



OMEGA-3 COMMUNICATIONS TOOLKIT

    @AlwaysOmega3s



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2025 OMEGA-3 COMMUNICATIONS CALENDAR

Check out the following observances around the world that you can leverage and incorporate into your omega-3 communication agenda. Click on the links for key messages, content ideas, sample social media posts and more.

*Dates for these holidays may vary in other countries.

JAN

- [Alzheimer's Awareness Month \(Canada\)](#).
- [Veganuary \(UK\)](#).
- Jan 1 - New Year's Day
- Jan 29 - Chinese New Year

FEB

- [Heart Health Month \(US\)](#).
- [Canned Food Month \(US\)](#).
- [Feb 14 - Valentine's Day](#).
- [Feb 27 - Protein Day \(US and Canada\)](#).

MAR

- [Frozen Foods Month \(US\)](#).
- [Nutrition Month \(US\)](#).
- [Mar 3 - Global Omega-3 Day™](#)
- Mar 8 - International Women's Day
- [Mar 10-16 - Global Brain Health Awareness Week](#)

APR

- [April - Brain Health Month \(Chile\)](#).
- Apr 1 - April Fool's Day
- [Apr 7 - World Health Day](#).
- Apr 11 - Pet Day (US)
- Apr 20 - Easter
- Apr 22 - World Earth Day

MAY

- [High Blood Pressure Awareness Month \(US\)](#).
- [Mental Health Awareness Month \(US\)](#).
- [Vision Health Month \(US\)](#).
- [May 2 - World Tuna Day](#).
- May 4 - Youth Day (China)
- May 5 - Children's Day (Japan and South Korea)
- May 11 - Mother's Day*

JUN

- [Alzheimer's and Brain Awareness Month \(US\)](#).
- [Child Vision Awareness Month \(US\)](#).
- [Men's Health Month \(US\)](#).
- Jun 8 - World Ocean Day
- Jun 16 - Father's Day*
- Jun 18 - 618 Shopping Festival (China)

JUL

- [Jul 22 - World Brain Day](#).

AUG

- [Breastfeeding Month \(US\)](#).
- [Heart Health Month \(Chile\)](#).
- [Wellness Month \(US\)](#).
- [Aug 1-7 - World Breastfeeding Week](#)
- Aug 26 - International Dog Day

SEP

- [World Alzheimer's Month](#)
- [Healthy Aging Month \(US\)](#).
- [Sep 21 - World Alzheimer's Day](#)
- [Sep 29 - World Heart Day](#).

OCT

- ADHD Awareness Month (US)
- Health Literacy Month (Canada and US)
- [Seafood Month \(US\)](#).
- [Oct 6 - 10 - Krill Oil Week](#)
- Oct 5 - Korean Harvest Festival
- Oct 6 - Mid-Autumn Festival (China)
- [Oct 9 - World Sight Day](#).
- [Oct 10 - World Mental Health Day](#).
- Oct 12 - World Arthritis Day
- Oct 13 - Canadian Thanksgiving

NOV

- [World Vegan Month](#)
- [Prematurity Awareness Month \(US\)](#).
- [Nov 1 - World Vegan Day](#).
- Nov 11 - Singles' Day or Double 11 Shopping Festival (China)
- [Nov 17 - World Prematurity Day](#).
- Nov 27 - US Thanksgiving

DEC

- Dec 25 - Christmas Day
- Dec 25 (sundown) - Hanukkah begins
- Dec 26 - Boxing Day
- Dec 26 - Kwanzaa begins
- Dec 31 - New Year's Eve

[Key messages and sample social media posts »](#)

GLOBAL OMEGA-3 DAY



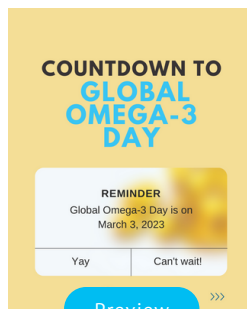
KEY MESSAGES

Global Omega-3 Day (March 3) is a day to call attention to EPA and DHA omega-3s, share details about their important health benefits and highlight why people need to increase their intake.

Five things you should know about omega-3s:

- **90% of people worldwide are not getting enough EPA and DHA omega-3s** (and in the US it's higher than 95%).
- **There are 50,000+ published studies on EPA and DHA.** The vast body of science associated with omega-3s supports consumption for overall wellness, including heart, brain, eye, and prenatal/maternal health.
- **Adults should aim for at least 500mg EPA+DHA per day.** You can get this from eating fatty/oily fish, eating foods fortified with EPA/DHA, and by taking an omega-3 supplement.
- **Pregnant and lactating women should get at least 700 mg per day of EPA+DHA,** with at least 300 mg of that as DHA.
- Both the US Food and Drug Administration (FDA) and the European Food Safety Authority (EFSA) recognize that **long-term intake of 5g/day of EPA+DHA** does not result in any serious adverse events.

EXAMPLE SOCIAL MEDIA POSTS



OTHER RESOURCES

- [Global Omega-3 Day Toolkit](#)
- [Sample blog post](#)
- [Download Global Omega-3 Day logo](#)

[GlobalOmega3Day.com »](https://GlobalOmega3Day.com)

[Download posts here »](#)

HEART HEALTH

KEY MESSAGES

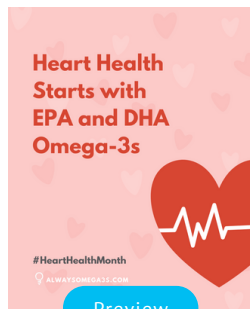
Show some love to your heart by making heart-healthy choices - starting with omega-3s!

EPA and DHA omega-3s are known to support cardiovascular (heart) health. Studies have shown that EPA and DHA omega-3s:

- Reduce the risk of heart attack, including fatal heart attack.
- Reduce the risk of coronary heart disease, including CHD death.
- Reduce triglyceride levels, particularly among those with elevated triglycerides (and thus at greater risk for heart disease).
- May help maintain healthy blood pressure.

GOED recommends that healthy adults should aim for at least 500mg EPA+DHA per day (more if pregnant or with certain heart disease risk factors).

EXAMPLE SOCIAL MEDIA POSTS



[Download posts here »](#)

OTHER RESOURCES

- [Heart Health video](#)
- [Heart Health Infographic](#)

GLOBAL OBSERVANCES

- February - Heart Health Month (US)
- May - High Blood Pressure Awareness Month
- August - Heart Health Month (Chile)
- Sep 29 - World Heart Day

BRAIN HEALTH: DEVELOPMENT

KEY MESSAGES

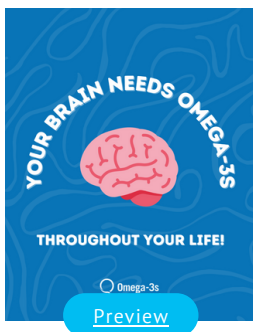
Omega-3s and the Infant Brain

Fat makes up a large part of the human brain and the omega-3 DHA makes up a significant percentage of the fat in the brain. So you must replenish the supply by including DHA omega-3s in your diet.

Just as calcium is essential for building strong bones, the brain needs DHA for optimal development. Neurons in the brain transmit vital messages for normal body function and are rich in DHA omega-3s. A diet low in DHA omega-3 deprives the nervous system of this crucial nutrient, potentially impairing brain function.

DHA intake is extremely important during pregnancy for mom and baby alike. The human brain relies on DHA for proper growth and development and it continues to accumulate DHA up to age 18, but it does so most aggressively from about halfway through gestation to two years of age. Since the mother is the sole source of DHA for the developing baby, it is critical that pregnant and nursing mothers consume enough omega-3s to ensure proper brain development for the baby.

EXAMPLE SOCIAL MEDIA POSTS



[Download posts here »](#)

OTHER RESOURCES

- [Omega-3s and First 1,000 Days of Life](#)
- (New) [Prenatal infographic](#)

GLOBAL OBSERVANCES

- Mar 10-16 - Global Brain Health Awareness Week
- April - Brain Health Month (Chile)
- May - Mental Health Awareness Month
- Jun - Alzheimer's and Brain Awareness Month
- Jul 22 - World Brain Day
- Oct - National ADHD Awareness Month

BRAIN HEALTH: AGING

KEY MESSAGES

Cognition is mental processing that includes working memory, comprehending and producing language, calculating, reasoning, problem-solving and decision-making. With age, the brain does not naturally perform the same way it did in younger years. That's why it's crucial to add omega-3s into your diet. Aim for at least 500 mg of EPA and DHA omega-3s every day!

What role can DHA omega-3 play in Alzheimer's?

Research on the connection between DHA omega-3s and Alzheimer's is considered emerging but is promising. Let's dive into the latest findings and explore how this important nutrient could play a role in prevention.

A recent study conducted by researchers at the Fatty Acid Research Institute (FARI) showed that **people with high DHA levels are 49% less likely to develop Alzheimer's**. This study looked at nearly 1500 participants aged 65+.

Maintaining healthy habits, like exercising and incorporating EPA and DHA omega-3s in your diet, may help support brain functions including memory, language comprehension, reasoning, problem-solving and decision-making.

EXAMPLE SOCIAL MEDIA POSTS



[Download posts here »](#)

GLOBAL OBSERVANCES

- Jan - Alzheimer's Awareness Month (Canada)
- Jun - Alzheimer's and Brain Awareness Month
- Sep - World Alzheimer's Month
- Sep 21 - World Alzheimer's Day

OTHER RESOURCES

- [Brain Health video](#)
- [Brain Health infographic](#)

EYE HEALTH

KEY MESSAGES

Good vision is vital to overall health. Omega-3s can play a role.

DHA omega-3 is found in every cell of the body but especially in the retina, making it vital for eye health. DHA omega-3 is an important nutrient for the cells of the eye that control the ability to see under different lighting conditions.

Moms: your baby's eye health starts with you!

While omega-3s are important for eye health throughout life, they are especially critical during pregnancy and infancy for the developing baby. Evidence suggests that maternal DHA omega-3 intake contributes to normal visual development in utero and in breastfed babies up to 12 months of age.

Protect your eyes by getting enough EPA and DHA omega-3s. Some strategies include:

- Eating fatty fish, like salmon or mackerel.
- Taking EPA and DHA omega-3 supplements, like fish oil, krill oil or algae oil.
- Consuming foods and beverages that are fortified with EPA and DHA omega-3s.

EXAMPLE SOCIAL MEDIA POSTS



[Download posts here »](#)

OTHER RESOURCES

- [Eye Health infographic](#)

GLOBAL OBSERVANCES

- May - Vision Health Month (US)
- Jun - Child Vision Awareness Month (US)
- Oct 9 - World Sight Day

PRENATAL HEALTH

KEY MESSAGES

How can EPA+DHA omega-3s support pregnancy outcomes?

EPA+ DHA omega-3 supplementation has been linked to:

- 42% lower risk of early preterm birth (<34 weeks)
- 11% lower risk of preterm birth (<37 weeks)
- 10% lower risk of low birth weight (<5.5 lbs)

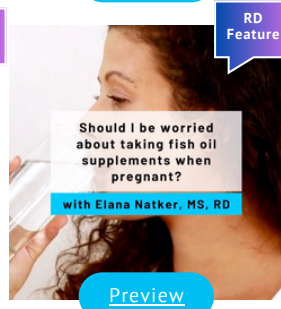
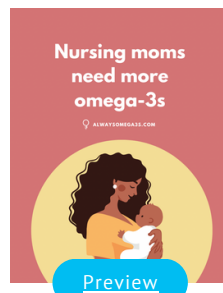
Omega-3 and Prenatal Health

EPA and DHA omega-3s are important for pregnant and nursing women, as well as growing babies. DHA especially is critical for brain and eye development, both in the womb and in infancy.

Pregnant women should consume 700 mg of EPA and DHA every day, with at least 300 mg of that amount being DHA.



EXAMPLE SOCIAL MEDIA POSTS



OTHER RESOURCES

- [\(New\) Prenatal infographic](#)
- [Breastfeeding infographic](#)
- [Omega-3s and Preterm Birth infographic](#)
- [Prenatal Health video](#)

GLOBAL OBSERVANCES

- Aug - Breastfeeding Month (US)
- Aug 1-7 - World Breastfeeding Week (US)
- Nov - Prematurity Awareness Month (US)

[Download posts here »](#)

OMEGA-3 SUPPLEMENT TYPES

KEY MESSAGES

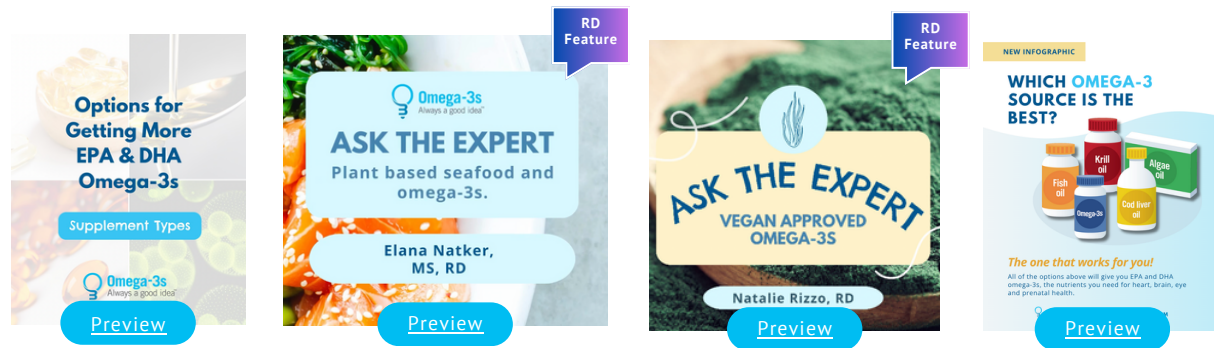
There are a variety of EPA and DHA omega-3 supplements on the market, including fish oil, krill oil, cod liver oil, algae oil, and other specialty oils such as calanus, herring roe and genetically modified canola. **Which omega-3 supplement type is the best? The one that works for you!**

Omega-3s for those on a plant-based diet

If you follow a plant-based diet, you can still include EPA and DHA omega-3s in your nutrition regimen by choosing algae-based omega-3 supplements.

ALA omega-3s from nuts and seeds might seem like a good vegan source; however, your body is not very efficient at converting them into EPA and DHA omega-3s. So, it's better to get EPA and DHA directly.

EXAMPLE SOCIAL MEDIA POSTS



[Download posts here »](#)

OTHER RESOURCES

- [Omega-3 Supplement Types infographic](#)
- [Differences Between ALA, EPA and DHA video](#)
- [How to Read a Supplement Label infographic](#)
- [Buying and Storing Omega-3 Supplements Infographic](#)

GLOBAL OBSERVANCES

- Jan - Veganuary (UK)
- Oct - Krill Oil Week
- Nov - World Vegan Month
- Nov 1 - World Vegan Day



HEALTHY AGING

KEY MESSAGES

You wouldn't start saving for retirement at age 50, would you? The same goes for your health. Making investments in your health starting at a young age pays dividends in the long term. Don't wait for a health scare, like a heart attack or a negative triglyceride screening. Make healthy choices now, like getting enough EPA and DHA omega-3s from diet and supplements.

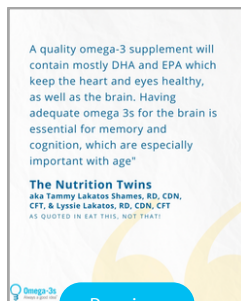
Omega-3 and Healthy Aging

- DHA omega-3 contributes to optimal neuron and memory function in older adults.
- DHA omega-3 plays an important role in visual function throughout life.
- EPA and DHA omega-3s may help maintain healthy blood pressure and healthy triglyceride levels.
- As a matter of fact, EPA and DHA omega-3s are needed in every cell of the body.

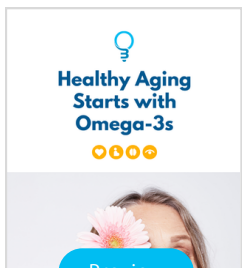
EXAMPLE SOCIAL MEDIA POSTS



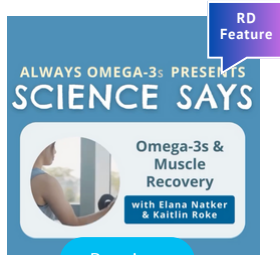
[Preview](#)



[Preview](#)



[Preview](#)



[Preview](#)

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OTHER RESOURCES

- [Omega-3s & Brain Health infographic](#)
- [Omega-3 Dosage and Heart Disease](#)

GLOBAL OBSERVANCES

- May 11 - Mother's Day
- Jun 16 - Father's Day
- Jun - Men's Health Month (US)
- Aug - Wellness Month (US)
- Sep - Healthy Aging Month (US)
- Oct - Health Literacy Month (US)
- Oct - World Arthritis Day

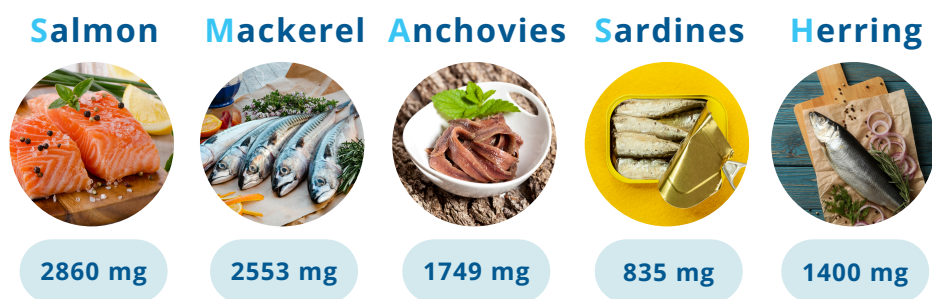


SEAFOOD - A GOOD SOURCE OF EPA AND DHA OMEGA-3S

KEY MESSAGES

Eating fish is important for a healthy diet. Seafood is a good source of the protein, healthy fats, vitamins and minerals you need for overall health. Plus, fish and marine foods are the only natural sources of EPA and DHA omega-3s – fatty acids that are critical for a healthy heart, brain, eyes and for prenatal health. Some fish provide more EPA and DHA omega-3 than others. Let this be your guide!

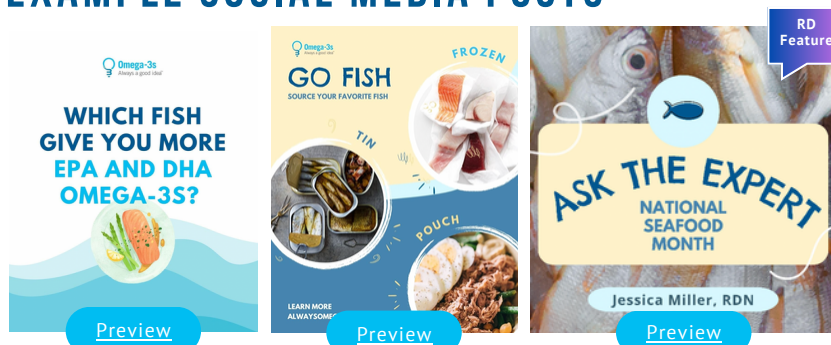
Which fish give you more EPA and DHA omega-3s? Think SMASH!



(of EPA and DHA omega-3s per serving)

These five fish are among the best sources of EPA and DHA omega-3s, and they tend to be affordable!

EXAMPLE SOCIAL MEDIA POSTS



[Download posts here »](#)

GLOBAL OBSERVANCES

- Feb - Canned Food Month (US)
- Feb 27 - Protein Day (US and Canada)
- Mar - Nutrition Month (US)
- Mar - Frozen Foods Month (US)
- May 2 - World Tuna Day
- Oct - National Seafood Month (US)





OTHER RESOURCES

- [Which Fish Give You More Omega-3s infographic](#)

FOUR REASONS YOU NEED OMEGA-3S

KEY MESSAGES

There are thousands of published human studies showing the benefits of omega-3s on health, but the areas with the most scientific support for EPA and DHA are [heart health](#), [brain health](#), [eye health](#) and [prenatal health](#).

-  EPA and DHA omega-3s support a healthy heart by helping to lower triglycerides and blood pressure.
-  Omega-3s are crucial for a baby's early brain and eye development. Moms require extra omega-3s during pregnancy and breastfeeding to support their own health and the well-being of their growing baby.
-  Omega-3s, particularly DHA, are concentrated in the brain, providing structure and supporting cognitive function.
-  The retina of the eye also has a high concentration of omega-3s, helping with visual development and acuity.

EXAMPLE SOCIAL MEDIA POSTS



[Download posts here »](#)

OTHER RESOURCES

- [Nine Reasons Why You Need Omega-3s infographic](#)
- [How much do you need? Take our quiz here.](#)
- AlwaysOmega3s.com/why

GLOBAL OBSERVANCES

- Mar - Nutrition Month (US)
- Apr 7 - World Health Day
- Aug - Wellness Month (US)

TRANSLATED INFOGRAPHICS

GOED has developed a series of consumer infographics for members to share with customers. Some of these resources have been translated into other languages - see below. If you would like to translate one or more infographics for your market, please [let us know](#).

HEBREW

- [Pre-term birth infographic](#)

ITALIAN

- [Omega-3 e lo studio VITAL](#)
- [Omega-3 e parti pretermine](#)

JAPANESE

- [EPA+DHA and Brain Health \(Japanese\)](#)
- [EPA+DHA and CVD \(Japanese\)](#)
- [5 Reasons to Recommend EPA+DHA to your Patients \(Japanese\)](#)
- [EPA+DHA and Preterm Birth \(Japanese\)](#)

KOREAN

- [오메가3가 좋은 네 가지 이유](#)
- [안구 건강을 위한 EPA 및 DHA 오메가3](#)
- [오메가3 구매와 보관 꿀팁](#)
- [오메가3 영양제 종류](#)

SIMPLIFIED CHINESE

- [Omega-3和VITAL研究](#)
- [Omega-3和心血管健康](#)
- [Omega-3和产前健康](#)
- [Omega-3和健康老化](#)

SPANISH

- [Explicando ALA, EPA y DHA](#)
- [Omega-3 y Salud Prenatal](#)
- [Omega-3 y Salud Cerebral](#)
- [Omega-3 y Salud Ocular](#)
- [Omega-3 y Salud Cardiovascular](#)
- [Omega-3 y CPC](#)
- [El Estudio VITAL y EC](#)

TURKISH

- [Nine Reasons Why You Need EPA+DHA Omega-3s](#)
- [Omega-3 Dosage and CVD \(for Healthcare Practitioners\)](#)
- [Omega-3s and Bleeding \(for Healthcare Practitioners\)](#)

[SEE ALL OF OUR INFOGRAPHICS »](#)