

# Social Media Examples

## Ultra-Processed Products

The following are examples of partners' posts on Facebook, Instagram and X/Twitter to inspire your own digital advocacy assets.

### Facebook



[Graphic](#) from Brazil (Aliança Pela Alimentação Adequada e Saudável)

Caption:

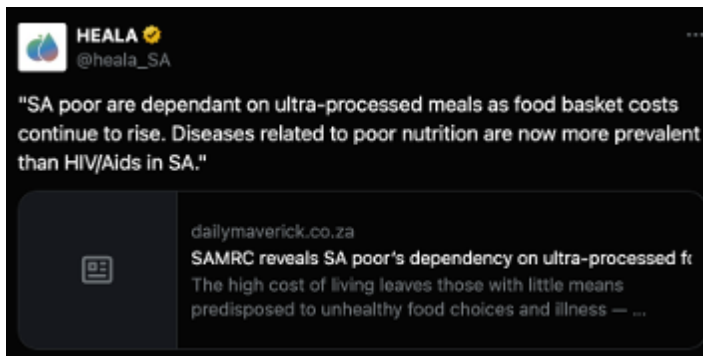
Fact-Check: Food industry representative distorts data about deaths associated with ultra-processed products during public hearing



[Video](#) from Barbados (Healthy Caribbean Coalition) featuring thought leaders from the Ministry of Education speaking out about UPPs in schools and the importance of advancing school nutrition policy.

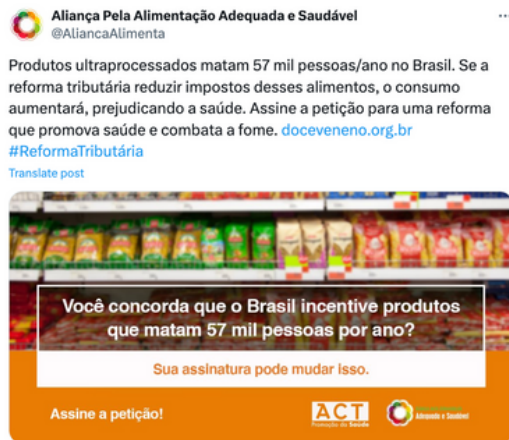
[Quote](#) from a news article in Brazil (FIAN Brasil)

Caption: "We believe that ultraprocessed products are products before they are foods. A choice that seeks to emphasize that ultraprocessed foods exist primarily for profitability, not nutrition," writes O Joio e o Trigo in a statement posted on their website and social media. It's worth reading and reflecting on!



Quote from a new news article in South Africa about UPPs' contribution to diet-related diseases (HEALA)

## X/Twitter



Graphic from Brazil calling audience to sign a petition (Aliança Pela Alimentação Adequada e Saudável)

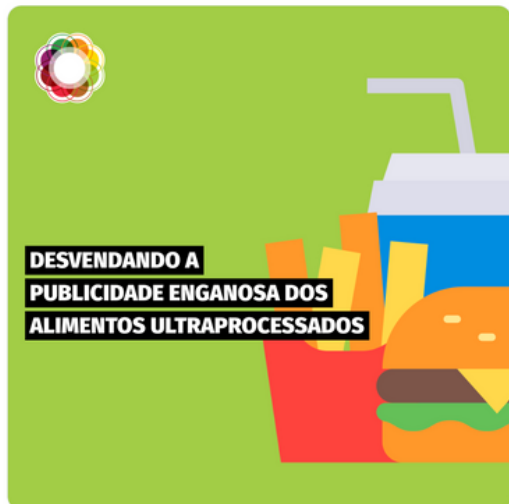
Text on Image: Do you agree that Brazil should incentivize products that kill 57,000 people a year? Your signature can help change this.

Caption: Ultra-processed foods kill 57,000 people per year in Brazil. If the tax reform reduces taxes on these foods, consumption will increase, harming health. Sign the petition for a reform that promotes health and combats hunger. <http://doceveneno.org.br> #ReformaTributária

Vamos falar sobre os alimentos ultraprocessados?

⊘ Esses produtos industrializados têm pouquíssimo alimento de verdade em sua composição e são repletos de nutrientes prejudiciais, como açúcar, gorduras e sódio, associados a doenças crônicas como obesidade, diabetes e hipertensão

[Translate post](#)



[Graphic](#) from Brazil (Aliança Pela Alimentação Adequada e Saudável)

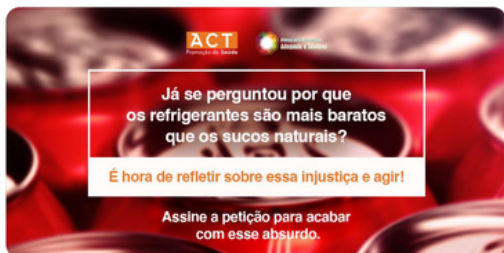
Text on Image: Uncovering the Misleading Advertising of Ultra-Processed Foods

Caption: Can we talk about ultra-processed foods?

These industrialized products have very little real food in their composition and are full of harmful nutrients, such as sugar, fats and sodium, associated with chronic diseases such as obesity, diabetes and hypertension.

A indústria de ultraprocessados recebe incentivos fiscais de bilhões de reais e investe em propaganda e influência política, resultando em preços mais baixos para refrigerantes. Assine para a reforma tributária poder corrigir essa distorção [doceveneno.org.br](http://doceveneno.org.br) #doceveneno

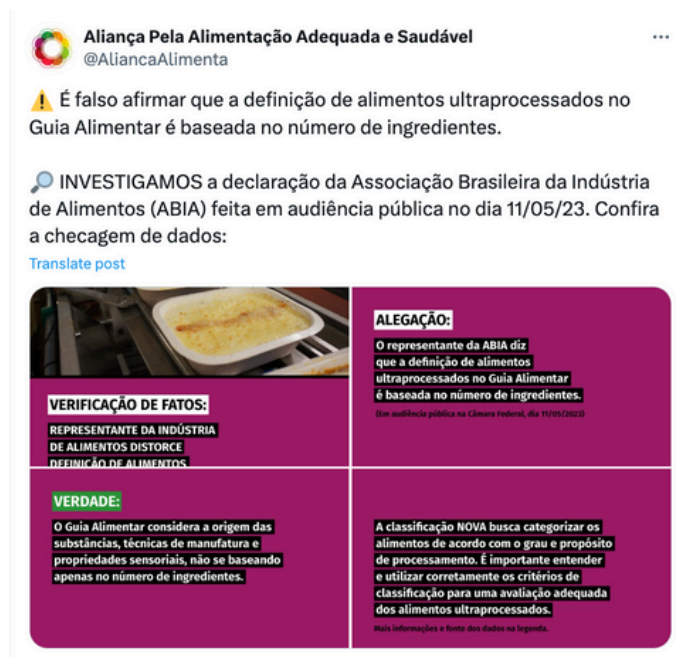
[Translate post](#)



[Graphic](#) from Brazil calling audience to sign a petition (Aliança Pela Alimentação Adequada e Saudável)

Text on Image: Have you ever wondered why soft drinks are cheaper than natural juices? It's time to reflect on this injustice and take action! Sign the petition to put an end to this absurdity.

Caption: The ultra-processed food industry receives billions of reais in tax incentives and invests in advertising and political influence, resulting in lower prices for soft drinks. Sign for tax reform to correct this distortion <http://doceveneno.org.br> #doceveneno



Graphic from Brazil fact-checking statements made by the Brazilian Food Industry Association (ABIA) at a public hearing on 05/11/23. (Aliança Pela Alimentação Adequada e Saudável)

Caption: It is false to state that the definition of ultra-processed foods in the Food Guide is based on the number of ingredients.

WE INVESTIGATED the statement made by the Brazilian Food Industry Association (ABIA) at a public hearing on 05/11/23. Check out the fact-checking:

Text on Image:

Fact-checking: Food industry representative distorts the definition of food.

Claim: The ABIA representative says that the definition of ultra-processed foods in the dietary guidelines is based on the number of ingredients (in a public hearing at the Federal Chamber on May 11, 2023).

Truth: The dietary guidelines consider the origin of substances, manufacturing techniques, and sensory properties, not just the number of ingredients.

The NOVA classification aims to categorize foods according to the degree and purpose of processing. It's important to understand and correctly use the classification criteria for an adequate assessment of ultra-processed foods. More information and data sources in the caption.

## Instagram



Caption:

For some people, this time of year is about the warmth of bonfires, good food, and traditional Junina festival foods. But in recent years, the food industry has pushed ultra-processed products to the front, sometimes even using typical imagery and phrases on the packaging to sell their products as if they were authentic Junina treats. Many of these foods are high in sugar, fats, and sodium, which can harm our health. So, let's take advantage of the season to prioritize real food and enjoy the true flavors of the June festivities.

Graphic from Brazil (IDEC) during the June festival time

Text on Image:

DON'T BE FOOLED: TRADITIONAL JUNINA FOOD DOESN'T COME IN A PACKAGE!

In June, the best thing is to smell the barbecue smoke and eat corn on the cob, pamonha, and canjica, among other traditional treats.

Leave ultra-processed foods out of the celebration!



Graphic from Brazil (Aliança Pela Alimentação Adequada e Saudável)

Text on Image: Research from Paris University 13 in France reveals that consuming just 10% of ultra-processed foods daily increases the risk of death from any cause by 14%.

Caption: Dr. Carlos Monteiro, physician and full professor in the Department of Nutrition at the School of Public Health at USP, warns that, according to scientific evidence, excessive consumption of ultra-processed products increases the risk of diseases such as obesity, hypertension, cardiovascular problems, and cancer. Researchers from Paris University 13 in France claim that by including only 10% of ultra-processed items in daily life, a person's risk of death from any cause increases by 14%. #NutritionInFocus #AlliancePartners