World Health Day 2022 Egg Industry Toolkit

**World Health Day** is celebrated on 7 April every year to increase awareness of important global health issues. This year, the **global egg industry** is delighted to support the **World Health Organization (WHO)** in raising awareness of how the health of our planet has a direct effect on human health, and how **eggs can be part of the solution.**

**Theme and messaging**

**‘Our planet, our health’**

Are we able to reimagine a world where clean air, water and food are available to all? Where economies are focused on health and well-being? Where cities are liveable, and people have control over their health and the health of the planet?

**#HealthierTomorrow**

**Social media content suggestions**

To celebrate World Health Day, the IEC has developed a range of **sample social media posts** with **matching graphics.**

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|  | This #WorldHealthDay, the World Health Organization (WHO) are highlighting the close connection between the planet and our health! 📢❤️🌍🤗  A versatile ingredient packed with essential nutrients and protein, #eggs have the potential to play a key role in feeding our growing population and eradicating malnutrition in an environmentally sustainable way 🥚♻️💪🤯  Learn more: <https://bit.ly/3iBwrn7>👈  #HealthierTommorrow #HealthierWithEggs #EggNutrition |
|  | Did you know…?🤔 #Eggs not only contain 6g of #protein, they also contain 13 essential nutrients that support human health at all ages! 🥚🍳👨‍👩‍👧‍👦  This #WorldHealthDay we are exploring all the ways eggs can directly improve health outcomes around the world 🌍🍳  Find out more: <https://bit.ly/3iBwrn7>👈  #HealthierTommorrow #HealthierWithEggs #EggNutrition |
|  | Good for the brain as well as the body! 🥚🧠🤯  #Eggs are a source of #choline, an often under-consumed nutrient which supports brain health at all stages of life, particularly in the first 1,000 days 👶🧠🥚🍳  Discover more about how eggs can support our mind, body and planet: <https://bit.ly/3iBwrn7>👈  #HealthierTommorrow #HealthierWithEggs #EggNutrition #WorldHealthDay |
|  | Did you know...? 🤔 #Eggs are a low-impact source of HIGH-QUALITY protein! 🥚💪🤯🌍  This is just one of the many reasons why eggs have a valuable role to play in feeding our growing population in an environmentally sustainable way 🍳🌍♻️  Discover more: <https://bit.ly/3iBwrn7>👈  #HealthierTommorrow #HealthierWithEggs #EggNutrition #WorldHealthDay |
|  | Antioxidants lutein and zeaxanthin, which are found in #eggs, can support eye health and reduce the risk of eye diseases, like cataracts 👁🥚👏  Globally, at least 2.2 billion people have near or distance vision impairment, with cataracts being the leading cause 🌍👁  Explore more incredible reasons why eggs should be celebrated this #WorldHealthDay: <https://bit.ly/3iBwrn7>👈  #HealthierTommorrow #HealthierWithEggs #EggNutrition |
|  | #Eggs are one of the few foods which naturally contain vitamin D, essential for bone, muscle and immune function 🥚☀️🦴💪  Vitamin D is just one of the many essential nutrients found in eggs which support human health around the world 🌍🍳📢  How else are eggs supporting you this #WorldHealthDay? <https://bit.ly/3iBwrn7>👈  #HealthierTommorrow #HealthierWithEggs #EggNutrition |
|  | This #WorldHealthDay, we are highlighting all the ways #eggs support the mind, body and planet! 🥚🧠💪🌏  Eggs are officially recognised as a low-impact protein source, meaning they can help improve global health outcomes in an environmentally sustainable way 🤯🍳♻️  Read more: <https://bit.ly/3iBwrn7>👈  #HealthierTommorrow #HealthierWithEggs #EggNutrition |
|  | Did you know...? 🤔 #Eggs require less than ¼ of the water required by nuts, per gram of protein! 🥚🤯💪  This #WorldHealthDay, we are highlighting all the ways eggs are good for both human and planetary health 📢🌏💚  Learn more: <https://bit.ly/3iBwrn7>👈  #HealthierTommorrow #HealthierWithEggs #EggNutrition |
|  | This #WorldHealthDay we are shining a spotlight on the many incredible benefits of #eggs for our minds, bodies, and planet! 📢🥚🌏  Eggs have a low environmental footprint, thanks to new efficiencies and significant productivity gains that have been made in the egg industry in recent years ♻️🍳  Discover more: <https://bit.ly/3iBwrn7>👈  #HealthierTommorrow #HealthierWithEggs #EggNutrition |
|  | Did you know…? 🤔 Egg farmers all around the world are implementing new solutions to help feed the growing population while also protecting the planet! 📢🥚🌏  As a low-impact protein source, eggs have a powerful role to play in the food systems of the future 🙌🍳🤯  Explore all the reasons why you should choose eggs this #WorldHealthDay: <https://bit.ly/3iBwrn7>👈  #HealthierTommorrow #HealthierWithEggs #EggNutrition |
|  | Eggs are nature’s perfect package – nutritionally powerful with a low environmental impact 📢🥚🌏  Not to mention, they are affordable, versatile and super tasty too! 🙌🍳🤯  This #WorldHealthDay, discover all the incredible reasons to #ChooseEggs for our #mind 🧠, #body 💪 and #planet 🌎: <https://bit.ly/3iBwrn7>👈  #HealthierTommorrow #HealthierWithEggs #EggNutrition |

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