

# IMPACT COMMUNICATIONS TOOLKIT

## Nutrient Bioavailability (W4002)

March 2024

### ABOUT THE IMPACT STATEMENT

**SUMMARY:** Researchers are working together to study bioactive food components and their effects on human health. This work has provided evidence for general health recommendations as well as personalized, targeted dietary strategies to help consumers prevent, manage, and treat diseases. Findings have also helped breeders and farmers produce food with more nutrients and guided the development of novel food products, creating new ways for farmers and the food industry to be successful.

**LINK:** [bit.ly/nutrient-bioavailability](https://bit.ly/nutrient-bioavailability)

**PROJECT FUNDING:** This project is supported in part by USDA NIFA through [Hatch Multistate Research Fund](#) allocations to participating State Agricultural Experiment Stations at land-grant universities, including: University of Arizona, University of California, Berkeley, University of California, Davis, University of Connecticut, Cornell University, University of Florida, University of Hawaii, University of Illinois, Iowa State University, Kansas State University, University of Maine, University of Missouri, Montana State University, University of Nebraska, The Ohio State University, Oklahoma State University, Oregon State University, Purdue University, University of Rhode Island. Project participants may receive additional funding from other sources.

**PARTICIPANT INFO:** [bit.ly/W4002-participants](https://bit.ly/W4002-participants)

**PROJECT DETAILS:** [bit.ly/W4002](https://bit.ly/W4002)

### HOW CAN YOU USE THE IMPACT STATEMENT?



**SEND** to department heads, Experiment Station/Extension Directors, and communications staff



**DISCUSS** with legislators, stakeholders, potential partners, and others



**PITCH** to magazines, newspapers, and other traditional media outlets



**INCLUDE** in presentations, grant proposals, briefs, meetings, and reports



**SHARE** in social media posts, blogs, and newsletters



**UPLOAD** to websites and databases



**ANY WAY YOU WANT!** The Impact Statement was created to help promote your work so you may use/share it as you deem appropriate

### SHARING ON SOCIAL MEDIA

**Write a post.** Use the sample posts below or create your own original posts to feature the project and Impact Statement on your social media channels.

**Link.** Include a [link](#) to the [Impact Statement](#).

**Stand out.** Include photos or other simple visual aids. Provide attribution and alt text. If your institution does not have suitable images, try these free image libraries:

[USDA Flickr](#)  
[USDA-ARS Image Gallery](#)  
[Unsplash](#)

**Connect.** Add relevant hashtags and/or handles for your institution, funders, partners, and stakeholders. Consider timing your posts to connect with related events (e.g., major conferences, holidays, seasons, news).

@USDA\_NIFA #NIFAimpacts  
@USDAScience  
@AgIsAmerica @APLU\_Ag #AgIsAmerica  
#landgrantuniversities  
@MRFimpacts  
@WAAESD

#HealthyEating  
#nutrition  
#FunctionalFood

March | National Nutrition Month  
#NationalNutritionMonth

March 4 | World Obesity Day  
@WorldObesityDay #WorldObesityDay  
#WOD2024

March 4-8, 2024 | Obesity Care Week  
#ObesityCareWeek #obesity

November 14 | World Diabetes Day @WDD  
#WorldDiabetesDay #diabetes

### SAMPLE POSTS

Researchers at land-grant universities across the country are collaborating to advance our understanding of bioactive food components & translate findings to public health practice: [bit.ly/nutrient-bioavailability](https://bit.ly/nutrient-bioavailability)

Researchers at land-grant universities are working together to study bioactive food components and their impacts on human health. Diverse expertise, coordination & resource sharing has facilitated progress & innovation in a cost-efficient manner. See the team's impacts: [bit.ly/nutrient-bioavailability](https://bit.ly/nutrient-bioavailability)

A multistate research project on bioactive food components has provided evidence for general health recommendations as well as personalized, targeted dietary strategies to help consumers prevent, manage, & treat diseases. [bit.ly/nutrient-bioavailability](https://bit.ly/nutrient-bioavailability)

Findings from a multistate research project on bioactive food components have helped breeders & farmers produce plants & animals with more nutrients and guided the development of novel products, offering new ways for farmers & the food industry to be successful. [bit.ly/nutrient-bioavailability](https://bit.ly/nutrient-bioavailability)

As part of a multistate research project, @UArizonaCALs researchers studied how sleep affects nutrient bioavailability & demonstrated that poor sleep worsens weight gain. See more project findings: [bit.ly/nutrient-bioavailability](https://bit.ly/nutrient-bioavailability)

As part of a multistate research project, @CFAES\_OSU showed that #GreenTea can lower risks of obesity-related cardiometabolic disorders and alleviate gut dysfunction related to liver disorders that affect >80 million Americans. See more findings: [bit.ly/nutrient-bioavailability](https://bit.ly/nutrient-bioavailability)  
#HeartHealth #GutHealth

As part of a multistate project, @UMaine researchers provided the first documentation that bioactive compounds in wild #blueberries can speed up wound healing and improve tissue remodeling by 20% (a patent is pending). See more project findings: [bit.ly/nutrient-bioavailability](https://bit.ly/nutrient-bioavailability)

As part of a multistate project on bioactive food components, @ACESIllinois researchers discovered ways to enhance the bioavailability of #vitaminD. See more project findings: [bit.ly/nutrient-bioavailability](https://bit.ly/nutrient-bioavailability)

As part of a multistate project on bioactive food components, @UNL\_CASNR showed that #milk exosomes can be used to deliver any therapeutic to any disease tissue, such as #brain #tumors, with minimal non-target effects. See more project findings: [bit.ly/nutrient-bioavailability](https://bit.ly/nutrient-bioavailability)

As part of a multistate project on bioactive food components, @OSUAgSci found that isoliquiritigenin extracted from licorice roots could be a promising dietary supplement for preventing bone loss in postmenopausal women or those with hormone deficiency. See more project findings: [bit.ly/nutrient-bioavailability](https://bit.ly/nutrient-bioavailability)  
#menopause #BoneHealth

As part of a multistate project on bioactive food components, @PurdueAg identified kinds of #fiber that are better tolerated, which could help increase fiber consumption even among consumers who are intolerant. See more project findings: [bit.ly/nutrient-bioavailability](https://bit.ly/nutrient-bioavailability)

As part of a multistate project, @OSUAgSci and @UNL\_CASNR made discoveries about the role of bioactive components in #milk that will guide dietary recommendations, donor milk processing & formula manufacturing to promote #postnatal growth & development. See more project findings: [bit.ly/nutrient-bioavailability](https://bit.ly/nutrient-bioavailability)

As part of a multistate project, @URI\_CELS identified micronutrients #pregnant women can use to reduce circulating concentrations of #lead, which poses risks to fetuses. See more project findings: [bit.ly/nutrient-bioavailability](https://bit.ly/nutrient-bioavailability)

As part of a multistate project, @ucdavisCAES showed that, while iron is crucial for early brain development, excess can have negative health effects. These results could help improve guidelines for iron supplementation among infants & young children. See more findings: [bit.ly/nutrient-bioavailability](https://bit.ly/nutrient-bioavailability)

As part of a multistate project, @UFCALS @UF\_IFAS showed that essential oils from thyme can inhibit the growth & infectivity of microbes that cause diarrhea, which affects the health of children worldwide. See more findings: [bit.ly/nutrient-bioavailability](https://bit.ly/nutrient-bioavailability)

As part of a multistate project, @CTAHRNews provided educational materials about dietary supplementation with #tropical plants like #papaya leaf & seaweeds to help manage #diabetes. See more project findings: [bit.ly/nutrient-bioavailability](https://bit.ly/nutrient-bioavailability)

As part of a multistate research project, @UConnCAHNR researchers identified bioactive compounds and foods, such as blackcurrant, that could be used to treat alcoholic and non-alcoholic liver disease. See more project findings: [bit.ly/nutrient-bioavailability](https://bit.ly/nutrient-bioavailability)

As part of a multistate project on bioactive food components, @kstateag developed new fortified foods, including cheaper iron-fortified rice and a sorghum-soy blend that is a cheaper alternative to whey protein concentrate. See more project outputs: [bit.ly/nutrient-bioavailability](https://bit.ly/nutrient-bioavailability)  
#FunctionalFood #Nutrition #FoodSecurity

As part of a multistate project on bioactive food components, @MSUCollegeofAg developed #wheat with high lysine (an essential amino acid with many health functions) and bred #potatoes that could be useful in managing diseases like #obesity & #diabetes. See more project outputs: [bit.ly/nutrient-bioavailability](https://bit.ly/nutrient-bioavailability)

As part of a multistate project on bioactive food components, @UNL\_CASNR identified nanoparticles in honey & shiitake #mushrooms that fight inflammation. See more project outputs: [bit.ly/nutrient-bioavailability](https://bit.ly/nutrient-bioavailability)

As part of a multistate project on bioactive food components, @cafnr showed that the frozen dessert industry that #froyo with up to 10% Greek yogurt (to increase #protein content) is acceptable to consumers. See more project findings: [bit.ly/nutrient-bioavailability](https://bit.ly/nutrient-bioavailability)

@CornellCALs received a patent for research showing #grape stilbenes promote healthier intestinal and microbiome. This research is part of a multistate project on bioactive food components. See more project findings: [bit.ly/nutrient-bioavailability](https://bit.ly/nutrient-bioavailability) #GutHealth