



# GFF INVESTOR TOOLKIT

*Healthy Aging Campaign*



## SUMMARY

Celebrate Healthy Aging Month with Grain Foods Foundation. GFF has developed messaging that connects the importance of grain foods to healthy aging. The campaign messages and creative lead with an emotional connection to grain foods (bread) and support the communication with science.

We've compiled this data into several infographics, FAQ's and comprehensive fact sheet that can be re-purposed for multiple uses and social posts.

In this toolkit, we've included:

- Social posts and tweets for your use
- Tips on creating compelling social posts that will highlight key data points

Next steps?

- Share our recommended posts on your social platforms and check out our social pages for additional content to share
- Write your own content using this data



## How to Use This Toolkit

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# Healthy Aging Key Messages

## Overarching Message

Grain foods are the foods we love that love us back. Grains, as part of a healthy diet, provide nutrients needed for healthy aging.

## Message 1

Be your best at every age. Healthy aging is powered by nutrition and physical activity.

## Message 2

Don't sacrifice the bread you love. Grain foods are an essential part to a healthier you at any age.

## Message 3

Know your stuff before you cut. Learn the whole story on bread and grains.

## Message 4

Fad diets come and go, but bread is forever. Don't deprive yourself or your health from the vital nutrients in grain foods.

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## GFF Social Platforms Overview



Facebook is a social networking site that connects friends, family, and brands. With respect to GFF, this is the main forum for multiple points of interaction — from photos to edutainment. GFF's Facebook page can be found at [www.Facebook.com/GrainFoods](http://www.Facebook.com/GrainFoods)



Twitter is a real-time information network that connects you to the latest stories, ideas, opinions and news about what the GFF audiences find interesting. GFF's Twitter handle is [@GrainFoods](https://twitter.com/GrainFoods)



LinkedIn is a networking platform for business professionals. We think of it as a virtual water cooler. LinkedIn in is where business professionals share relevant industry stories and search for new positions. GFF maintains a [LinkedIn Company page](#) for an industry audience composed of investors, sister organizations and grain industry professionals.

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## How to Create Compelling Social Media Posts

### Be clear & concise

With a short attention span, you want to get the message out quickly.

### Make it intriguing

The content should arouse curiosity and stimulate thought.

### Use active voice

Active voice clearly identifies the action and who is performing that action.

### Be trustworthy

Back up the facts to be seen as credible and believable.

### Boost your post

Without “boosting” your post — a very limited audience will see the content.

### Encourage engagement

Research, infographics, content from the GFF website

### Include a call-to-action

Tell readers what you want them to do next, visit your website, share content, etc.

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## Recommended Social Posts



# Healthy Aging Month

## Just the Facts

### Facebook

Staying healthy doesn't mean following the popular diets. Rather look at the grain foods you love and understand their nutritional benefits. <http://bit.ly/2gNKTv8>

### Twitter

**Post 1:** Skip fad-diets & learn about grain foods you love & how to incorporate them into a healthy lifestyle. <http://bit.ly/2gNKTv8> #grainsforhealthyaging

**Post 2:** Diets high in red or processed meat but low in #wholegrains are linked to cognitive decline at older ages. <http://bit.ly/2gNKTv8>

### LinkedIn

Diets high in red meat, processed meat and fried foods but low in whole grains are linked to cognitive decline at older ages. <http://bit.ly/2gNKTv8>

### HEALTHY AGING

*just the*  
**FACTS**

Grain foods are the foods we love that love us back. Bread, specifically, is a tasty and nutritious food at any age, and especially for healthy aging.

Americans may be aging, but they are not slowing down. More than a third of the country's population is over 50, and, more than ever, they are looking for ways to stay healthy and active.

**YOU CAN BE YOUR BEST AT ANY AGE BY:**

- Eating healthy foods that supply quality, fiber-rich carbohydrates, protein and healthy fats.
- Staying physically active with daily exercise.
- Staying mentally active and intellectually curious.
- Staying socially active among friends, family and community.

Eating healthy foods does not mean following every fad diet that comes along. In fact, it sometimes means focusing more on the foods you love. Don't deprive yourself or your health from the vital nutrients in grain foods like bread.


**GRAIN FOODS ARE AN ESSENTIAL PART OF THE JOURNEY TO A HEALTHIER YOU AT ANY AGE. WHY?**

- Eating sufficient carbohydrate fuels the body and allows protein to be used for other important functions, instead of being broken down for energy. If you don't consume the needed amount of carbohydrates, your body can rely on protein for energy, making the protein less available for things like keeping muscles healthy and strong.
- Choosing a variety of high fiber grains helps to maintain a healthy gut and gastrointestinal function.

Carbohydrate-rich foods like grains nourish the brain. Emerging research in adults 35 to 55 years-old suggests that dietary patterns that are low in whole grains and high in red meat, processed meat and fried foods are linked to cognitive decline at older ages.

- In a study with older adults aged 60-80 years, whole grain and cereal fiber intake were associated with lower total percent body fat and lower abdomen fat mass ("belly fat").
- Whole and enriched grains provide key vitamins and minerals to the body, including B-vitamins thiamin, niacin, riboflavin, and folate, as well as the minerals, iron, zinc, selenium, and magnesium.

### GRAIN FOODS PROVIDE VITAL NUTRIENTS for a LONG, HEALTHY LIFE.




- Whole grains provide anti-oxidant and anti-inflammatory nutrients. Reducing oxidative stress by consuming whole grains is a likely mechanism for the protective effect from diseases associated with aging.

**REMEMBER:**

The Recommended Dietary Allowance (RDA) for carbohydrate is 130 grams/day (500 calories) for men at least 38 of those grams and 25 of those grams for women should be in the form of fiber (not sugar or starch, which are also carbohydrates).

**DAILY FIBER GOALS**




**38 g    25 g**

- A slice of whole wheat toast at breakfast (2 g fiber)
- A sandwich with two slices of whole grain bread at lunch (4 g fiber)
- A one-serving size snack of whole wheat crackers (3 g fiber)
- A whole wheat dinner roll (2 g fiber)

Dietary fiber from whole grains is important because it can help improve blood cholesterol levels and lower risk of heart disease, stroke, obesity and type 2 diabetes.

Best of all, bread is tasty, easy to buy and store, and the perfect vehicle for delivery of nutrients that contribute to healthy aging. Sandwiches, wraps, and crackers can carry needed protein-rich foods, vegetables and healthy fats.



**GRAIN FOODS FOUNDATION**  
LongLiveGrains.org

# Healthy Aging Month

## Q&A

### Facebook

Grain foods are the foods that love us back! Diets high in whole grains help keep you healthy for your whole life! <http://bit.ly/2ttQ5KP>

### Twitter

**Post 1:** Grain foods are the foods that love us back!  
#Wholegrains keep you healthy for your whole life! <http://bit.ly/2ttQ5KP> #grainpower

**Post 2:** Studies have found that diets high in #wholegrains are linked to reducing deaths caused by cardiovascular disease.  
<http://bit.ly/2ttQ5KP>


### LinkedIn

A recent analysis of two studies found that diets high in whole grains are linked to reduced mortality, especially deaths caused by cardiovascular disease. <http://bit.ly/2ttQ5KP>

## HEALTHY AGING

# Q & A

### GRAIN FOODS PROVIDE VITAL NUTRIENTS for a LONG, HEALTHY LIFE.



#### CAN "HEALTHY" AND "AGING" REALLY GO TOGETHER?

Yes, absolutely! To be the best you can be as you age, the key is adopting strategies to help stay healthy and active for life. Healthy aging is powered by nutrition and physical activity.

Four strategies upon which all experts agree:

1. Eat healthfully with foods that supply quality, fiber-rich carbohydrates, protein, and healthy fats.
2. Stay physically active with daily exercise.
3. Stay mentally active and intellectually curious.
4. Stay socially active with friends and family and within your community.

#### WHY ARE GRAIN FOODS SO IMPORTANT TO HEALTHY AGING?

Grain foods are the foods we love that love us back. Bread and grains are nutritionist approved. They are a part of every healthful eating plan, from the DASH (Dietary Approaches to Stop Hypertension) plan to the Mediterranean diet.

In fact, eating more whole grains actually may contribute to longevity! A recent analysis combining data from two studies with large numbers of adult men and women, found that higher whole grain intake was linked to reduced mortality, especially deaths due to cardiovascular disease.

Whole grains also provide anti-oxidant and anti-inflammatory nutrients. While research is still emerging and further research is needed, a variety of plant-based compounds in whole grains may impact oxidative stress, suggesting that reducing oxidative stress by consuming whole grains is a likely mechanism for the protective effect from diseases associated with aging.

Fiber intake is another important concern for healthy aging, and one with which grain foods can play a big role. Dietary fiber from whole grains, as part of an overall healthy diet, can help improve blood cholesterol levels, and lower risk of heart disease, stroke, obesity and type 2 diabetes, so there are plenty of reasons to continue to enjoy grains. Many older adults overlook grains as a source of dietary fiber, yet grain foods contribute similar levels of fiber to the American diet as fruits and vegetables.

#### HOW MUCH CARBOHYDRATE DO I NEED EVERY DAY?

The Recommended Dietary Allowance (RDA) for carbohydrate is 130 grams/day for adults. This amount provides about 520 calories of energy. A slice of bread provides about 15 grams of carbohydrate, so including bread is well within the recommendation for daily carbohydrate.

#### HOW MANY SERVINGS OF WHOLE GRAINS DO I NEED TO EAT?

Men above the age of 50 need 6 ounces of grains, and women over 50 need 5 ounces. Always remember that half of your daily serving of grains should be whole grains, so that's 3 ounces of whole grains per day for men and women over 50. One slice of whole wheat bread is the equivalent of a serving size of 1 ounce.

#### I'M TRYING TO LOSE A LITTLE WEIGHT. SHOULDN'T I CUT BREAD OUT OF MY DIET? I'VE HEARD THAT BREAD IS JUST "EMPTY CALORIES."

Bread is anything but "empty calories." Grain foods are an important source of many nutrients your body needs, including fiber, protein, calcium and B-vitamins. Don't deprive yourself – or your health from the vital nutrients in grain foods. Enjoy bread again!

Know your stuff before you cut. When cutting food groups to jump on the latest diet craze, remember that what you substitute may be worse for your health in the long run. Cutting carbs and replacing with foods high in saturated fats may increase your risk for chronic diseases associated with aging. If you eliminate bread and replace with the added calories in some gluten-free alternatives, that can lead to weight gain.

Fad diets come and go, but bread is forever!



# Healthy Aging Month

## General

### Facebook

**Post 1:** There's no shortcut to healthy aging...put in the time to know what is best for your body. <http://mayoclinic.in/1GTdwaE>

**Post 2:** Cereals, whole grains and high-fiber breads, preserve mental function and help the digestive system as a person enters middle age and women enter menopause. <http://bit.ly/2eGylSZ>

**Post 3:** You're never too young to start thinking about how what you eat will impact your body in the future. Focus on key nutrients for a longer and better quality of life. <http://bit.ly/1LhjDyx>

**Post 4:** Carbohydrates give you the energy you need for exercise, contributing to better moods and increased vitality! <http://bit.ly/2gkHb9Z>

**Post 5:** Scientists and researchers have been studying areas where people live longer and healthy lives. Their results? Whole grains are a major factor in health and longevity! <http://bit.ly/2xyJQ6C>

### LinkedIn

**Post 1:** Eating nutritious foods and remaining physically active goes a long way in promoting healthy aging. <http://mayoclinic.in/1GTdwaE>

**Post 2:** Fiber rich foods that preserve mental function and help the GI system are recommended for those reaching middle age or menopause. <http://bit.ly/2eGylSZ>

**Post 3:** There are a number of nutrients men and women should prioritize as they age. Calcium, Vitamin D, Fiber and Potassium provide key nutrients for the aging body. <http://bit.ly/1LhjDyx>

**Post 4:** A 2012 study found that regular physical activity in older adults reduced their risk for dementia by 40%. <http://bit.ly/2gkHb9Z>

**Post 5:** Diets high in whole grains have been linked to an individual's health and longevity. <http://bit.ly/2xyJQ6C>

# Healthy Aging Month

## General

### Twitter

**Post 1:** Eating nutritious foods and remaining physically active goes a long way to promote healthy aging. <http://mayoclinic.org/1GTdwaE> #grainsforhealthyaging

**Post 2:** There's no shortcut to #healthyaging...put in the time to know what is best for your body. <http://mayoclinic.org/1GTdwaE>

**Post 3:** Fiber-rich foods that preserve mental function & help w/ the GI system are recommended for middle-aged individuals. <http://bit.ly/2eGylSZ>

**Post 4:** For women in post-menopause, mental exercises are very important alongside physical activity. #grainsforhealthyaging <http://bit.ly/2eGylSZ>

**Post 5:** Aging men & women should focus on their #Calcium, Vitamin D, #Fiber and Potassium intake. <http://bit.ly/1LhjDyx> #grainsforhealthyaging

### Twitter cont.

**Post 6:** Healthy eating & moderate activity can keep your body and mind sharp later in life. <http://bit.ly/1LhjDyx> #grainsforhealthyaging

**Post 7:** #Carbohydrates provide the energy needed for exercise, leading to better moods, vitality & feelings of well-being! <http://bit.ly/2gkHb97>

**Post 8:** A 2012 study found that regular physical activity in older adults reduced their risk for dementia by 40%. <http://bit.ly/2gkHb97>

**Post 9:** Diets high in whole grains have been linked to an individual's health and longevity. <http://bit.ly/2xyJQ6C>

**Post 10:** Scientists found diet to be a huge factor in "Blue Zones" areas where individuals have lived longer & healthier lives. <http://bit.ly/2xyJQ6C>

# Infographic #1 Post Promotion

## Facebook

Having a tight knit group and a diet based on whole grains are two of the biggest factors in a person's longevity.

<http://bit.ly/2xyJQ6C>

## LinkedIn

The "Blue Zones" are locations of longevity. Researchers have looked into the people who live there and found that a tight community and diet based in whole grains are key to a long, healthy life.

<http://bit.ly/2xyJQ6C>



## Twitter

**Post 1:** Having a tight knit community and diet based in whole grains is the key to a long, healthy life.

<http://bit.ly/2xyJQ6C>

**Post 2:** The Blue Zones diet focuses on whole grains, plant-based foods, and little meat. <http://bit.ly/2xyJQ6C>



## Infographic #2 Post Promotion

### Facebook

Carbohydrates help keep your muscles energized making them an important part in healthy, active aging.

<http://bit.ly/2x2gWw8>

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### LinkedIn

Research has found that diets high in red meat and low in whole grains leads to higher inflammatory markers and cognitive decline in old age.

<http://bit.ly/2x2gWw8>



### Twitter

**Post 1:** Not eating enough carbs causes your body to use protein for energy & keep it from muscles.

#grainsforhealthyaging

<http://bit.ly/2x2gWw8>

**Post 2:** Eating a variety of high fiber grains helps maintain a healthy guy and GI system. <http://bit.ly/2x2gWw8>

## Infographic #3 Post Promotion

### Facebook

There's no shortcut to healthy aging...put in the time to know what is best for your body.

<http://bit.ly/2x44xJs>

### LinkedIn

Eating nutritious foods and remaining physically active goes a long way in promoting healthy aging.

<http://bit.ly/2x44xJs>



### Twitter

**Post 1:** Eating nutritious foods and remaining physically active goes a long way to promote healthy aging. #grainsforhealthyaging  
<http://bit.ly/2x44xJs>

**Post 2:** There's no shortcut to #healthyaging...put in the time to know what is best for your body.  
<http://bit.ly/2x44xJs>

## Infographic #5 Post Promotion

### Facebook

Whole grains have the power to save lives! Researches have found a link between higher whole grain intake and reduced mortality.

<http://bit.ly/2x49B0w>

### LinkedIn

Researchers have found a link between a higher whole grain intake and a reduced number of cardiovascular disease.

<http://bit.ly/2x49B0w>



### Twitter

**Post 1:** Whole grains save lives. Higher whole grain intake is linked to reduced mortality.

<http://bit.ly/2x49B0w>

**Post 2:** Higher whole grain intake reduces your chance of cardiovascular disease.

<http://bit.ly/2x49B0w>



## Infographic #6 Post Promotion

### Facebook

Don't give into the fads! Bread is nutritionist approved and a key part in any healthy diet.

<http://bit.ly/2vVUIQr>

### LinkedIn

Nutritionists recommend bread in any diet from DASH to mediterranean.

<http://bit.ly/2vVUIQr>



### Twitter

**Post 1:** Nutritionists recommend bread in any diet from DASH to mediterranean. <http://bit.ly/2vVUIQr>

**Post 2:** Don't give into the fads! Bread is nutritionist approved and a key part in any healthy diet. <http://bit.ly/2vVUIQr>



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Thank you in advance!

