

WIC 50TH ANNIVERSARY
Partner Toolkit

JANUARY



Celebrating Half a Century of Compassion and Care: 50 Years of WIC

This year, we recognize an incredible milestone in the evolution of maternal and child health care — the 50th anniversary of the Women, Infants, and Children (WIC) program. Since the opening of the first clinic in 1974, WIC has been an unwavering beacon of support, committed to improving public health outcomes for women, infants, and children.

How You Can Help

As we reflect on this remarkable journey, the National WIC Association (NWA) invites you to join us in honoring the countless stories of strength, resilience, and compassion that have defined WIC's legacy. Beginning in January 2024, we will publish a monthly partner toolkit recognizing an important theme, accomplishment, or milestone of the WIC program. We encourage you to share these toolkit resources widely and join us in showcasing the decades-long positive impact of WIC. Please use the following content for your January social media posts. Here's to 50 years of empowering families, building healthier communities, and nurturing the bright possibilities that lie ahead!

January: The First Clinic

In commemoration of 50 years of service, January's theme, "The First Clinic," invites us to revisit the transformative year of 1974, when WIC's inaugural clinic opened its doors in Pineville, Kentucky. Picture a bustling waiting room, filled with eager patients and community members, some making the journey from as far as Atlanta, alongside local news stations eager to document the unveiling of this groundbreaking support program for women, infants, and children.

The Pineville clinic's inception was more than a local milestone; it was a trailblazing moment that set the stage for progress nationwide. The opening of the first clinic marked the beginning of what would become a 50-year legacy of improving health outcomes for countless families through WIC.

Celebrate the first clinic using these resources provided below:

1. 50 Years of WIC: First Clinic Video
2. Celebratory Social Media Graphics
3. Sample Social Media Posts

First Clinic Video

The video can be viewed at the link here: wic50th.nwica.org/#video

Social Media Graphics



To access the full suite of social media graphic sizes, [click here](#).

Twitter/X

4. We are celebrating 50 years of WIC! Did you know our first clinic started in Pineville, Kentucky? Visit wic50th.nwica.org to learn more. #WIC50
5. The first WIC clinic was opened in Pineville, Kentucky, in 1974! Watch this video to hear about the establishment of the first clinic from the local nurses and doctors who were instrumental in its opening: wic50th.nwica.org #WIC50

6. In January 1974, Pineville, Kentucky established the first WIC clinic. 50 years later, individuals share how their community has been transformed: wic50th.nwica.org #WIC50
7. 50 years of supporting happier and healthier women, infants, and children is cause for celebration! Since 1974, WIC has provided personalized support to help every family thrive. Learn more about the origin of the very first WIC clinic: wic50th.nwica.org #WIC50
8. For half a century, WIC has increased access to healthy food, nutrition education, and breastfeeding support. Here's to 50 years of empowering families, building healthier communities, and nurturing the bright possibilities that lie ahead! wic50th.nwica.org #WIC50
9. WIC is celebrating 50 years of dedicated support services for women and children! Interested in learning more? Visit signupwic.com to find a clinic near you. #WIC50

Facebook/Instagram

10. As WIC celebrates its 50th anniversary, Betty Hopkins, a retired nurse who helped open the first WIC clinic in Pineville, KY, shares her thoughts on the program. "You know, a lot of programs don't last very long, they'll be four or five years until they phase out. But this one, this is our 50th anniversary! I hope it lasts because it is a good program." Hear more from Betty and others who were instrumental in establishing the first clinic in 1974: wic50th.nwica.org #WIC50
11. As WIC celebrates its 50th anniversary, Whitney, a WIC Recipient, shares her experience with the program. "WIC was always there when I needed it. Security was the main thing for me. I was always able to feed my babies no matter what." Learn more about how WIC has touched the lives of countless families: wic50th.nwica.org #WIC50
12. Join us in celebrating WIC's 50th anniversary! Check out this video to take a closer look at the historic opening of the first WIC clinic in Pineville, Kentucky in 1974, and learn how it paved the way for a nationwide program that has improved the lives of millions of families: wic50th.nwica.org #WIC50
13. Over the last five decades, WIC has championed nutritional wellbeing, prenatal care, and early childhood development. Learn more about where it all started—in 1974 in Pineville, Kentucky: wic50th.nwica.org #WIC50
14. Since opening the first clinic in Pineville, Kentucky in 1974, WIC has remained dedicated to helping women, infants, and children across the nation. Click the link to look back on WIC throughout the years: wic50th.nwica.org #WIC50