

March 2024 Social Media Messaging - English

The following visuals and copy can be used by WIC staff for any outreach purposes, including posting to social media pages. Feel free to edit the copy and contact information to make it specific to your clinic. Hashtags and suggested posting dates are optional. To post on Twitter (X), you must edit the captions down to 280 characters.

1. Peanut Butter Lovers Day - Post on March 1

(If not posted on March 1, please edit the copy.)

Peanut butter lovers, today is your day! 🥜💖 Whether you prefer crunchy or smooth, we can all agree it's delicious — plus it's a great source of protein and healthy fats.

Pick up a jar of peanut butter on your next grocery run using your WIC benefits! What's your favorite way to eat peanut butter?

Visit www.signupwic.com to find a WIC agency near you and learn more about WIC food benefits. #HealthyStartsHere #PeanutButterLoversDay



2. National Nutrition Month

This National Nutrition Month, we invite you to learn about creating long-lasting healthy eating habits for your family. WIC offers great resources, including qualified nutritionists and healthy food packages to help you get started.

Visit www.signupwic.com to find a WIC agency near you and learn more about WIC benefits. #HealthyStartsHere #NationalNutritionMonth



3. International Women's Day - Post on March 8

Happy International Women's Day! 🍷🍷🍷 Today, we honor all of the accomplishments and efforts of women all around the world. We are all in this together, so let's take a moment to celebrate with one another 💖

Tag a strong woman in your life that you admire in the comments below! Visit www.signupwic.com to find a WIC agency near you. #InternationalWomensDay



4. Baked Pear Blueberry Crisp

Try this delicious pear and blueberry crisp treat – your little one can even help you prepare it! The fruit and oats can be purchased using WIC benefits, and you can add vanilla extract and cinnamon for extra flavor!

For more nutrition information and recipe ideas, contact your local WIC clinic: www.signupwic.com
#HealthyStartsHere



BAKED PEAR BLUEBERRY CRISP

INGREDIENTS

- 1 CAN OF PEARS (INCLUDING JUICE FROM CAN)
- 1 1/2 CUPS OF BLUEBERRIES; FRESH, FROZEN, OR FROGABED
- 1 CUP OF QUICK COOKING OATS
- 1 TABLESPOON OF BUTTER
- 1/2 CUP OF WATER

Control pears for added sugar, sweeteners, and use as an WIC-approved.

DIRECTIONS

1. Preheat oven to 350 degrees.
2. Place butter at bottom of the baking dish.
3. Add 1 can of pears.
4. In a mixing bowl, mix quick cooking oats with water until fully combined.
5. Spread oatmeal mixture on top of the pears and blueberries in the baking dish mixture.
6. Bake at 350 for 30 minutes. Let sit to cool briefly before serving.

5. Immunization Screenings and Referrals

WIC’s mission is to keep children happy, healthy, and thriving. One way we do this is by offering immunization screenings and referral services. Talk to your WIC agency to learn more TODAY!

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



**WIC OFFERS
IMMUNIZATION
SCREENINGS &
REFERRAL
SERVICES!**

6. Doula and Midwife Connections

Expecting a little one? 🤰 WIC can help you connect with a doula or midwife services to help you prepare for your baby’s arrival. Embrace your journey to parenthood and let WIC be your partner in creating a positive and empowering birthing experience.

Contact your local WIC clinic today: www.signupwic.com
#HealthyStartsHere



7. First Day of Spring - Post March 19

(If not posted on March 1, please edit the copy.)

It’s the first day of spring! 🌻 Enjoy the weather this season by taking a walk or going to the park as a family. Don’t forget the snacks. Sliced apples and peanut butter are a great on-the-go, WIC-approved snack. What’s your favorite thing about spring?

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



8. SNAP, Medicaid, TANF Eligibility


89% of WIC participants also used SNAP, Medicaid, and/or TANF in 2021. In fact, if you qualify for SNAP and have a little one under age five, you automatically qualify for WIC, too!

Contact your WIC clinic today: www.signupwic.com #HealthyStartsHere



9. Breastfeeding Benefits

Breastfeeding is beautiful! It can offer a wonderful bonding experience and provide many health benefits for both you and your little one.

 WIC is here to help guide you throughout your breastfeeding journey with:

- Peer counselor support
- Enhanced food packages
- Certified Lactation Consultants
- Access to breast pumps



Visit www.signupwic.com to find a WIC agency near you and learn more about WIC breastfeeding benefits. #HealthyStartsHere

10. Infant Feeding with WIC

WIC is a lifeline for families, serving 1 in 2 babies born in the U.S. We're here to support you on your parenting journey and make sure that your child gets the healthy start they deserve.

Contact your local clinic today to access the support and resources WIC offers. Visit www.signupwic.com for more information! #HealthyStartsHere



11. Culturally Relevant Foods

WIC can help you purchase foods like rice, beans, vegetables, and whole grains to use in your family's traditional recipes.

Contact us today for more information: www.signupwic.com #HealthyStartsHere



12. Healthy Starts with WIC

At WIC, we are committed to our #HealthyStartsHere promise. That's why WIC offers different food packages that are specifically tailored to suit your family's needs and help them thrive. We offer food packages for:

- Children 1 through 5 years old
- Pregnant and partially (mostly) breastfeeding (up to 1 year postpartum)
- Postpartum (up to 6 months postpartum)
- Fully Breastfeeding (up to 1 year postpartum)



Visit www.signupwic.com to find a WIC agency near you and learn more about WIC food benefits. #HealthyStartsHere

13. Immigration Status

Did you know that your immigration status or that of your family does not affect your eligibility to receive WIC benefits? And participating in WIC does not impact your ability to become a U.S. resident or citizen. In fact, WIC staff does not ask you about your immigration status.

Contact your local WIC agency for more information.

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

