

IMPACT COMMUNICATIONS TOOLKIT

Understanding Bioactive Dietary Chemicals (W-4122)

April 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

The following examples promote the multistate project as a whole:

The food & drink we consume contain natural chemicals like vitamins that impact human health. As part of a multistate project, researchers at 22 #landgrantuniversities conduct cutting-edge research on bioactive dietary chemicals. Learn more: <https://bit.ly/DietaryChemicals> #NIFAimpacts

To better understand bioactive dietary chemicals and how they affect our health, researchers are investigating exposure levels, doses, factors influencing absorption & metabolism, synergistic effects & transgenerational effects. Learn more: <https://bit.ly/DietaryChemicals> #NIFAimpacts

Understanding bioactive dietary chemicals is key for scientists, farmers, food processors, healthcare workers & policymakers who determine nutrition requirements, maintain the safety of the food supply & prevent/treat chronic disease. See the research: <https://bit.ly/DietaryChemicals>

If you want to feature a specific institution's contributions to the project, you can use the suggested format below. If space allows, add additional details, hashtags, and tag participating departments, individuals, etc.

As part of a multistate project on bioactive dietary chemicals, researchers at [insert institution handle] developed [insert bullet from page 2 of the Impact Statement]. Learn more: <https://bit.ly/DietaryChemicals> [insert institution or topic hashtags]

Some examples of this format:

As part of a multistate project on bioactive dietary chemicals, @CSUAgSci found that crickets provide prebiotic & anti-inflammatory effects, plus a good source of iron when consumed. <https://bit.ly/DietaryChemicals> @researchcsu #ResearchCSU #UnitedinDiscovery #ComeToTheTable #CSUAgSci

As part of a multistate project on bioactive dietary chemicals, @ucanr researchers characterized specific bacteria consumed in foods and beverages that reduce the prevalence of #obesity and type 2 #diabetes. See other project findings: <https://bit.ly/DietaryChemicals>

As part of a multistate project on bioactive dietary chemicals, @UConnCAHNR provided epidemiological evidence that drinking high amounts of citrus juices increases risk of #skincancer. See more project findings: <https://bit.ly/DietaryChemicals>

As part of a multistate project on bioactive dietary chemicals, @UOGRITRITON found that indigenous #mango leaves can be processed into a functional food, such as herbal tea, that has anti-diabetic activity. <https://bit.ly/DietaryChemicals>

As part of a multistate project on bioactive dietary chemicals, @CTAHRNews showed that polyphenols from native cacao and bitter melon may protect against #diabetes. See other project findings: <https://bit.ly/DietaryChemicals>

As part of a multistate project on bioactive dietary chemicals, @ACESIllinois showed that reusing frying oils multiple times creates byproducts that exacerbate the development of lung and breast #cancer. See more project findings: <https://bit.ly/DietaryChemicals>

As part of a multistate project on bioactive dietary chemicals, @CANRatMSU suggested that an omega-3 fatty acid supplement (DHA) can reduce the risk of or delay progression of #lupus. <https://bit.ly/DietaryChemicals>

As part of a multistate project on bioactive dietary chemicals, @UNL_CASNR provided the first demo that diets high in sulfur (such as diets high in processed meats & low in veggies & legumes) are associated with development of colorectal #cancer. <https://bit.ly/DietaryChemicals>

As part of a multistate project on bioactive dietary chemicals, @OSUAgSci showed that a compound in hops reduces #obesity induced by high-fat diets & obesity-related neurocognitive decline in rodents. See more project findings: <https://bit.ly/DietaryChemicals>

As part of a multistate project on bioactive dietary chemicals, @PurdueAg discovered that bacteria growth in the human intestine depends on the type of carbohydrate fuel they receive, which has important implications for #probiotics and #prebiotics. <https://bit.ly/DietaryChemicals>

As part of a multistate project on bioactive dietary chemicals, @RutgersSEBS found that red #raspberry ketones have anti-obesity effects in mice. <https://bit.ly/DietaryChemicals>

As part of a multistate project on bioactive dietary chemicals, @UTIAg & @USUCAAS identified a genetic marker for the allele that makes wild #turkeys resistant to #aflatoxin, which will help breed resistant domestic turkeys & save the industry millions. <https://bit.ly/DietaryChemicals>

As part of a multistate project on bioactive dietary chemicals, @UWMadisonCALs showed how dietary iron absorption is controlled, which will guide ways to combat #anemia in livestock and humans. <https://bit.ly/DietaryChemicals>

As part of a multistate project on bioactive dietary chemicals, @wsucahnr showed that #grape pomace could be added to extruded foods to enhance nutritional value without negatively affecting quality. See more project findings: <https://bit.ly/DietaryChemicals>

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
@USDAScience
@APLU #AgIsAmerica #landgrantuniversities
@MRFimpacts #MRFimpacts
@WAAESD

Topic-specific hashtags, accounts, and events:

#nutrition
#food
#healthylifestyle #healthyeating
#nutritionfacts
#probiotics #guthealth #microbiome
#CVD #heartdisease #hearthealthy
#obesity
#cancer

February | American Heart Month
#HeartMonth

February | National Cancer Prevention Month
#CancerPrevention

March | National Nutrition Month
#NationalNutritionMonth