

Social Media Tool Kit

“Grains and Weight Loss: the Whole Story”

AUSTRALIANS ARE CONFUSED ABOUT THE ROLE OF GRAINS IN A WEIGHT LOSS DIET. THIS IS YOUR TOOL KIT TO HELP FACILITATE DISCUSSION ABOUT THE BENEFITS OF WHOLE GRAINS & HIGH FIBRE GRAIN FOODS WITHIN A BALANCED HIGHER PROTEIN WEIGHT LOSS DIET.



Grains & Legumes Nutrition Council™

Cultivating Good Health

What this kit contains

This kit outlines the 2 easy steps you can follow to help tell the Whole Story:

Step 1

Learn **“The Whole Story”** – about Grains and Weight Loss by visiting www.glnc.org.au/grainsthewholestory

Step 2

Share **“The Whole Story”** – with your colleagues, clients, friends and family via social media

Learn more about ‘Grains & Weight Loss - The Whole Story’:

www.glnc.org.au/grainsthewholestory

Share this toolkit online:

www.glnc.org.au/grainsandweightloss/socialmediakit.pdf

Follow us on Facebook

www.facebook.com/GrainsLegumesNC

Follow us on Twitter

@GrainsLegumesNC

Step 1 - Get “The Whole Story” on grains and weight loss

There is no secret that Australians (in particular Australian women) have an avid interest in health and nutrition.

It seems we are always looking for the latest advice on weight management and often find ourselves turning to websites, magazines, social media, nutritionists, dietitians and, of course, personal trainers for guidance.

The surge of interest in “high protein, low carb” diets has many Australians removing ALL carbohydrates – including whole grains and high fibre grain foods – from their daily diets as a quick fix for weight loss.

4 serves of whole grain and high fibre grain foods is an essential part of a balanced higher protein diet to promote short term weight loss.

A recent study of young Australian women supports the benefits of a higher protein diet that includes 4 serves of nutrient rich grain foods each day. This higher protein approach to weight loss helps manage hunger while providing a nutrient rich diet that women are more likely to follow longer term.

By six months women who sustained this balanced approach to weight loss were able to achieve over 9% body weight loss which they maintained and improved upon over the full 12 months.⁸ For details on what 4 serves looks like and how to easily fit them into a balanced higher protein diet visit www.glnc.org.au/grainsandweightloss/wholegrains/.

Step 2 - Share “The Whole Story”

The Grains & Legumes Nutrition Council™ (GLNC) is the independent authority on nutrition & health for grains & legumes. We have launched the **“Grains and Weight Loss: the Whole Story”** campaign to educate the broader public on what are “good” carbohydrates and to spread the message about the benefits of whole grains and high fibre grain foods within a balanced weight loss diet.

We’re asking you to help us tell **“The Whole Story”** to help educate the Australian population about the importance of including whole grains and high fibre grain foods in their diets to aid and maintain weight loss.

This social media tool kit has been developed to give personal trainers, nutritionists, dietitians and anyone who has an interest in nutrition access to information and resources which can be adapted and shared amongst clients, friends, family and social media followers.

Share the latest evidence around whole grains and high fibre grain foods in a visually and socially engaging platform using **#grainsthewholestory**.

So what is in it for you? We understand that you are regularly asked by clients, friends, family and social media followers for guidance on weight loss, nutrition and general well being. This kit aims to help you communicate and answer some of these questions based on the latest evidence.

We’ve outlined some suggested Facebook posts, Tweets, Pinterest posts and Instagram ideas to help get you started.

For ongoing updates follow us on Facebook <https://www.facebook.com/GrainsLegumesNC> and Twitter @GrainsLegumesNC and share or re-tweet our posts. Also, don’t forget to include our hash tag on all your posts, **#grainsthewholestory**.

Learn more about **‘Grains and Weight Loss: the Whole Story’**
www.glnc.org.au/grainsthewholestory

Facebook



Here are some examples of Facebook posts.
Feel free to share them on your own Facebook page.

- New research shows the benefits of 4 serves of grain foods within a balanced higher protein weight loss diet <http://bit.ly/16WPxli>. **#grainsthewholestory**
Learn more www.glnc.org.au/grainsthewholestory
- FACT: Maintaining weight loss isn't easy! Over 90% of people who lose weight will regain it. Learn the balanced way to achieve and maintain weight loss **#grainsthewholestory**
www.glnc.org.au/grainsthewholestory
- Australia's #1 diet higher protein weight loss diet from the CSIRO contains nutrient rich grain food everyday. Learn more about the Grains and weight loss story here www.glnc.org.au/grainsandweightloss/wholegrains
- Include 4 serves of whole grains and high fibre grain foods in your higher protein weight loss diet - To promote weight loss & prevent weight gain in the long term. **#grainsthewholestory**
www.glnc.org.au/grainsthewholestory
- Eating a variety of whole grains lowers the overall GI of your diet, supplying a steady stream of energy which helps to keep you fuller for longer! Learn more about the benefits of Grains and weight loss here www.glnc.org.au/grainsthewholestory **#grainsthewholestory**
- Whole grains are nutrition powerhouses! They help you to nourish your body and maintain health; learn why whole grains are right for your weight loss diet www.glnc.org.au/grainsandweightloss/wholegrains **#grainsthewholestory**
- IT'S TRUE: Women who eat more whole grains and high fibre grain foods weight less, have smaller waist circumferences and are more likely to keep the weight off!! Share your grains and weight loss experiences or learn more here www.glnc.org.au/grainsthewholestory **#grainsthewholestory**
- 4 serves of whole grains and high fibre grain foods in a higher protein weight loss diet gives you the nutrition you need, while keeping you fuller for longer so you are less likely to feel hungry. What helps you to combat cravings? **#grainsthewholestory**
- Why whole grains? Whole grains have three layers, the BRAN, the GERM for essential nourishment and the ENDOSPERM provides energy for performance. Learn more from the **#grainsthewholestory** www.glnc.org.au/grainsandweightloss/wholegrains
- Here's an example of how to fit 4 serves of whole grains and high fibre grain foods into a higher protein weight loss diet. Mix it up and include a variety of whole grains and high fibre grain foods. What would you choose? Check out the link www.glnc.org.au/grainsthewholestory
- Are you following a higher protein weight loss diet? How many serves of whole grains and high fibre grain foods should you be aiming for each day?
- Do you know why fibre from grain foods is so important for your health and your waist line? Find out www.glnc.org.au/grainsandweightloss/fibre
- Missing Friday pizza night? Don't fret! These wholemeal vegetable pizza muffins will fill those cravings! **#grainsthewholestory #healthy #grains #wholegrain #pizza** <http://bit.ly/14nmyP3>
- WINTER WARMER: Warm up those chilly winter days with a healthy, whole grain chunky quinoa soup! **#highfibre #grainsthewholestory** <http://bit.ly/YSYbkh>

Do you know the whole story?

- Eating more whole grains is linked to lower body fat.¹
- Whole grains and high fibre grain foods help to keep the weight off in the long term.^{2,3}
- Whole grains and high fibre grain foods provide a range of unique fibres which are powerful at promoting health and preventing weight gain compared with other foods.³⁻⁶
- Long term exposure to a low carbohydrate diet, that excludes or restricts grain foods can put your health at risk and has been linked with an increased risk of death.⁷

Twitter



Here are some examples of Twitter posts.
Feel free to share them on your own Twitter account.

- New research reveals that **#wholegrains** & **#highfibre** grain foods can help you maintain **#weightloss!** **#grainsthewholestory** <http://bit.ly/1329Vci>
- **#WholeGrains** help promote fat loss **#grainsthewholestory** <http://1.usa.gov/YUEOHL>
- Heres why you need **#highfibre** grain foods to maintain a healthy weight! <http://bit.ly/Yz89Mk> **#grainsthewholestory**
- Did you know **#wholegrains** & **#highfibre** grain foods are an essential part of a weight loss diet. <http://bit.ly/1329Vci> **#grainsthewholestory**
- <TWIT-PIC> One of my fav ways to eat **#wholegrains**. What's yours? **#grainsthewholestory**
- What's your top 3 whole grain or high fibre grain foods! Mine are oats, fresh wholemeal bread & brown rice **#grainsthewholestory**
- MEAL TIP: Add **#wholegrains** for **#health**, **#weightloss** a **#fibre** boost! - chicken and vegetable stirfry with **#quinoa** **#grainsthewholestory**
- Whole grain or high fibre crispbreads with low fat cheese and tomato is a great snack idea. What's your fav snack? **#grainsthewholestory**
- Have you tried a low carb diet? Was it Sustainable? Balanced? Enjoyable? Share your story... **#grainsthewholestory**
- How many serves of **#wholegrains** & **#highfibre** grain foods are in a higher protein **#weightloss** diet? **#grainsthewholestory** <http://bit.ly/1329Vci>
- **#Wholegrain** and **#highfibre** grain foods can help prevent weight gain - **#grainsthewholestory** <http://bit.ly/Yz89Mk>
- Without grains, how much fruit & vege would you need to eat to meet your fibre requirements? **#grainsthewholestory** <http://bit.ly/Yz89Mk>
- 8g of fibre in Dill Risotto with Char-Grilled Salmon giving 2 serves of **#wholegrain** **#grainsthewholestory** <http://bit.ly/14uqEft>
- Missing your Friday 'pizza night'? Try this **#highfibre** **#wholegrain** vegetable muffin **#pizza** <http://bit.ly/14nmyP3> 1 serve **#wholegrain**

Instagram or Pinterest



Why not post pictures of your meals and recipes that include whole grains on Instagram or Pinterest? If you do, don't forget to include **#grainsthewholestory**.

Check out some whole grain recipes on the Grains & Legumes Nutrition Council™ website <http://www.glnc.org.au/recipes/>.

Any questions or feedback?

GLNC is interested in all your feedback and your plans to help us tell "The Whole Story". For all enquiries or updates related to this campaign, please contact:

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Visit www.glnc.org.au to download recipes, fact sheets and subscribe to GLNC's e-newsletter to learn more about the benefits of grains and legumes. | For all references cited go to www.glnc.org.au/grainsthewholestory/.

Did you know?

Whole grains are nutrition powerhouses containing more than 26 nutrients and phytonutrients that help to nourish the body and promote weight loss.^{1,5}