

WIC 50TH ANNIVERSARY
Partner Toolkit

APRIL



Celebrating Diverse Families and Advancing Health Equity

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

April: Diversity of Families and Equity

In April, WIC acknowledges the importance of equitable approaches and an ongoing commitment to supporting diverse families. WIC plays a vital role in addressing racial inequities in pregnancy-related health outcomes, food insecurities, and breastfeeding challenges, providing critical support and fostering security for those in need.

In this video, we explore the historical and systemic inequities affecting the health and nutrition outcomes of marginalized communities.

Celebrate the Diversity of Families and Advancing Equity using these resources provided below:

1. 50 Years of WIC: Diversity of Families and Advancing Equity Video
2. Celebratory Social Media Graphics
3. Sample Social Media Posts

Diversity of Families and Advancing Equity Video

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

Social Media Graphics



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

Twitter/X

1. Learn more about the roots of health disparities facing marginalized communities and discover how WIC champions equity and inclusivity, paving the way for healthier futures. #HealthEquity #WICProgram visit [WIC50th.nwica.org](https://www.wic50th.nwica.org) #WIC50
2. WIC provides services at community centers, schools, migrant health centers and camps, and many other places to ensure that all eligible participants receive access to quality nutrition education and care. Learn more about WIC's dedicated outreach: [WIC50th.nwica.org](https://www.wic50th.nwica.org) #WIC50
3. From past inequities to present-day solutions, learn more about the WIC program's commitment to fostering health equity and reshaping the landscape of family nutrition, with diversity and inclusion at its core. [WIC50th.nwica.org](https://www.wic50th.nwica.org) #WIC50
4. The WIC program represents resilience and progress. As we celebrate 50 years of WIC, check out this month's video that showcases the evolution of WIC into a vital force for promoting health equity among marginalized communities. [WIC50th.nwica.org](https://www.wic50th.nwica.org). #WIC50
5. Honoring 50 years of WIC's dedication to diversity, inclusion, and better health outcomes. Let's continue the journey towards a more equitable and nourished world together! Watch this month's video at [WIC50th.nwica.org](https://www.wic50th.nwica.org) to learn more about the program. #WIC50
6. As WIC marks its 50th anniversary, reflect on its profound impact on promoting equity in family nutrition. Together, let's continue advocating for inclusive programs that uplift marginalized communities. [WIC50th.nwica.org](https://www.wic50th.nwica.org) #WIC50

Facebook/Instagram

1. Celebrate 50 years of WIC's commitment to advancing health equity! Join us in honoring its legacy of ensuring nutritional needs are met for mothers and infants, creating a brighter future for all families. Learn more about WIC's connection to communities and celebrate at [WIC50th.nwica.org](https://www.wic50th.nwica.org). #WIC50
 - a. WIC represents diversity, inclusion, equity and access. Mothers, babies, and families from every background can receive the nutrition education and health support they deserve. Visit [signupwic.com](https://www.signupwic.com) to get the support you need. #WIC50
 - b. For 50 years, WIC has remained dedicated to providing participants with the education and resources they need to make informed decisions for them and their families. "I think it's important for new moms and existing moms to have access to diverse choices and,

and most importantly, to be educated on how to choose. Just having the choice is not enough,” said WIC recipient Assanatou Bamogo. [WIC50th.nwica.org](https://www.wic50th.nwica.org) #WIC50

- c. “I do this work because I want to support the women who look like me, the women who I once was, who struggled with feeding their babies and making sure their babies have healthy starts.” says Stacy Davis, Director of the Center for Innovative Practices National WIC Association. Learn more about WIC’s dedication to meeting mothers and children where they are. [WIC50th.nwica.org](https://www.wic50th.nwica.org) #WIC50
- d. Access to health education and nutritious food is limited in many communities across the U.S. . Check out this video to hear from participants, counselors, and WIC staff about the importance of building equitable and diverse communities at [WIC50th.nwica.org](https://www.wic50th.nwica.org) #WIC50
- e. “If we’re being more inclusive in our approaches and, equitable in our hiring practices, then we’ll attract more folks who are reflective of those communities and will optimally lead to better health outcomes for our families,” said Stacy Davis Director of the Center for Innovative Practices, NWICA. Join us in honoring #WIC50 and its legacy of championing healthier futures for everyone at [WIC50th.nwica.org](https://www.wic50th.nwica.org)