

WIC 50TH ANNIVERSARY  
**Partner Toolkit**

**MARCH**



# The Whole WIC Package: Nutrition Education, Healthy Foods, and Cash Value Benefits

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!

## March: The Whole WIC Nutrition Package

March marks a celebration of the pivotal role WIC plays in shaping healthier futures. Over the years, the WIC food package has undergone significant evolution to better meet the nutritional needs of pregnant women, new mothers, and young children. As we reflect on these changes, we look at how WIC helps families access nutritious food, healthcare referrals, and essential nutrition education to foster healthier communities.

In this month's video, we'll explore the vital role of nutrition education within the program, the introduction of the cash value benefit in the 1990's, and the vouchers WIC provides to help families access essential staple foods.

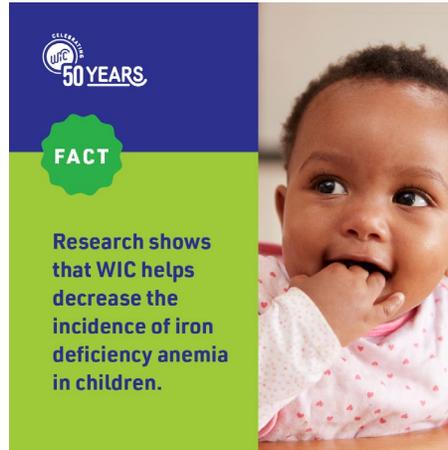
Celebrate WIC's Nutrition Package using these resources provided below:

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

## The Whole WIC Nutrition Package 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. Cheers to 50 years of nourishing families! Join us in celebrating #WIC's journey of evolution, innovation, and commitment to healthier futures. Here's to the next 50 years of empowering communities with access to nutritious food and vital education. To learn more about WIC's comprehensive resources, visit [signupwic.com](https://signupwic.com) #WIC50
2. Research shows that WIC has helped decrease the incidence of iron deficiency and anemia in children by supplying families with access to fresh fruits and vegetables rich in vitamin C. Learn more about how WIC helps families eat and be well: [WIC50th.nwica.org](https://WIC50th.nwica.org) #WIC50
3. From vouchers to knowledge! Explore how #WIC offers more than just access to the nutritious foods you love. With essential education on healthy eating and budgeting, families are equipped to thrive. [WIC50th.nwica.org](https://WIC50th.nwica.org) #WIC50
4. Fresh fruits and veggies all year round? WIC's food package ensures access to nutritious produce for families. Watch the video to learn more about how WIC supports local farmers while helping mothers and children: [WIC50th.nwica.org](https://WIC50th.nwica.org). #WIC50
5. Curious about how #WIC empowers families with essential nutrition education? Tune in to the video to see how WIC equips parents and caregivers with the knowledge and resources to make healthier choices. [WIC50th.nwica.org](https://WIC50th.nwica.org) #WIC50
6. WIC plants seeds of knowledge, helping babies and families grow toward a bright future. Through nutrition education and access to healthy foods, including fresh fruits and vegetables, WIC empowers families to make the choices that are right for them. Visit [signupwic.com](https://signupwic.com) to learn more. #WIC50

## Facebook/Instagram

1. Discover the transformative journey of WIC over the last 50 years! From its inception to the present day, WIC has remained dedicated to providing essential nutrition education and access to healthy food for families in need, and support for mothers. Learn more about WIC's story of empowerment and celebrate at [WIC50th.nwica.org](https://WIC50th.nwica.org). #WIC50
2. Nutrition facts can sometimes be confusing and hard to find. WIC provides access to the best resources to help mothers and families feel safe and empowered when feeding their children. Find a local clinic and learn more at [signupwic.com](https://signupwic.com) #WIC50
3. Food insecurity impacts many families across the U.S. "It really makes me emotional, just thinking about always being able to feed them regardless of what's going on financially in my life. My babies will be fed," said WIC recipient Whitney Merrick. Watch

the video to learn more about WIC's continuous efforts in providing healthy foods and nutrition education to participants. [WIC50th.nwica.org](https://www.wic50th.nwica.org) #WIC50

4. "I think that regardless of your income, regardless of where you're born, whether it's the United States or anywhere else, you have a right to live and to live well," says Darlena Birch, public health nutrition manager at WIC. Check out the video to hear from other WIC staff and recipients about the importance of WIC's nutrition education and benefits: [WIC50th.nwica.org](https://www.wic50th.nwica.org) #WIC50
5. Around the world, culture and community is often shaped by the foods we share. WIC's food package ensures access to some of the necessary ingredients to recreate those special recipes that keep generations connected. "Everybody, every culture, every person has a different kind of relationship with their food. And so, it's really important that those particular foods are available to them," said Jessic Free-Bass, WIC Program Director, Ohama.