

ATNI'S 2022 U.S. Index

Social Media Partner Toolkit

October 2022

Introduction

The Access to Nutrition Initiative (ATNI) is excited to release its [2022 U.S. Index](#), which assesses the 11 leading food and beverage manufacturers in the U.S. on the healthiness of their product portfolios and their nutrition-related commitments, policies and disclosures. While all companies have placed a greater focus on nutrition in their corporate strategies since the first index was released in 2018, **their actual products have not become healthier, and they are not making sufficient efforts to safeguard children from the marketing of unhealthy products.**

The food and beverage industry has an important role in addressing key nutrition challenges. Now is the time for companies to take action, and **the index is a tool that you can use to help hold the food and beverage industry accountable for delivering on their commitments.**

Would you mind doing one or more of the following things to help us spread the word?

- Post the messages and graphics below to your social media accounts. Use the #ATNIUSIndex and #USIndex2022 hashtags on Twitter and LinkedIn.
- Like the Access to Nutrition Initiative page on [Twitter](#) and [LinkedIn](#).
- Follow [ATNI](#), [Greg S. Garrett](#) and [Jamie Bussel](#) on Twitter. They'll be sharing the Index too.

Social Media Content

Event Promotion: Use from 10/17-10/19

- This week, join @ATNIndex's launch event of the 2022 #ATNIUSIndex to learn about which food and beverage companies have fulfilled their commitment to put healthy food and drinks on shelves for U.S. families and children. Don't miss out! Register now: <http://bit.ly/3REEGy5>

[\[INSERT GRAPHIC\]](#)

Event Promotion: Use on 10/20 only

- Today, @ATNIndex is hosting a live event to launch the 2022 #ATNIUSIndex, which assesses nutrition-related performance of the largest 11 U.S. food & bev companies. Learn which manufacturers are making progress to make, market & sell healthy food and drinks. Register here: <http://bit.ly/3REEGy5>

[\[INSERT GRAPHIC\]](#)

Report Findings Promotion

- At a time when food insecurity and diet-related chronic diseases are running rampant, the new @ATNIndex shows that leading food & beverage companies aren't making adequate progress on their commitments to make, market or sell healthy food to U.S. families. Read the report: <https://bit.ly/3T9uT46> #ATNIUSIndex

[\[INSERT GRAPHIC\]](#)

Note: *There are 4 graphics to be uploaded as a series. Please upload them in numerical order according to the file name.*

- To improve nutrition and hunger, healthy food should be a priority. A new study from @ATNIndex shows that companies are not making sufficient efforts to safeguard children from the marketing of unhealthy products. See a list of findings and recommendations: <https://bit.ly/3T9uT46> #ATNIUSIndex

[\[INSERT GRAPHIC\]](#)

Note: *There are 4 graphics to be uploaded as a series. Please upload them in numerical order according to the file name.*

- Far too many Americans are food insecure. The country's leading food and beverage companies have made limited progress to make healthy food accessible and affordable, according to @ATNIndex's new report. Learn what solutions can offer families more nutrition options. <https://bit.ly/3T9uT46> #ATNIUSIndex

[\[INSERT GRAPHIC\]](#)

Note: *There are 4 graphics to be uploaded as a series. Please upload them in numerical order according to the file name.*

- A new @ATNIndex shows that 70% of top food & beverage companies' U.S. sales in 2021 were from unhealthy food and drink products, which connects to families' and children's risk of experiencing poor health and diet-related diseases. Read more from #ATNIUSIndex: <https://bit.ly/3T9uT46>

[\[INSERT GRAPHIC\]](#)

Note: *There are 2 graphics to be uploaded as a series. Please upload them in numerical order according to the file name.*

- Are you curious to know how U.S. food and beverage companies are doing with their efforts to make, market and sell healthy food? Find out more in @ATNIndex's latest report: <https://bit.ly/3T9uT46> #ATNIUSIndex

[\[INSERT GRAPHIC\]](#)

Newsletter Sample Copy

Subject line: Released Today: Access to Nutrition Initiative's 2022 U.S. Index

Hi [NAME],

We are excited to share the [2022 U.S. Index from the Access to Nutrition Initiative \(ATNI\)](#), which is an important tool to help inform our work to address key nutrition challenges, reduce diet-related diseases and prevent hunger and food insecurity. This is a follow-up to ATNI's first U.S. Index, which was released in 2018.

The Index—which assesses the 11 leading food and beverage manufacturers in the U.S. on the healthiness of their product portfolios and their nutrition-related commitments, policies and disclosures—found that **companies are not making adequate progress on their commitments to make and market healthy foods**. While all companies have placed a greater focus on nutrition in their corporate strategies since the first index was released in 2018, their actual products have not become healthier, and they are not making sufficient efforts to safeguard children from the marketing of unhealthy products.

Read the 2022 U.S. Index to learn about the methodology and review a full list of [findings and recommendations](#) for industry to play a more prominent role in improving health and reducing diet-related diseases. ATNI is hosting a launch event on October 20 at 10:00 am EST, which will bring together a diverse set of stakeholders to discuss the food and beverage sector's role in improving nutrition in the U.S. You can [register here](#).

We would greatly appreciate you [using this social toolkit](#) to share posts on social media and other digital channels or simply resharing one of ATNI's posts on [Twitter](#) or [LinkedIn](#).

Best,
[SENDER]

Resources

- [Press Release](#)
- [2022 U.S. Index](#)