

WIC 50TH ANNIVERSARY
Partner Toolkit

NOVEMBER



WIC's Life-Changing Support

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

November: WIC's Life-Changing Support

This November, we're focusing on the wide-ranging benefits, services, and personalized support that WIC provides to millions of families across the nation. From food packages tailored to each participant's life stage and unique nutritional needs to breastfeeding counseling, peer support, and more, WIC offers comprehensive resources designed to help families thrive. By fostering a community environment where families can share their stories and learn from dedicated experts, WIC continues to make a lasting impact. Join us in celebrating these invaluable services and encouraging families to explore how WIC can support them.

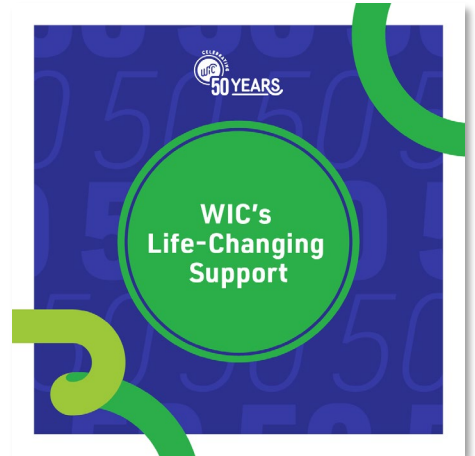
Celebrate with NWA using these resources provided below:

1. 50 Years of WIC: WIC and You - How to Apply and Get Support
2. Celebratory Social Media Graphics
3. Sample Social Media Posts

From the Beginning: WIC's Life-Changing Support

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 supports over 6.7M people annually, with half of all U.S. infants benefiting from its services. From nutrition education to breastfeeding support, WIC helps families thrive. Explore how WIC can support your family: signupwic.com #WIC50
2. From breastfeeding counseling to immunization referrals, WIC offers support for families at every stage. Applying is worth it, and WIC's support can be life changing! Learn how at signupwic.com #WIC50
3. For 50 years, WIC has enhanced the health and well-being of pregnant, postpartum, and breastfeeding women, infants, and children up to age 5. Celebrate this milestone and discover WIC's impact at WIC50th.nwica.org #WIC50
4. Tailored food packages, breastfeeding counseling, nutrition education, and more—WIC provides personalized support to empower families to live well. Learn more about WIC's life-changing impact: WIC50th.nwica.org #WIC50 #HealthyFamilies
5. For 50 years, WIC has evolved to meet families' needs while staying true to its mission: support, services, and care. Celebrate decades of uplifting families and explore WIC's impact at WIC50th.nwica.org #WIC50

Facebook/Instagram

1. Did you know that WIC supports over 6.7 million people each year, with half of all U.S. infants benefiting from its services? From nutrition education to breastfeeding support, WIC is here to help families thrive. Explore how WIC can support your family: signupwic.com #WIC50
2. Breastfeeding counseling, peer support, immunization referrals, and so much more—WIC's services are designed to help families at every stage. Applying for WIC is worth it, and the support can be life changing. Visit signupwic.com to learn how to apply. #WIC50
3. For 50 years, WIC has provided critical support, enhancing the health and well-being of pregnant, postpartum, and breastfeeding women, as well as infants and children up to age five at nutritional risk. Join us in celebrating this incredible milestone and discover the life-changing impact of WIC at WIC50th.nwica.org #WIC50
4. WIC provides families with a wide range of personalized support and benefits, including tailored food packages, a supportive community, nutrition education, breastfeeding counseling, immunization screenings, and referrals to essential services. Designed to help families thrive, WIC's compassionate care and comprehensive support have made a difference for millions. Learn more about the program's impact at WIC50th.nwica.org #WIC50

5. For 50 years, WIC has grown and evolved to meet the changing needs of families across the nation, while staying true to its core mission: providing comprehensive support, essential services, and compassionate care. WIC creates a strong sense of community, empowering families to share their stories and learn from dedicated experts. Celebrate five decades of uplifting families and explore WIC's impact at [WIC50th.nwica.org](https://www.wic50th.nwica.org) #WIC50