

WIC 50TH ANNIVERSARY
Partner Toolkit

OCTOBER



WIC Rooted in Science

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

October: Evidence-Based Programming

In October, we highlight the science behind programming that keeps WIC at the forefront of serving families. For 50 years, WIC has used data-driven strategies and research to continuously refine its services, from nutrition education to healthcare referrals. This commitment to innovation and adaptability ensures that WIC not only meets the current needs of participants but also anticipates future challenges, making it a trusted resource for families across the nation.

This video focuses on the impact of science-based programming on families and the true evolution of WIC.

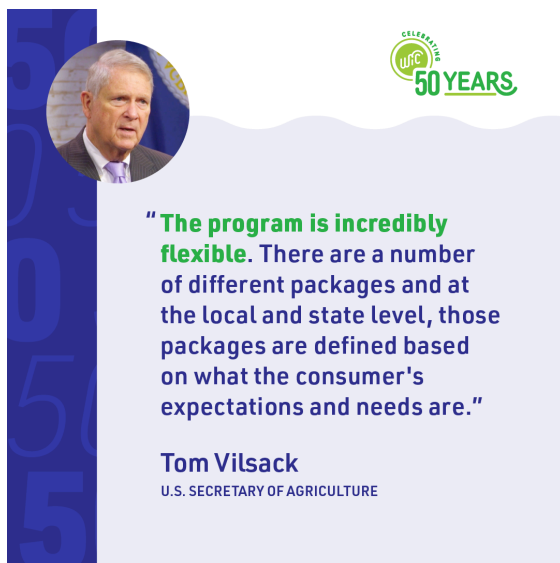
Celebrate with NWA using these resources provided below:

1. 50 Years of WIC: Rooted in Science
2. Celebratory Social Media Graphics
3. Sample Social Media Posts

Transforming WIC Services: Rooted in Science

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 October, we celebrate the science that keeps WIC at the forefront of innovations in public service. Learn how WIC has evolved to meet participant needs and achieve better outcomes with smart, data-driven practices at [WIC50th.nwica.org](https://www.wic50th.nwica.org). #WIC50
2. As WIC marks its 50th anniversary, we highlight how science-based practices have fueled its success. Data-driven approaches help WIC meet participant needs, ensuring it remains essential for families now and in the future. More at [WIC50th.nwica.org](https://www.wic50th.nwica.org) #WIC50
3. WIC has a long history of using data to evaluate its programs and identify areas for growth. By analyzing this information, WIC continuously adapts and improves its services, ensuring families receive the most effective support possible. Learn more at [WIC50th.nwica.org](https://www.wic50th.nwica.org) #WIC50
4. For 50 years, WIC has continuously innovated by focusing on data and research to improve services. By adapting federal policies, improving clinic experiences, or training staff, WIC's participant-centered method helps it evolve to meet families' needs. [WIC50th.nwica.org](https://www.wic50th.nwica.org) #WIC50
5. A 2022 study found that food-insecure children who received WIC or SNAP benefits from 1984 to 2019 were four times more likely to report improved food security as young adults, as compared with those who did not. Visit [WIC50th.nwica.org](https://www.wic50th.nwica.org) to learn more. #WIC50
6. WIC leadership and staff are dedicated to meeting the unique needs of every mother, child and family in the program. Visit [signupwic.com](https://www.signupwic.com) and experience WIC's unwavering support for the community. #WIC50

Facebook/Instagram

1. Celebrating 50 years of WIC means honoring 50 years of education, scientific studies, and community outreach to mothers and families in need. WIC is the best example of using qualitative and quantitative data to inform policies, programming, and processes. Visit [WIC50th.nwica.org](https://www.wic50th.nwica.org) to learn more about WIC's evidence-based programming. #WIC50
2. "The backbone of WIC is its scientific legacy. It started as a scientifically driven program. It's been validated as a scientifically driven program, not just by WIC investigators, but by so many others who came to that conclusion from different spheres of science and publications," said Dr. David Page, pediatrician and professor at Johns Hopkins Bloomberg School of Public Health. Learn more about WIC's dedication to transformative approaches to impact at [WIC50th.nwica.org](https://www.wic50th.nwica.org) #WIC50
3. WIC has remained a pillar of public health and service because of its commitment to understanding.

By learning the needs of various communities and individuals based in science and in shared experiences, WIC has tailored its programs to meet families where they're at. Visit signupwic.com and become part of a community that's committed to understanding you. #WIC50

4. "WIC manages to be a program that is both full of heart, but is also science-based. And that's really rare. It's informed by science, but it's also doing a really critical piece of work for families that's really hard to quantify," says Georgia Machell, President and CEO of the National WIC Association. Visit WIC50th.nwica.org to learn more about the critical work WIC does to help families navigate the early years.
5. WIC's use of science-based programming ensures that innovation is always centered on participants. By leveraging data and research, WIC adapts its policies, improves clinic experiences, and ensures that families receive the best possible support for their health and well-being. Visit signupwic.com to learn more about what programs could help you and your family. #WIC50

