Industry Engagement Toolkit | Vitamin D and Eggs

Key messages

* Eggs are one of the few foods that naturally contain vitamin D1.
* Vitamin D is essential for bone, muscle and immune function2.
* Vitamin D contributes to the normal growth and development of children2.
* Adequate vitamin D is important during pregnancy and lactation3.
* Pregnant women may particularly benefit from increased intakes of foods containing vitamin D, such as eggs4.

Social media content

To help you promote the nutritional power of the egg, the IEC has developed a range of **sample social media posts** with **matching graphics.**

|  |  |
| --- | --- |
|  | Eggs are a natural source of vitamin D, which is necessary for teeth and bone integrity and supports normal growth and development in children 🥚🍳🦷🦴💪  Find out more: <https://bit.ly/3wJd3g7> 👈  #Eggs #EggNutrition #VitaminD #SunshineVitamin |
|  | Did you know…?🤔 Eggs are a valuable source of vitamin D, which contributes to the proper functioning of the immune system 🥚☀️  Discover the other benefits of vitamin D: <https://bit.ly/3wJd3g7> 👈  #Eggs #EggNutrition #VitaminD #SunshineVitamin |
|  | Did you know…?🤔 Eggs are one of very few natural sources of vitamin D! 🍳☀️🤯  As well as contributing to normal growth and development in children, vitamin D supports the healthy functioning of the immune system 🥚🦴👧👦  Learn more about vitamin D and why it matters: <https://bit.ly/3wJd3g7> 👈  #Eggs #EggNutrition #VitaminD #SunshineVitamin |
|  | Don’t forget the yolk! 🟡🥚 All the vitamin D in an egg is found in the yolk, along with choline, vitamin B12 and high-quality protein! 🤯🍳☀️  So remember to eat the whole egg for all the goodness! 🥚🍽😋  Find out more about the benefits of vitamin D: <https://bit.ly/3wJd3g7> 👈  #Eggs #EggNutrition #VitaminD #SunshineVitamin |
|  | Eggs are one of the few foods that naturally contain vitamin D, meaning they can help prevent deficiency and insufficiency of this key nutrient around the world 🥚☀️🌍💪  A lack of sufficient vitamin D can lead to an increased risk of bone fractures, infection and many other negative health outcomes 🦴  Discover more about the importance of vitamin D: <https://bit.ly/3wJd3g7> 👈  #Eggs #EggNutrition #VitaminD #SunshineVitamin |
|  | Eggs are a natural source of vitamin D, essential for bone, muscle and immune function 🥚☀️🦴💪  This is particularly important for children, as well as pregnant and lactating women, who can significantly benefit from increased consumption of vitamin D sourced foods, such as eggs 🍳  Find out more: <https://bit.ly/3wJd3g7> 👈  #Eggs #EggNutrition #VitaminD #SunshineVitamin |

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

**PLEASE NOTE: The messages included in this toolkit are provided as examples and may need to be tailored to meet country-specific messaging regulations and cultural contexts.**

References

1 Food Standards Australia New Zealand. (2019). *Australian Food Composition Database*. <https://www.foodstandards.gov.au/science/monitoringnutrients/afcd/pages/default.aspx>.

2 Food Standards Australia New Zealand. (2017). *Australia New Zealand Food Standards Code – Schedule 4 – Nutrition, health and related claims*. Canberra, Australia. <https://www.legislation.gov.au/Details/F2017C00711>.

3 National Health and Medical Research Council. (2006). *Nutrient Reference Values for Australia and New Zealand: Including Recommended Dietary Intakes*. V1.2, updated 2017. <https://www.nhmrc.gov.au/sites/default/files/images/nutrient-refererence-dietary-intakes.pdf>.

4 Specker, B. (2004). Vitamin D requirements during pregnancy. Am J Clin Nutr 80(6 Suppl), 1740S-7S. <https://pubmed.ncbi.nlm.nih.gov/15585798/>.