World Health Day 2025 - Egg Industry Toolkit

Celebrated annually on **7 April**, **World Health Day** marks the founding of the **World Health Organization (WHO) in 1948**. This global event raises awareness of critical health issues and **encourages collective action** to improve well-being worldwide.

Driving global health progress, it is a time to **celebrate achievements in public health** while recogni*s*ing the ongoing challenges that still need to be addressed.

#### Theme & Messaging

**‘Healthy Beginnings, Hopeful Futures”**

This year’s theme highlights the importance of maternal health and early childhood development as essential foundations for lifelong well-being. At WEO, we are embracing this opportunity to showcase how the mighty egg can play a vital role in supporting the health of mothers, babies, and infants, providing essential nutrients for a strong and healthy start in life.

**#WorldHealthDay #HealthyBeginnings #HopefulFutures #StartWithEggs**

#### Social Media Content Suggestions

To support the global egg industry to celebrate World Health Day, the WEO has developed a range of **sample media posts** with **matching graphics.**

|  |  |
| --- | --- |
|  | Healthy beginnings lead to hopeful futures! 🌍🥚  This #WorldHealthDay, we are celebrating the importance of maternal health and early childhood nutrition, the foundation for lifelong well-being.  #Eggs are packed with essential nutrients that support mothers, babies, and infants, helping to give every child a strong start in life! 💛  #HealthyBeginnings #HopefulFutures #WorldHealthDay2025 #EggNutrition #StartWithEggs #StrongerWithEggs #EggsForLife |
|  | 🤰🥚 Nourish yourself and your baby with #eggs!  Eggs provide high-quality protein for muscle development, selenium for immune support, vitamin D for bone health, and healthy fats to aid baby’s growth—helping both mother and baby thrive. A simple, nutritious choice!  #WorldHealthDay #HealthyBeginnings #HopefulFutures #StartWithEggs  #EggNutrition |
|  | 🦸‍♂️🥚 Fuel your little superhero’s growth with #eggs! Rich in high-quality protein, vitamins, and minerals like vitamin B12 for energy, iron for strength, and choline for brain development, eggs help build strong bodies, sharp minds, and a healthy future. 💪👶  #WorldHealthDay #HealthyBeginnings #HopefulFutures #StartWithEggs |
|  | 🤰🥚 Including eggs in your diet provides high-quality protein, which supports muscle development, helps maintain energy levels, and aids in the healthy growth of both mother and baby. A simple, nutritious choice for a strong pregnancy!  #WorldHealthDay #HealthyBeginnings #HopefulFutures #StartWithEggs |
|  | 🥚🤰 Folate is essential for healthy foetal development, and eggs are a simple way to include it in your diet!  #WorldHealthDay #HealthyBeginnings #HopefulFutures #StartWithEggs #FoetalDevelopment |
|  | 🥚🧠 Strong minds start with the right nutrition! Eggs provide choline, an essential nutrient that helps support brain development in young children. A smart choice for a bright future!  #WorldHealthDay #HealthyBeginnings #HopefulFutures #StartWithEggs #BrainDevelopment |
|  | Eggs may play a key role in reducing childhood stunting, supporting the healthy growth of children everywhere. 🥚✨  📢 Research suggests that introducing eggs early in a child’s diet can improve growth outcomes. A study in Ecuador found that infants who consumed one egg per day had a 47% lower chance of stunting compared to those who did not.  A simple, nutritious solution for a healthier future! 🥚👶  #WorldHealthDay #HealthyBeginnings #HopefulFutures #StartWithEggs #Stunting |
|  | Want to support your child's cognitive growth? New research suggests that eggs can boost brain function in young children. 🧠🥚  #HealthyDevelopment #WorldHealthDay #HealthyBeginnings #HopefulFutures #StartWithEggs |
|  | All year round, eggs can be produced to provide the nutrients your body needs. 🥚❄️🌞  #EverySeason #WorldHealthDay #HealthyBeginnings #HopefulFutures #StartWithEggs |
|  | #Eggs are a family-friendly, nutrient-dense food that supports growth, strength, and health for all ages. 🥚👨‍👩‍👧‍👦  #HealthyBeginnings #HopefulFutures #StartWithEggs #HealthyFamilies |

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