

IMPACT COMMUNICATIONS TOOLKIT

Supporting Healthy Habits Among Young Adults

January 2023

HOW CAN YOU USE YOUR 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

BEST PRACTICES FOR SOCIAL MEDIA

Share. Use the sample posts below or create your own original posts to feature the project and Impact Statement on your social media channels. Consider timing your posts to connect with events related to the research topic (e.g., major conferences, holidays, seasons, news). You can also share interesting stories about your work on the project (e.g., reaching a major milestone, using a cool tool, your research journey, challenges you've overcome, or a personal example of why your research matters).

Stand out. Social media posts get more engagement if they include photos or other visual aids. Provide attribution if needed. If your institution does not have any suitable images, you can search the following free image libraries: [USDA Flickr](#), [USDA-ARS Image Gallery](#), [Unsplash](#). If you use diagrams or charts, make sure they can be easily understood in just a few seconds.

Connect. Add relevant hashtags and/or handles for your institution, funders, partners, and stakeholders. For example, tag @MRFimpacts or #MRFimpacts so that we see your post.

Engage. Like, share, or comment on posts that feature your project and/or Impact Statement.

SAMPLE POSTS

Young adulthood often involves life changes, like attending college, that are associated with declines in healthy behaviors. Programs & tools created by a multistate team promote healthy habits among young adults & help campuses support these habits: <https://bit.ly/HealthyYoungAdults>

Researchers & educators at #landgrantuniversities across the U.S. are working to support healthy behaviors among #collegestudents. Adopting healthy habits in young adulthood can have long-lasting effects on physical & mental wellness. Learn more: <https://bit.ly/HealthyYoungAdults>

Researchers & educators at #landgrantuniversities across the U.S. are assessing the healthfulness of college campuses, developing programs to promote healthy habits among young adults & sharing info with campus leaders: <https://bit.ly/HealthyYoungAdults> #collegestudents #healthylifestyle

A multistate team developed interventions that teach & encourage healthy behaviors in young adults & tools to make their environments (like #college campuses) healthier. These tools have impacted 90 colleges campuses and 22 high schools in recent years. bit.ly/HealthyYoungAdults

As part of a @USDA_NIFA-supported multistate project, researchers created Web Health to promote healthy habits among young adults. The 10-week online program led to lasting increased intake of fruits/veggies. <https://bit.ly/HealthyYoungAdults> #collegestudents #healthylifestyle

With support from a Hatch Multistate project, researchers created Project YEAH, which led to significant increases in fruit/veggie intake, minutes of vigorous physical activity in women & hours of sleep. <https://bit.ly/HealthyYoungAdults> #collegestudents #healthylifestyle

A multistate team surveyed 2,000 #collegestudents at 10 universities and found that they would like better support for mental health & healthy eating options, but are mostly satisfied with physical activity resources. <https://bit.ly/HealthyYoungAdults> #healthylifestyle #campuslife

A @USDA_NIFA-supported multistate team designed the Get FRUVED toolkit, which has been used by 90 colleges & 22 high schools to promote healthy behaviors, environments & policies. Participants saw increased fruit/veggie intake & improved health metrics. <https://bit.ly/HealthyYoungAdults>

REMEMBER:

- Include a [link](#) to the [Impact Statement](#) and other supplemental materials (e.g., reports, publications, grant/funding source, photos)
- Institutions may have different handles for different platforms (e.g., @UArizonaCALs on Twitter and @UACALS on Facebook)
- Different platforms have different character limits

CONNECT TO:

General/evergreen hashtags and accounts:

@USDA_NIFA #NIFAimpacts
@USDA Science
@APLU
@APLU_Ag #AgIsAmerica #landgrantuniversities
@MRFimpacts #MRFimpacts

Topic-specific hashtags and accounts:

#college
#collegestudents
#campuslife
#healthylifestyles