



# Fruits and Veggies-More Matters Month QUICK-GUIDE

A publication of the Center for Leadership Education in Maternal and Child Public Health



This is one of 50+ "Quick-Guides" created to help you take advantage of national health observances. It can help you guide your maternal and child health promotion efforts, especially when using social media. Most messages, materials, and facts can be adapted to fit many audiences.

## Social Media

Social media can be a great tool for finding up-to-date resources and facts. Follow leading organizations to see what they are doing, share their posts, and join in national chats.

One of the easiest ways to find more resources is to search the hashtag for this observance. This can be done on almost all social media networks. Include it in any posts you create.

Please share these documents and consider tagging @UMN\_MCH and @SahrcUMN!

**Hashtag**  
#FVMMMonth

**Instagram**  
@fruitsandveggies-  
more matters

**Twitter**  
@fruits\_veggies

**Facebook**  
Fruits and  
Veggies- More  
Matters  
**Pinterest**  
Fruits & Veggies-  
More Matters®

## Print, Post, or Share

If available, use logos or other graphics to enhance your posts, emails, or websites. Visuals help catch people's attention and often have higher engagement numbers.

Use available facts from these organizations to create quick and easy posts for social media or a newsletter. Many also provide templates for press releases and other modes of communication.

**Produce for Better Health Foundation**

Marketing Toolkit

Top 10 Reasons to Eat More Fruits and Vegetables

Guide to Getting More Fruits and Vegetables

Pledge to Fight Obesity

What's in Season?

**United States Department of Agriculture**

Materials and Resources

HealthierUS School Challenge: Smarter Lunchrooms Resources

Professional Standards for School Nutrition Professionals

For other Quick-Guides, visit: <https://z.umn.edu/qguides>

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