

WIC 50TH ANNIVERSARY
Partner Toolkit

SEPTEMBER



Enhancing Impact: WIC Technology Innovation

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

September: Technology Innovation

In September, we focus on the transformative impact of technology innovation within WIC, emphasizing its critical role in enhancing program growth and delivering essential resources to participants. Technology has become a cornerstone of WIC's mission and has enabled the program to adapt to the evolving needs of families. By embracing new technologies, WIC has been able to streamline operations, making services more efficient, accessible, and participant-centered. Innovations like electronic benefit transfer (EBT) and mobile applications have revolutionized how WIC connects with participants, making it easier for families to access the resources they need.

This video highlights the significant role of these technological advancements in shaping the future of WIC and improving participant outcomes.

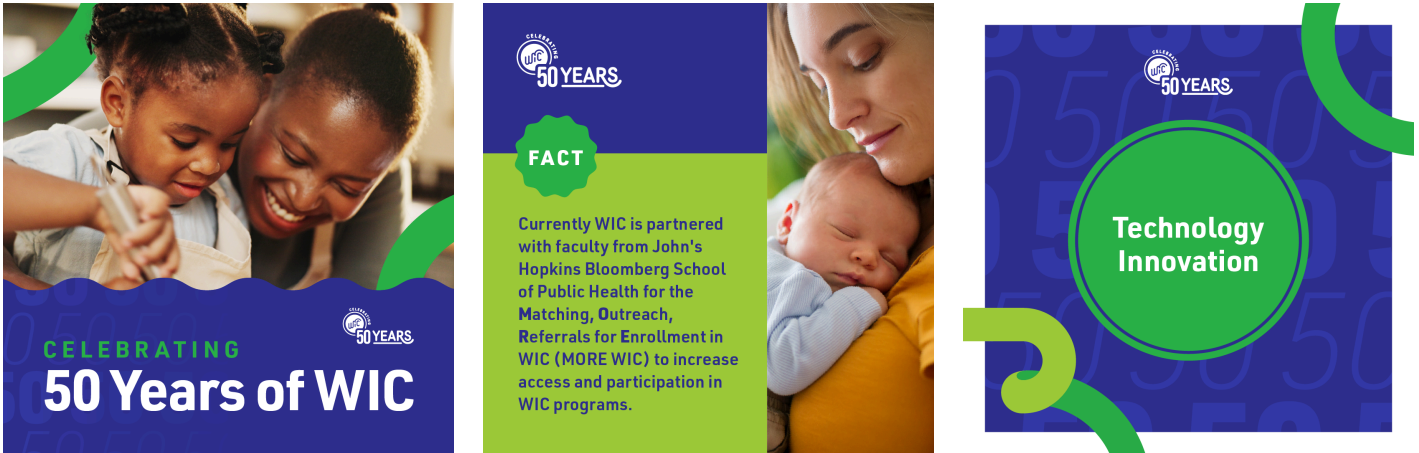
Celebrate with NWA using these resources provided below:

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

Enhancing Impact: Technology Innovation 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 September, we celebrate how technology and collaboration have enhanced services for WIC families. The WIC Referral and Data Sharing Pilot Program reinforces how tech and healthcare partnerships improve referrals and enrollment. Learn more at [WIC50th.nwica.org](https://www.wic50th.nwica.org). #WIC50
2. To celebrate WIC's 50th anniversary, we reflect on decades of growth and evolution in technological approaches to support families. From the beginning WIC's journey has been marked by dedication to improving health and nutrition. Learn more at [WIC50th.nwica.org](https://www.wic50th.nwica.org) #WIC50
3. Families in need deserve access to nutritious foods and supportive benefits. WIC reaches participants where they're at through evolving policies, remote certifications, the EBT card, and the mobile app to best meet their needs. Learn more at [WIC50th.nwica.org](https://www.wic50th.nwica.org) #WIC50
4. Innovation through technology has made a great impact for families shopping with WIC. Barcode scanning and benefit updates help remove some of the stress of grocery shopping for eligible items. Learn more about how the app makes shopping easier at [WIC50th.nwica.org](https://www.wic50th.nwica.org) #WIC50
5. This September, we're highlighting how technology is transforming WIC. By embracing innovations like EBT and mobile apps, we're making it easier for families to access the support they need. Discover how tech is shaping a stronger WIC program at [WIC50th.nwica.org](https://www.wic50th.nwica.org) #WIC50
6. "I would have to say there's a lot going on in the technology world with WIC and it's exciting," says Sarah Flores-Seivers, New Mexico WIC Director. Visit [signupwic.com](https://www.signupwic.com) and experience how WIC uses technology to help families participate seamlessly.

Facebook/Instagram

1. 50 years of WIC means a legacy of dedication, innovation, and impact. From pioneering nutrition programs to embracing the latest technology, we've continuously worked to support and empower families. Here's to celebrating our past and shaping a brighter future together! Visit [WIC50th.nwica.org](https://www.wic50th.nwica.org) to learn more. #WIC50
2. The world is always evolving and, "There's a constant effort now to help modernize working with WIC agencies and others. We're trying to figure out ways in which we can modernize the access and participation in the WIC program," says USDA Secretary of Agriculture Tom Vilsack. Learn more about WIC's dedication to transformative approaches to impact in this month's video at [WIC50th.nwica.org](https://www.wic50th.nwica.org) #WIC50
3. WIC's EBT card and mobile app are game-changers in providing families with convenient access to

benefits. The EBT card simplifies the purchase of eligible items, while the app offers easy management of benefits and access to resources. Technology is enhancing the WIC experience! Visit signupwic.com today to get access to the right resources for you and your family. #WIC50

4. “Oh my gosh. I love the WIC app. It's so beneficial for everyone. It reads barcodes and it tells you if something is WIC approved or not, the scan feature is great, and the fact that it keeps track of your benefits for you as the month goes on is amazing,” says Shannon White, Associate Lead & Vendor Liaison for WIC Frederick, MD. Learn more about the app at [WIC50th.nwica.org](https://wic50th.nwica.org) #WIC50
5. One of the best ways we can use technology is by improving the lives of those in need. WIC is devoted to simplifying the process of shopping, tracking benefits, and even WIC referrals through technology and collaboration with healthcare providers. Visit signupwic.com to learn about what your family could be eligible for. #WIC50

