

WIC 50TH ANNIVERSARY
Partner Toolkit

AUGUST



Healthy Starts: WIC Breastfeeding Education

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

August: Breastfeeding

In August, we highlight the vital importance of breastfeeding education, emphasizing its role in promoting health equity and providing essential nutritional support to participants. Breastfeeding offers numerous benefits for both mothers and infants, but many women face significant challenges. WIC is dedicated to offering comprehensive breastfeeding education, support, and resources, including breastfeeding-friendly environments and expert lactation counseling services. By addressing these needs, WIC helps improve maternal and infant health outcomes, playing a vital role in reducing disparities and ensuring all families receive the support necessary for a healthy start.

Throughout this video, experts in this field explore the profound benefits of breastfeeding and discuss the impacts of WIC's breastfeeding education.

Celebrate with NWA using these resources provided below:

1. 50 Years of WIC: Breastfeeding
2. Celebratory Social Media Graphics
3. Sample Social Media Posts

Healthy Starts: Breastfeeding Education 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. In August, WIC celebrates 50 years of providing breastfeeding education and support for mothers. From hunger cues to latching and milk supply, WIC staff are ready to educate, encourage, and embrace mothers on their feeding journeys. Visit [WIC50th.nwica.org](https://www.wic50th.nwica.org) to learn more. #WIC50
2. WIC empowers mothers to make the best decision for their babies at each stage in the breastfeeding journey. Find out more about WIC's breastfeeding support at [WIC50th.nwica.org](https://www.wic50th.nwica.org) #WIC50
3. Breastfeeding can be a challenging journey for many mothers. For 50 years, WIC has helped new moms overcome each unique obstacle in that journey. Visit [WIC50th.nwica.org](https://www.wic50th.nwica.org) to learn more about the support you can get to feed your baby. #WIC50.
4. "It's important for WIC to be there to fill that gap in breastfeeding. Healthcare providers don't have the time to show a mom how to latch her baby," says Karen George, Coordinator of Special Programs & Outreach Coordinator Garrett County WIC Program [WIC50th.nwica.org](https://www.wic50th.nwica.org) #WIC50
5. With WIC, moms don't have to navigate breastfeeding alone. WIC provides the time, support, and expertise needed to overcome challenges and celebrate successes. Learn more about WIC's breastfeeding support at [WIC50th.nwica.org](https://www.wic50th.nwica.org) #WIC50
6. #WIC is passionate about empowering moms to make informed decisions and feel good about their breastfeeding journey. Your right answer for infant feeding is unique to you! Visit [signupwic.com](https://www.signupwic.com) and learn everything you need to know about breastfeeding with WIC.

Facebook/Instagram

1. Over the last 50 years, WIC has focused on delivering comprehensive breastfeeding education and resources. This month we celebrate a legacy of empowering mothers and promoting lifelong health for families! Visit [WIC50th.nwica.org](https://www.wic50th.nwica.org) to learn more. #WIC50
2. Breastfeeding looks different for all mothers. "At WIC, we can block out the time and sit with a breastfeeding mother for as long as she needs us and as long as we need to be there to help her out." said Karen George, coordinator of special programs & outreach, Garrett County WIC Program. Learn more at [WIC50th.nwica.org](https://www.wic50th.nwica.org) #WIC50
3. WIC helps moms confidently learn to breastfeed. "Mom has learned through her encounters with the breastfeeding peer counselors or the breastfeeding experts at the WIC program what she needs to do to make sure that the baby is breastfeeding, the baby is latching, the baby is taking in enough breast milk, and the baby is growing," said Peggy Trouba, State WIC Director Nebraska WIC

Program. Visit signupwic.com today to access the breastfeeding support you need. #WIC50

4. WIC partners and staff know that breastfeeding is a journey with many benefits for both mom and baby. WIC's expert teams are dedicated to providing personalized support and practical resources to ensure success. Learn more about the ins and outs of breastfeeding education at [WIC50th.nwica.org](https://wic50th.nwica.org). #WIC50
5. Information on how to feed your baby can be overwhelming. WIC is here to help you learn the benefits and basics of breastfeeding, set goals, and overcome challenges with milk supply, cluster feeding and more. Visit signupwic.com to learn more. #WIC50

