

### Good Fats 101™ Media Relations Pitch Ideas

Working with the news media is a powerful marketing tool, as it enables you to reach a large audience and build your platform as a nutrition expert. To make a strong pitch: leverage your credentials to prove you are an expert, choose timely topics that are relevant to the audience, and provide easily understood sound bites. We've outlined these monthly topics, talking points and recipe ideas to help get your foot in the door with your local journalists.

#### January: **Weight Loss**

Include hunger-fighting nutrients at meals and snacks to help you shed weight in the New Year:

1. Fiber: Whole grains, fruits and vegetables, beans and legumes.
2. Lean protein: Try skinless poultry, lean beef and pork, fish, low-fat dairy, eggs, nuts and seeds.
3. Good fats: Olive oil, canola oil, avocados, nuts, seeds, nut butters, olives.

**Recipe:** Salmon stir-fry

#### February: **Heart Health**

Help reduce the risk of heart attack and stroke with these three tips:

1. To cut back on sodium, eat less processed food, cook at home more often and shake the salt habit.
2. Replace foods high in saturated and trans fat (fried food, butter, margarine, baked goods) with healthy fats (olive and canola oil, nuts, avocados, salmon).
3. Increase fiber intake with fruit, vegetables, whole grain breads, pastas and cereals and beans.

**Recipe:** Baked cinnamon raisin and walnut oatmeal

#### March: **National Nutrition Month**

National Nutrition Month is the perfect time to celebrate healthy eating. Use these ideas to jazz things up:

1. Use herbs and spices to add flavor of any dish without adding calories, harmful fats, or sodium.
2. Give sandwiches and wraps a flavor burst with sliced vegetables or fruit, flavored mustard, pesto, hummus, mashed avocado or salsa.
3. Add pizzazz to water with fruit or vegetable slices, a low calorie flavor enhancer, or sparkling water.

**Recipe:** Chicken avocado wrap

#### April: **Spring Clean Your Eating**

Here are a few simple ideas to clean up your eating habits this spring:

1. Cut back on added sugars by limiting sugar-sweetened beverages, cereals, snacks and desserts. Get your fix with naturally sweet fruit.
2. Replace white refined grains with whole grains like brown or wild rice, whole grain bread and cereal.
4. Nix bad fats (saturated and trans), like butter, lard, high-fat meat and packaged foods in favor of good fats (unsaturated) found in fatty fish, canola oil, olives, nuts, nut butters, seeds and avocados.

**Recipe:** Mini vegetable frittatas with bell peppers, onions and olives

#### May: **Mediterranean Diet Month**

Following a Mediterranean diet can help reduce the risk of heart disease and diabetes. Here are three tips to help you adopt this eating plan.

1. Eat more plant-based foods, such as fruits, vegetables, whole grains, beans, legumes and nuts.
2. Use good fats, such as olive oil, canola oil, nuts, seeds, olives and avocados.
3. Enjoy fatty fish, like tuna, salmon, herring, halibut or mackerel, twice a week.

**Recipe:** Pesto Chicken Pasta

#### June: **Build a Better Salad**

Use these tips to boost the nutrition-value of your salad bowl.

1. Darker is better when it comes to picking salad greens. Spinach, romaine lettuce, arugula and spring mixes are all packed with vitamins and antioxidants.
2. Lean protein will keep hunger at bay. Try grilled chicken or salmon, tuna, hardboiled eggs, beans and low-fat cottage cheese.
3. Get an extra dose of nutrients – and flavor – by topping with veggies, avocado, dried fruit, nuts or seeds. Oil and vinegar blends make great dressings, as they supply healthy fats and no sodium.

**Recipe:** Tuna nicoise salad

### July: Summer Grilling

Take advantage of this healthy cooking technique during the summer months:

1. Grill salmon or chicken and top with mango salsa.
2. Top lean beef or turkey burgers and chicken sandwiches with avocado, onion and tomato slices.
3. Toss vegetables or sliced potatoes with canola oil, herbs and spices, and cook in a grill basket.

**Recipe:** Grilled salmon topped with strawberry-avocado salsa

### August: Back to School

There are stacks of research to prove the benefits of breakfast, including better concentration, memory and problem-solving abilities. As the school year begins, use these tips for your morning meal:

1. Give breakfast meals staying power by including at least three food groups.
2. Have healthy grab-and-go foods for hectic mornings, such as yogurt, single serve milk, hardboiled eggs, whole grain granola bars, individual packs of nuts and fruit.
3. Do your prep the night before! Try an overnight oatmeal recipe that will be ready when the alarm goes off.

**Recipe:** Blueberry and flax muffins

### September: Tailgates/Football

Avoid going overboard on game day by adding these strategies to your playbook:

1. Eat a healthy snack an hour or two before heading to parties. This will help take the edge off your hunger, so you won't be tempted to devour the spread.
2. Limit yourself to one to two alcoholic beverages, and alternate each drink with a glass of water.
3. Help your host by bringing a healthy dish, such as fruit and vegetable platters, guacamole with whole grain tortilla chips or popcorn made with canola oil.

**Recipe:** Homemade whole wheat tortilla chips and guacamole

### October: Better-For-You Comfort Foods

Put a healthy spin on your favorite comfort foods:

1. Cut back on bad fats by replacing melted butter, shortening or margarine with good fats, such as canola oil.
2. Add chopped vegetables to soups, stews, casseroles or pasta dishes to boost nutrient content and flavor.
3. To increase fiber content of baked goods, replace up to half of the white flour with whole wheat flour, or replace 25 percent of the white flour with ground flaxseed.

**Recipe:** Spiced pumpkin nut bread

### November: Fall Foods

Give thanks for the bounty of nutritious foods available this time of year. Add these to your meal rotation:

1. Roast sweet potatoes, Brussels sprouts, or winter squash in canola oil to bring out their natural flavors and sweetness.
2. Snack on apples and pears, or use them, along with pumpkin, in desserts.
3. Replace white or yellow potatoes with cauliflower, turnips or rutabagas.

**Recipe:** Roasted pork loin with sweet potatoes and apples

### December: Holiday Party Survival

Enjoy the seasonal festivities without packing on the pounds:

1. Eat a meal or snack every three to five hours throughout the day. Keeping your body fueled will keep hunger in check.
2. Be selective. Before filling your plate, scan the table to see what foods are being served. Save your indulgences for the treats you really love.
3. Stick to sensible portions by taking the smallest plate available. Another strategy is to fill half of your plate with healthy foods and the other half with seasonal favorites.

**Recipe:** Pear, cranberry and walnut crisp