

WIC 50TH ANNIVERSARY  
**Partner Toolkit**

**FEBRUARY**



# A Lifeline for Families: Why WIC Matters

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 and video 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 February social media posts. Here's to 50 years of empowering families, building healthier communities, and nurturing the bright possibilities that lie ahead!

## February: Why WIC Matters

In February, we explore the countless reasons “Why WIC Matters” and reflect on how the program has and will continue to be a transformative force, adapting and expanding to meet the needs of millions of families. For the past five decades, WIC has not only delivered comprehensive services such as nutrition education, health screenings, and breastfeeding support; it has also cultivated an inclusive community where families can learn, connect, and feel a sense of support while making informed decisions about their health and the health of their baby.

In this month's video, WIC experts from across the country delve into the program's enduring relevance, highlighting how WIC consistently fosters positive health outcomes for families, particularly those facing financial barriers and lack of access to critical resources.

Celebrate why WIC Matters using these resources provided below:

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

## Why WIC Matters Video

The video can be viewed at the link here: [wic50th.nwica.org/#video](http://wic50th.nwica.org/#video)

## Social Media Graphics



To download the full suite of social media graphics, [click here](#).

## Twitter/X

1. For 50 years, WIC has equipped mothers and families with essential nutrition information to best care for themselves and their babies. To learn more about WIC's comprehensive resources, visit [signupwic.com](https://signupwic.com) #WIC50
2. WIC supports 50% of all infants born in the United States by providing access to the best information and health services for mothers and children. Learn more about why WIC matters: [WIC50th.nwica.org](https://WIC50th.nwica.org) #WIC50
3. Why does WIC matter? For 50 years, WIC has helped support healthy families through nutrition education, health screenings, breastfeeding support, and access to healthy foods. Join us in celebrating 50 years of WIC. [WIC50th.nwica.org](https://WIC50th.nwica.org) #WIC50
4. Education is a powerful tool for shaping generations and communities. WIC plays a vital role by equipping mothers and families with knowledge, providing opportunities to make informed decisions for the well-being of their children. Learn more at [WIC50th.nwica.org](https://WIC50th.nwica.org) #WIC50
5. Now in its 50<sup>th</sup> year, WIC is a one-of-a-kind program that is constantly evolving to meet the unique needs of mothers and families in underserved communities. Visit [WIC50th.nwica.org](https://WIC50th.nwica.org) to learn more. #WIC50
6. Why does WIC matter? It's a lifeline for families, offering crucial nutrition education, health support, and access to healthy foods. Visit [signupwic.com](https://signupwic.com) to learn more about WIC and find a clinic near you. #WIC50

## Facebook/Instagram

1. Let's celebrate the impact of WIC—bridging gaps, fostering empowerment, and nurturing healthier communities. For 50 years WIC has shared important health and nutrition resources with women and families in efforts to create greater access to knowledge. Learn more at [WIC50th.nwica.org](https://WIC50th.nwica.org) #WIC50
7. Across the U.S., health information is not always widely accessible. For 50 years, WIC has been dedicated to helping mothers and families access healthy food, nutrition education, and breastfeeding support. Learn more about the WIC program: [signupwic.com](https://signupwic.com) #WIC50
8. Why does WIC matter? "It feels great to see my kids thriving and being healthy and honestly, like I'm not just saying it, but, really WIC has been a huge help. My kids have the proper nutrition, I have the proper nutrition, which I pass onto him," says Nicole, a

WIC Participant from Phoenix, AZ. Check out this video to hear more about why WIC matters: [WIC50th.nwica.org](https://www.wic50th.nwica.org) #WIC50

9. WIC is important because it meets families where they are, filling gaps that may not be filled without its resources. From lactation consultants to fruits and vegetables, WIC provides access to a healthy lifestyle for pregnant mothers and children. Learn more about the impact of WIC's 50-year legacy: [WIC50th.nwica.org](https://www.wic50th.nwica.org) #WIC50
10. "If I have the information that I need as an individual to make an informed decision about what I decide to do with my life, with my health, with the health of my baby... it's empowerment in itself," says Stacy Davis, Director of the Center for Innovative Practices in WIC. Watch this video to hear from other experts about the importance of WIC: [WIC50th.nwica.org](https://www.wic50th.nwica.org) #WIC50