nutrition, cost-effective and incredibly versatile, eggs are an EGG-cellent choice for promoting human health!🎉🐔  How will you celebrate with eggs this World Health Day?🍳💚  #MyHealthMyRight #WorldHealthDay #EveryoneDeservesEggs |

**You will find this video in your downloaded toolkit** which you are welcome to share across your social media platforms.

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|  | Today is World Health Day 2024! 📢❤️‍🩹🌍  This year, the World Health Organization (WHO) are promoting universal access to essential services, including good nutrition 🍳🩺🍽️  So let’s hear it for our accessible, affordable and highly nutritional protein source – the mighty egg!🥚🌏  #MyHealthMyRight #WorldHealthDay #EveryoneDeservesEggs #Eggs |
|  | #Eggs are a low-cost way to increase protein and nutrient intake📉💲📈❤️‍🩹  Containing 13 essential nutrients including vitamin A, choline, folate, vitamin D and selenium, eggs are a cost-effective way to nourish your mind and body! 🙌🍳  #EveryoneDeservesEggs #WorldHealthDay #MyHealthMyRight |
|  | #Eggs can be produced all year round, all over the world, making them accessible to a vast amount of the global population 🤯💚  That means whenever, wherever, people can enjoy the nutritional benefits of eggs! 🍳🥚☀️  #EveryoneDeservesEggs #WorldHealthDay #MyHealthMyRight |
|  | #Eggs contain all 9 essential amino acids, making them a ‘complete’ protein💪🤯  The protein found in eggs is highly digestible, with the human body able to absorb and use 95% of it. That’s what we call making the most of every bite! 😋✨  #MyHealthMyRight #WorldHealthDay #EveryoneDeservesEggs |
|  | #Eggs contain a unique range of nutrients meaning they meet a great number of dietary requirements💭💥🍽️  One egg comprises of about 72 calories, 6g of protein and only 5g of fat alongside a whole host of other essential nutrients🥚🤸‍♂️😋🍴  #MyHealthMyRight #WorldHealthDay #EveryoneDeservesEggs |
|  | 🍳✨ From classic omelettes to the hearty shakshuka - the versatility of #eggs is no secret!  Can you name the 100 ways eggs can be prepared, according to the culinary legend?🥚👩‍🍳  #MyHealthMyRight #WorldHealthDay #EveryoneDeservesEggs |
|  | Eggs are one of the most widely eaten foods on the planet! 🌍🍳  As they can be enjoyed for any meal of the day, and cooked in many ways, it is no surprise they play an integral role in dishes and cultures worldwide🍽️🌎  What’s your favourite way to enjoy #eggs? Share in the comments!🥚😋  #MyHealthMyRight #WorldHealthDay #EveryoneDeservesEggs |

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