

WIC 50TH ANNIVERSARY
Partner Toolkit

MAY



Embracing Maternal Wellness and Addressing Disparities

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!

May: Maternal Health

In May, WIC recognizes the importance of supporting expecting and new mothers, particularly those facing disparities in healthcare access and outcomes. WIC stands as a beacon of support, addressing the multifaceted challenges of pregnancy-related health, food insecurities, and breastfeeding challenges.

In this video, we explore the critical role that WIC plays in promoting maternal health, showcasing its evolution to address the complex needs of diverse families.

Celebrate Maternal Health using these resources provided below:

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

Maternal Health 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. WIC's 50th Anniversary reminds us of the program's integral role in promoting maternal and infant health through nutrition counseling, breastfeeding support, and access to essential healthcare resources. #WIC50 #MaternalHealth Visit [WIC50th.nwica.org](https://www.wic50th.nwica.org)
2. For 50 years, WIC has helped empower countless mothers by providing nutrition education, supplemental foods, and personalized support tailored to their needs. Learn more about WIC's dedicated outreach: [WIC50th.nwica.org](https://www.wic50th.nwica.org) #WIC50
3. #MaternalHealthMonth is an opportunity to shed light on the impactful work of programs like WIC. From breastfeeding support to nutrition education, mothers from all over can get the help they need. [WIC50th.nwica.org](https://www.wic50th.nwica.org) #WIC50
4. For 50 years, WIC has been devoted to creating better health outcomes for mothers, babies, and families. To learn more WIC's 50-year legacy, visit [WIC50th.nwica.org](https://www.wic50th.nwica.org) #WIC50
5. Visit [signupwic.com](https://www.signupwic.com) to learn more about how WIC creates healthier maternal outcomes for moms and families and find a WIC location near you. #WIC50
6. This #MaternalHealthMonth, let's celebrate WIC as a lifeline for many mothers, offering nutritional support that is vital for healthy pregnancies and healthy babies. [WIC50th.nwica.org](https://www.wic50th.nwica.org) #WIC50

Facebook/Instagram

1. This #MaternalHealthMonth, we celebrate 50 years of WIC, the mothers who have utilized WIC's services, and the moms who have helped provide them. Learn more about WIC's effort to support all moms and watch the video at [WIC50th.nwica.org](https://www.wic50th.nwica.org). #WIC50
 - a. Becoming a new mom can be overwhelming, but WIC offers the resources and support to help every mom care for themselves and their babies. Visit [signupwic.com](https://www.signupwic.com) to learn more about all that WIC has to offer. #WIC50
 - b. When babies are born, mom's health may be put on the backburner. "In WIC, we're all about babies, and we're all about kids, but we're also all about moms. And we really need to help moms and make sure that mom's health is maintained through pregnancy and after pregnancy too," said WIC Nebraska Director, Peggy Trouba. #WIC50
 - c. "And when women can participate in the program early on in their pregnancy, it can really empower them to make choices around infant feeding, around their own health that are gonna set them and their baby up for success," said Dr. Georgia Machell, Interim

President and CEO National WIC Association. Learn more about how WIC empowers first-time mothers. [WIC50th.nwica.org](https://www.wic50th.nwica.org) #WIC50

- d. #MaternalHealthMonth reminds us of the importance of supporting mothers at every stage of their journey. From pregnancy to parenthood, WIC offers valuable resources and assistance to ensure that every mom receives the care she deserves. Let's continue championing maternal health together! Learn more at [WIC50th.nwica.org](https://www.wic50th.nwica.org) #WIC50
- e. "WIC is also a warm, loving community that steps in and helps new parents understand they can be successful and gives them the tools and support that they need to be successful," said Stacy Dean, Deputy Under Secretary for USDA Food and Nutrition. Visit [WIC50th.nwica.org](https://www.wic50th.nwica.org) to join us in celebrating #WIC50 and its legacy of championing healthier futures for everyone.