



Dietitians Week 2025 toolkit guide

Welcome to Dietitians Week – a time to celebrate, advocate and amplify the role of dietitians in shaping healthier communities. Whether you're a supporter, health professional or nutrition ally, there are many ways to boost awareness and get involved.

This toolkit provides ready-to-use resources and strategies to ensure clear, confident and consistent messaging for Dietitians Week 2025 – **Your health, our mission: Talk to a dietitian.**

Key messaging

1

Your health, our mission

Dietitians help people and communities make informed food choices for better overall health.

2

Talk to a dietitian

Dietitians are trusted nutrition experts—get reliable advice today.

3

Full scope of practice

Support dietitians to use their full expertise in nutrition and healthcare for better care and a more efficient health system.

Resources

Advocacy messages – clear guides and talking points on the vital role of dietitians and the need to support their full scope of practice – ready to share with colleagues, decision-makers and the community. Includes pre-written letters for contacting policymakers

Awareness-raising materials – eye-catching materials for clinics, workplaces and community spaces – perfect for engaging peers and health professionals

Social media posts – consistent, branded social media posts to share with clear messages

Friends of Nutrition invites – Celebrate Dietitians Week with us at 14 events nationwide. Open to members, supporters, health professionals and nutrition allies

Virtual background – professional background for Microsoft Teams and Zoom, featuring the Dietitians Week logo, campaign theme and major sponsor, [Cliniko](#)

Email banner – branded visual to promote the Dietitians Week 2025 campaign via email. Link to dietitiansaustralia.org.au/dietitians-week



Social media guide

How to get the most out of your posts

- ✓ Post regularly throughout Dietitians Week, 16 to 22 June 2025
- ✓ Personalise posts while maintaining key messaging
- ✓ Encourage interaction and engagement by asking questions or prompting discussions
- ✓ Strive to inspire, educate and foster inclusivity – reject bullying, discrimination, racism and bias
- ✓ Use high-quality videos, images and infographics to boost engagement
- ✓ Mention and tag relevant associations and nutrition allies to enhance outreach
- ✓ Use the campaign hashtags to unify messaging and improve discoverability

Hashtags

#DietitiansWeek2025 | #YourHealthOurMission | #TalkToADietitian

Examples of what to include in your posts

Happy Dietitians Week! 🌟 Dietitians are leading experts in supporting better health, empowering individuals with evidence-based nutrition care. Let's celebrate their impact and dedication.

💡 Dietitians empower you with expert nutrition advice – talk to a dietitian today. <https://bit.ly/49FydMk>

🏥 From hospital wards to community programs, dietitians improve lives with expertise, compassion and innovation. This week, let's recognise the dedication of those transforming health through nutrition. 🍏

A dietitian's expertise goes beyond meal plans – it's about improving lives, supporting well-being and driving change. 🙌💚⚡

Whether it's in hospitals, private practice, government agencies, community health centres, foodservice or at universities, dietitians shape health in every setting. 💙

Dietitians are experts in nutrition and health – collaborate for impact and improved health outcomes. 🚀

Unlocking the full potential of dietitians means better healthcare outcomes for all. 🤝 It's time to advance their scope.

Dietitians are essential in shaping healthier communities. ☀️ Add your voice to the call for better access to nutrition care. 📄 <https://bit.ly/4iojutr>