World Health Day 2023 Egg Industry Toolkit

**World Health Day**, celebrated annually by the World Health Organisation (WHO), takes place on the **7 April every year** with the aim of increasing awareness on health issues worldwide. This year marks the **75th anniversary** of WHO, and World Health Day will be focused on improving accessibility to high quality health services for the global population. The **global egg industry** are proud to be supporting WHO by showcasing the **accessibility**, **sustainability** and **nutritional power** of eggs and how they can make positive steps towards a healthier world.

#### Theme & Messaging

**‘Health for All’**

“WHO’s 75th anniversary year is an opportunity to look back at public health successes that have improved quality of life during the last seven decades. It is also an opportunity to motivate action to tackle the health challenges of today and tomorrow.”

**#HealthforAll #EggsforAll #WHO75**

#### Social Media Content Suggestions

To support the global egg industry to celebrate World Health Day, the IEC has developed a range of **sample media posts** with **matching graphics**, plus a **specially created video**, free to use across your channels.

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| --- | --- |
| Play with solid fill | This #WorldHealthDay we are SHELLebrating #eggs and their many EGGceptional benefits!🥚🥳  Sustainable, accessible and nutritional – eggs are hard to beat!🎉🐔  Including eggs in your diet is not only beneficial for your health but also means you are helping to take care of our planet too🌎✅🩺  #HealthforAll #EggsforAll #WorldHealthDay #WHO75 |

**You will find this video in your downloaded toolkit** which you are welcome to share across your social media platforms.

|  |  |
| --- | --- |
|  | Today is World Health Day 2023! 📢❤️‍🩹🌍  This year, the World Health Organisation (WHO) are promoting better access to health care for everyone world-wide 🩺💊💉  As a sustainable, accessible and nutritional food source, #eggs have the potential to play a vital role in creating a healthy world for people and the planet!🥚🌏♻️  Read more: [bit.ly/3naLfyC](https://bit.ly/3naLfyC)  #HealthforAll #EggsforAll #EggSustainability #WorldHealthDay #WHO75 |
|  | Did you know? 🤔💭 Agriculture is one of the most powerful tools for raising incomes of the vulnerable and food insecure, and can be the starting point out of poverty 📈👨‍🌾🚜  The egg industry is no exception, serving as an invaluable lifeline for many rural populations around the world 👨‍👩‍👧‍👦🌐  Find out more: [bit.ly/3naLfyC](https://bit.ly/3naLfyC)  #HealthforAll #EggsforAll #WorldHealthDay #WHO75 |
|  | #Eggs can be produced all year round, all over the world making them accessible to a huge amount of the worldwide population 🤯💚  That means rain or shine, people everywhere can still enjoy the nutritional power of eggs! 🍳🥚☀️  Discover more: [bit.ly/3naLfyC](https://bit.ly/3naLfyC)  #HealthforAll #EggsforAll #WorldHealthDay #WHO75 |
|  | Eggs are a ⬆️HIGH-quality protein, but a ⬇️LOW impact protein source🙌  Eggs contain all 9 amino acids, meaning they are a ‘complete’ protein💪🤯  Including #eggs as part of a balanced diet offers you lots of essential nutrients in an environmentally sustainable way ♻️🥚  You can’t get much better than that!😁  Learn more: [bit.ly/3naLfyC](https://bit.ly/3naLfyC)  #HealthforAll #EggsforAll #EggSustainability #WorldHealthDay #WHO75 |
|  | In rural and low-income settings, where high-quality protein may be scarce, eggs have been proven to reduce stunting and combat other nutritional challenges in children🌏🥰💕  When ensuring access to safe and nutritious food for everyone, eggs can play a vital role! 🤩🙌  Find out what else makes eggs accessible to all: [bit.ly/3naLfyC](https://bit.ly/3naLfyC)  #HealthforAll #EggsforAll #WorldHealthDay #WHO75 |
|  | As part of a balanced diet, #eggs can help to combat common nutrient deficiencies such as vitamin D, iron, and folate 🍳🥇  An average serving of 2 eggs contains:   * 82% of your daily vitamin D requirements * 50% of your daily folate requirements * 23% of your daily iron requirements   And that’s just for breakfast! 🥚🥓🍳🍵  Try some recipes that incorporate eggs into lunch and dinner too: [bit.ly/3JEgZDI](https://bit.ly/3JEgZDI)  #HealthforAll #EggsforAll #WorldHealthDay #WHO75 |
|  | Eggs are one #PerfectPackage! They contain a unique range of nutrients meaning they meet a great number of dietary requirements💭💥🍽️  One egg comprises of about 72 calories, 6g of protein and only 5g of fat alongside a whole host of other essential nutrients🥚🤸‍♂️  Containing many of the nutrients you need; they are pretty much the perfect food! 😋🍴  Learn more: [bit.ly/3naLfyC](https://bit.ly/3naLfyC)  #HealthforAll #EggsforAll #WorldHealthDay #Eggs #WHO75 |
|  | #Eggs are beneficial throughout your entire lifetime👶➡️👵  With nutrients in them that improve brain, eye, blood, muscle, hair, and skin health, we recommend enjoying #eggs as part of a balanced diet from infancy to old age👁️🫀🧠  Discover more reasons to enjoy eggs this #WorldHealthDay: [bit.ly/3naLfyC](https://bit.ly/3naLfyC)  #HealthforAll #EggsforAll #WHO75 |

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