

April 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. National Minority Health Month

🌟 April is National Minority Health Month, a time to highlight health disparities and stand with the racial and ethnic minority communities facing disproportionate challenges. At WIC, we're committed to ensuring the health of ALL women, children, and families. Let's work together for a healthier, more equitable future.

Find a WIC agency near you: www.signupwic.com
#MinorityHealthMonth #HealthyStartsHere



2. Black Maternal Health Week - Post April 11-17

Most pregnancy-related deaths in the United States are preventable. Unfortunately, Black women are three times more likely to die from pregnancy-related causes than white women. At WIC, we're passionate about tackling these injustices head-on. Every mom deserves equal access to great care for a safe pregnancy.

This Black Maternal Health Week and every week of the year, WIC is here to provide prenatal care, breastfeeding support, nutrition education, and more. All mothers should receive the support they need to thrive!

Visit www.signupwic.com to learn more and find a WIC agency near you.
#BMHW24 #BlackMaternalHealthWeek #MaternalHealthMatters

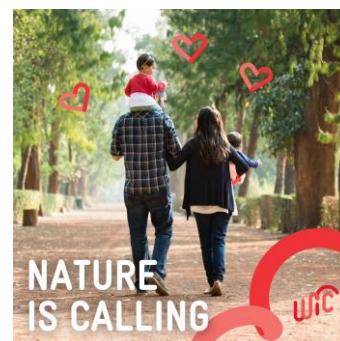


3. National Park Week - Post April 20-28

(If not posted April 20-28, please remove the hashtags.)

🌸 SPRING 🌸 into action and explore the beauty of this season by going on a walk or hike with your family, whether that be at a national park or one in your neighborhood! 🌿🦋

And don't forget your WIC-approved snacks on our adventure! Visit www.signupwic.com to find a WIC agency near you and learn more about WIC-approved foods. #NationalParkWeek #FindYourPark



4. WIC Food Spotlight of the Month: Mangoes

April's WIC-approved food spotlight is on MANGOES! 🥭 Mangoes contain Vitamin C and A and minerals like potassium and folate, which are great for pregnant mothers! 😊☐

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

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



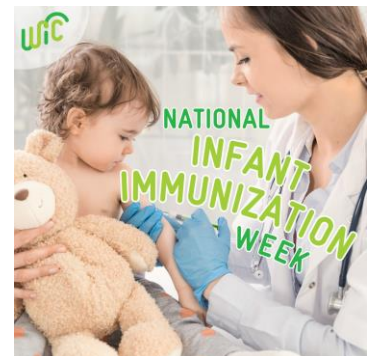
5. National Infant Immunization Week - Post April 24-30

(If not posted April 24-30, please edit the copy.)

It's National Infant Immunization Week, the perfect time to talk about the importance of vaccines! 🧑🏻👶❤️ When you skip vaccines, you leave your baby vulnerable to illnesses. Staying up to date on immunizations is an important way to protect the health of your baby and your community.

📍 Schedule an appointment for your baby today!

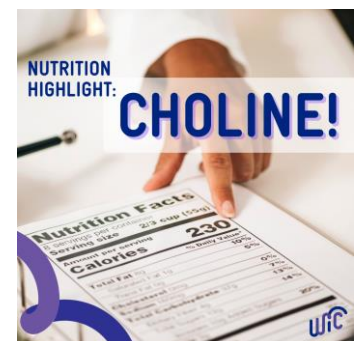
Visit www.signupwic.com to learn more and find a WIC agency near you! #NationalInfantImmunizationWeek #VaccinesSaveLives



6. Nutrient Highlight: Choline

Did you know how important CHOLINE is for pregnant and breastfeeding mothers? 🧑🏻👶 Choline supports the infant's growth and spinal cord development, as well as the mother's nervous system, memory, and muscle control. The body produces some choline, but it is essential to eat a diet with foods that contain choline, like eggs and red potatoes, which are WIC-approved!

Visit www.signupwic.com to find a WIC agency near you and learn more about the importance of nutrition during pregnancy and breastfeeding. #HealthyStartsHere

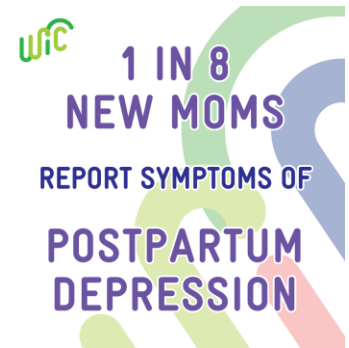


7. Postpartum Depression

Postpartum depression (PPD) is a medical condition any new mother can experience after having a baby. PPD can cause strong feelings of sadness, anxiety, exhaustion, and isolation that make it hard for you to take care of yourself and your baby. About one in eight moms report symptoms of PPD in the year after they give birth, so please know you are not alone.

Reach out to a loved one or your medical provider for support. Or call the free and confidential support hotline for pregnant and new moms at 1-833-TLC-MAMA (1-833-852-6262). ❤️

Learn more about PPD symptoms, resources, and support here: www.womenshealth.gov/TalkingPPD



8. Nurture Healthy Habits

Fruits and vegetables have so many of the nutrients children need, but how can you actually get kids to eat more of these healthy foods? Here are some of our favorite tips:

- 🍎 Keep fruit and veggie snacks easily accessible.
- 🥒 Get kids involved in meal preparation.
- 🥕 Sneak veggies into favorite dishes.

We'd love to know: How do you encourage your family to eat more fruits and veggies?

For more guidance from nutrition experts, visit www.signupwic.com to find a WIC clinic near you! #HealthyStartsHere



9. WIC Breastfeeding Experts

Navigating your breastfeeding journey can be tough, whether you're dealing with sore nipples, latch issues, or pumping schedules. No matter the struggle, WIC experts are here to offer you guidance and support every step of the way. 🤱

Visit www.signupwic.com to find a WIC clinic near you! #HealthyStartsHere #WICBreastfeeding

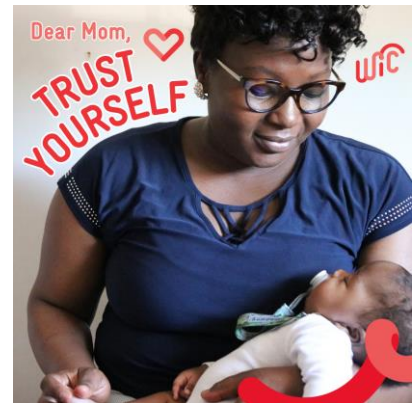


10. Hear Her Campaign

Every year, thousands of Americans experience sudden and critical pregnancy-related health issues. Whether you're currently pregnant or have given birth in the last year, you know your body best! Trust your instincts and don't ignore any warning signs your body may be giving you.

If something feels wrong, trust yourself and communicate your concerns to your doctor. Your well-being is worth prioritizing.

Learn more about urgent maternal warning signs and guidance from the CDC Hear Her Campaign: <https://www.cdc.gov/hearher/maternal-warning-signs/index.html> #HearHer



11. Healthy Foods with WIC

WIC food is specifically selected to help your little ones get the nutrients they need to grow strong. Each package is tailored to the unique developmental and dietary needs of every stage of growth! You can get a variety of fresh fruits and vegetables, beans, cheeses, and more! The meal options to make casseroles, skillet meals, veggie sautés, and soups are endless. What's your kid's favorite meal you make with WIC-approved items?

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



12. Eat More Veggies!

Encouraging your children to eat more veggies is so important. You can slowly introduce them to new foods by adding them to the meals they already love. Any amount is better than none!

Try adding spinach and red bell peppers to their quesadillas or adding corn and peas to your Spanish rice. 😊

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

