

National WIC Association – January Organic Social Content

Note: These posting dates are recommended, not required. Agencies can post on any other preferred day.

Facebook and Instagram

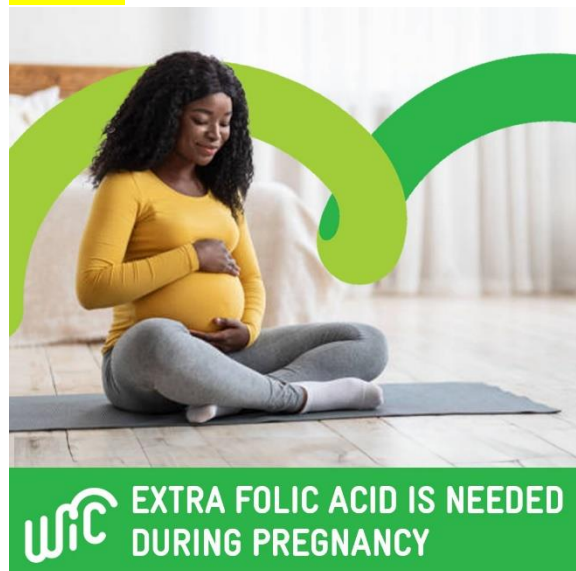
Post 1 – January 2

Copy: Folic acid is crucial to your baby's development. In fact, the CDC recommends pregnant parents get 400 mcg of folic acid each day to help prevent major birth defects of a baby's brain and spine.

This National Folic Acid Awareness Week, speak with your local WIC agency or your doctor to learn how to increase your folic acid intake.

Visit www.signupwic.com to find a WIC agency near you. #HealthyStartsHere

Creative:



Post 2 – January 4

Copy: It's soup season! 🍲 Check out this soup recipe using mostly WIC-approved foods (vegetable oil, garlic, red pepper flakes, and pepper are not).

Visit www.signupwic.com to find a WIC agency near you – they can provide you with a full list of WIC-approved foods, along with other fun recipes! #HealthyStartsHere

Creative:

VEGETABLE SOUP



INGREDIENTS

- 2 tablespoons of vegetable oil
- 3 cups of sweet potato (diced)
- 1 cup of onion (chopped)
- 5 cloves garlic (minced or 2 tbsp garlic powder)
- 1 ½ teaspoons of red pepper flakes (optional)
- 2 teaspoons of black pepper
- 15 ½ oz black beans
- 15 ½ oz kidney beans
- 14 ½ oz diced tomatoes
- 29 oz tomato puree
- 2 cups of low-fat or non-fat milk

DIRECTIONS

1. Wash hands and then rinse vegetables before getting started.
2. Heat a large soup pot over medium heat with 2 Tbsp vegetable oil. When the oil is hot, add the sweet potato and onion, and sauté for about 5 minutes or until the onions start to soften.
3. Add the garlic or garlic powder and the kale and cook for 5 more minutes, stirring occasionally.
4. Add the red pepper flakes and pepper and cook for 1-2 minutes. Then add the beans, tomatoes and tomato puree and stir to combine.

DIRECTIONS

5. Turn the heat to low and add the milk. Stir to combine. If the potatoes and beans are not covered, add some water to cover.
6. Let simmer for 25-30 minutes or until the sweet potatoes are tender.
7. Enjoy!

Post 3 – January 8

Copy: January is Family Fit Lifestyle Month! It may be cold outside, but you can have a dance party, try a winter sport, go on a hike, do a scavenger hunt, or do some yoga. Then, use your WIC benefits to cook a nutritious meal with the whole family!

Visit www.signupwic.com to find a WIC agency and learn more about prenatal and childhood nutrition. #HealthyStartsHere

Creative:



Post 4 – January 10

Copy: This month's WIC-approved food spotlight is on BROCCOLI! 💡

Broccoli is a winter vegetable, so many grocery stores carry it even during the coldest months of the year. It strengthens your child's bones and can be steamed and added to pasta, tacos, and lasagna, or eaten on its own.

Broccoli can be purchased fresh, frozen, or canned using your WIC benefits. Pick some up today!

Visit www.signupwic.com to find a WIC agency near you and learn more about WIC-approved foods. #HealthyStartsHere

Creative:



Post 5 – January 16

Copy: WIC celebrates you and your unique family 💕 We're here to help you get prenatal care, breastfeeding support, mental health referrals, nutritious food, and more for your family.

Contact your local WIC agency to learn more! You can find them at www.signupwic.com
#HealthyStartsHere

Creative:



Post 6 – January 18

Copy: Some birth defects are genetic, while some are not. Pregnant parents can reduce the likelihood of their child having a birth defect by not smoking or drinking, scheduling prenatal

appointments with their doctor, getting enough folic acid, and having proper nutrition while pregnant.

This National Birth Defects Awareness and Prevention Month, speak with your local WIC agency or doctor to learn what you can do to help your little one grow healthy and strong.

You can visit www.signupwic.com to find a WIC agency close to you. #HealthyStartsHere

Creative:



Post 7 – January 22

Copy: Toddlers need a variety of food groups to receive all the vitamins and nutrients that help them grow. Try encouraging your toddler to “eat a rainbow” of foods! For example: tomato, carrots, beans, spinach, blueberries, eggplant, whole grain pasta. 😊


WIC can help you purchase whole grains, fruits, vegetables, and protein for your little one up until age 5! Find your closest agency at www.signupwic.com #HealthyStartsHere

Creative:



Post 8 – January 24


Copy: Did you know? Breastfeeding can help your baby's digestion, and it can lower your risk of certain diseases like breast cancer.

WIC provides breastfeeding support, supplies, and guidance! Contact your local agency to get started.  www.signupwic.com #HealthyStartsHere

Creative:



Post 9 – January 30

Copy: Check out these WIC FAQs! 

Can I have multiple children who are covered by WIC? Yes!

Can my child be covered by WIC up to the day they turn 5? Yes!
Can grandparents and other guardians apply for WIC? Yes!

Got more? Drop them in the comments!

www.signupwic.com #HealthyStartsHere

Creative:



Indigenous & Native American Content

Organic Social Posts

Creative: all images should be 1080x1080 and have the WIC logo.

If a post does not have a date, the posting date is flexible and can be determined by the agency based on other content they have planned.

Post 1 - also post on WIC You Got This pages

Copy: WIC can help you access to Indigenous birth workers, so whether you give birth at home, at the hospital, or somewhere else, you can feel prepared.

Visit www.signupwic.com to find your local WIC agency and learn how to apply.
#HealthyStartsHere

Creative:



Post 2 - also post on WIC You Got This pages

Copy: WIC is a safe space for you and your family 💖 Our local agency staff members have the answers to your prenatal, breastfeeding, nutrition, and health referral questions, so contact us today.

Find your local agency at www.signupwic.com #HealthyStartsHere

Creative:



Post 3

Copy: Check out this delicious Chicken Veggie Stir Fry with Manzanita recipe! You can make it using vegetables purchased with your WIC benefits. 🥕🥦🥬

Visit www.signupwic.com to find a WIC agency near you. #HealthyStartsHere

Creative:

CHICKEN VEGGIE STIR FRY

INGREDIENTS

- 1 can of mixed vegetables
- 1 can of chicken breast
- 3 whole manzanita leaves, fresh, foraged

DIRECTIONS

1. Add can of vegetable mix to saucepan.
2. Add raw diced chicken breast and mananita leaves to pan with veggie mix.
3. Simmer on low for 30 minutes until chicken breast is cooked through.
4. Serve hot.

The infographic is decorated with several WIC logos and colorful, abstract swirls in green, purple, blue, and red. A central image shows a bowl of the finished stir fry with chopsticks.

Post 4

Copy: Home is where the heart is 🏠 WIC wants to help your family feel at home with healthy recipes, breastfeeding support, nutrition guidance, meal prep ideas, and more.

Visit www.signupwic.com to find a WIC agency near you. #HealthyStartsHere

Creative:



Post 5

Copy: Guess what? If you have a child under age 5, and they're already on SNAP, they're eligible for WIC, too! (That's right, you can receive WIC support in addition to SNAP benefits.)

Visit www.signupwic.com to find a WIC agency near you. #HealthyStartsHere

Creative:

WIC PARENTS ON SNAP



ARE ELIGIBLE FOR WIC, TOO!

National WIC Association – Spanish

Facebook and Instagram

Post 1 – January 6

English Copy: Happy Dia de los Reyes! We wish you a fun day surrounded by your loved ones and with a delicious piece of cake of kings. Leave a comment if you get a doll! 😊
#HealthyStartsHere

Spanish Copy: ¡Feliz día Reyes! Les deseamos un día divertido rodeados de sus seres queridos y con un buen pedazo de rosca de reyes. ¡Deja un comentario si te toco un muñequito! 😊 #SaludableComienzaAquí

Creative:



Post 2 – January 12

English Copy: Flu season is here. Keep your little ones healthy by getting them vaccinated. Reach out to your local WIC clinic and request an immunization referral! Visit www.signupwic.com to find a WIC agency near you! #HealthyStartsHere

Spanish Copy: La temporada de gripe ya está aquí. Mantén a tus pequeños sanos vacunándolos. ¡Comuníquese con su clínica WIC local y solicite una referencia de vacunación!

¡Visite <http://www.signupwic.com/?lang=es> para encontrar una agencia WIC cerca de usted! #SaludableComienzaAquí

Creative:



Post 3 – January 19

English Copy: Let's start the year off right! Set your little ones up for success by providing them with nutrient-rich foods to help them grow healthy and strong. 📖 Our WIC food packages are a perfect way to start; they include:

- Fruits & vegetables
- Whole grains
- Iron-fortified infant cereal
- Milk
- Cheese
- Eggs
- Peanut butter
- Beans
- And more!

Reach out to your local WIC agency for a full list of items. Visit www.signupwic.com to find a WIC agency near you and apply for food benefits today! #HealthyStartsHere

Spanish Copy: ¡Hay que empezar el año bien! Prepare a sus pequeñitos para el éxito proporcionándoles alimentos ricos en nutrientes para ayudarlos a crecer sanos y fuertes. 📖 Nuestros paquetes de alimentos WIC son una manera perfecta de comenzar; incluyen:

- Frutas y vegetales
- Cereales integrales
- Cereal infantil fortificado con hierro
- Leche
- Queso
- Huevos
- Mantequilla de maní

- Frijoles
- ¡Y más!

Comuníquese con su agencia WIC local para obtener una lista completa de artículos. ¡Visite <http://www.signupwic.com/?lang=es> para encontrar una agencia de WIC cerca de usted y solicitar beneficios de alimentos hoy! #SaludableComienzaAquí

Creative:



Post 4 – January 25

English Copy: Breastfeeding parents, you're doing great! 🧑‍🍼 Remember that self-care is an important step to regain energy and strength, and in turn, to better be able to care for and enjoy your baby. Here are some self-care tips to consider:

- Get rest, when possible.
- Eat healthy foods – WIC has special food packages for breastfeeding moms!
- Ask for and accept help from others.

Visit www.signupwic.com to find a WIC agency near you and apply today! #HealthyStartsHere

Spanish Copy: Padres que amamantan, ¡lo están haciendo muy bien! 🧑‍🍼 Recuerda que el autocuidado es un paso importante para recuperar energía y fuerzas, y a su vez, poder cuidar y disfrutar mejor de tu bebé. Considera estos consejos de cuidado personal:

- Descanse, cuando sea posible.
- Come alimentos saludables: ¡WIC tiene paquetes de alimentos especiales para mamás que amamantan!
- Pide y acepta ayuda de otros.

¡Visite <http://www.signupwic.com/?lang=es> para encontrar una agencia WIC cerca de usted y presente su solicitud hoy! #SaludableComienzaAquí

Creative:



Post 5 – January 30

English Copy: Did you know teething may begin as early as 3-months-old? And with teething you may notice *normal* changes in your breastfeeding routine. Our WIC breastfeeding experts are here to help you with these changes and provide you with tips and guidance to successfully navigate breastfeeding a teething baby!

Visit www.signupwic.com to find a WIC agency near you and apply today! #HealthyStartsHere

Spanish Copy:

¿Sabías que la dentición puede comenzar a los 3 meses de edad? Y con la dentición es posible que notes cambios *normales* en tu rutina de lactancia. Nuestros expertos en lactancia materna de WIC están aquí para ayudarte con estos cambios y brindarte consejos y orientación para navegar con éxito la lactancia de un bebé comenzando la dentición.

¡Visite <http://www.signupwic.com/?lang=es> para encontrar una agencia WIC cerca de usted y presente su solicitud hoy! #SaludableComienzaAquí

Creative:

