**January Social Media Toolkit - English**

*The following visuals and copy can be used by WIC staff for any outreach purposes, including posting to social media pages. Feel free to edit the copy and website or contact information to make it specific to your clinic.*

*Hashtags and suggested posting dates are optional, observance day posts can be shared anytime by editing the suggested captions to fit your clinic’s needs.*

*Please reach out to us at* [*campaign@nwica.org*](mailto:campaign@nwica.org) *if you have any questions!*

1. **National Birth Defects Awareness/Prevention Month**

January is National Birth Defects Awareness & Prevention Month 💙 At WIC, we empower families to take steps toward a healthier start for their babies. Birth defects are more common than you think, but many can be prevented with the right care and choices during pregnancy.

Here are some key tips to support a healthy pregnancy:

🌿 Take prenatal vitamins with folic acid.

🥗 Eat a balanced, nutritious diet.

🚭 Avoid alcohol, tobacco, and drugs.

👩‍⚕️ Get regular prenatal checkups and follow your healthcare provider’s advice.

Together, we can help reduce the risk of birth defects and ensure healthier futures for all babies! 🍼

To learn more about WIC and how to enroll, visit [www.signupwic.com](http://www.signupwic.com). #HealthyStartsHere #EveryJourneyMatters

1. **Family Fit Lifestyle Month**

We're celebrating Family Fit Lifestyle Month, a time to make wellness a priority for the whole family. This month, think about how your family can make healthier choices and have fun doing it! Whether it’s cooking nutritious meals at home, playing outside, or finding new ways to stay active, every little step counts towards a healthier future! 🤸‍♀️

WIC can help you make healthy habits a part of your family's daily routine! Learn more about WIC and how to enroll at [www.signupwic.com](http://www.signupwic.com). #HealthyStartsWithWIC #FamilyFitLifestyleMonth

1. **Folic Acid Awareness Week (World Folic Acid Awareness Week is Jan. 1-7)**

Taking folic acid at least one month before pregnancy can make all the difference for your baby’s health. This powerful vitamin helps prevent birth defects and supports healthy cell growth. In fact, folic acid reduces the risk of serious birth defects in the baby's brain and spine, called neural tube defects, by up to 70%!

Folic acid is found in leafy green vegetables, legumes, citrus fruits, fortified cereals, and enriched grains. And don’t forget prenatal vitamins! 🥬🍊💊

Talk to your doctor to learn what you and your baby need for a healthy pregnancy. And remember, WIC is here too! Visit [signupwic.com](https://signupwic.com) to learn more about our services and how we can support your journey. #HealthyStartsHere

1. **Recipe Card: Baked Oatmeal**

Warm up your mornings with a comforting bowl of baked oatmeal! The perfect blend of healthy, hearty, and delicious, this dish is great for breakfast or as a snack. Top it with your favorite fruit or a drizzle of honey for an extra touch of sweetness. 🫐🍯 You can also add nuts or yogurt for added protein!

Let us know if you make this recipe and how you like it!

#HealthyStartsHere #ToddlerFriendlyRecipes

1. **WIC-Approved Food of the Month: Oats (January is National Oatmeal Month)**

This month, we’re highlighting oats! Oats aren’t just a breakfast staple—they’re a powerhouse of health benefits! Packed with fiber, vitamins, and antioxidants, they can:

❤️ Support heart health  
🍽️ Keep you feeling full longer  
💉 Help maintain healthy blood sugar levels  
⚡ Boost energy for your day

Whether you enjoy them as overnight oats, a warm bowl of oatmeal, or in a smoothie, oats are a simple, delicious way to nourish your body. What’s your favorite way to enjoy oats? Share below! ⬇️

#NationalOatmealMonth #HealthyStartsHere

1. **Vaccines**

Did you know women with influenza are more than twice as likely to be hospitalized if they are pregnant? Getting vaccinated during pregnancy is the best way to protect you and your baby. ❤️

Talk to your healthcare provider about which vaccines are recommended for you. WIC can also help you with healthcare referrals and getting vaccinations! Find a WIC clinic near you at [www.signupwic.com](http://www.signupwic.com)

#HealthyStartsWithWIC

1. **Maternal Mental Health**

The colder months can make postpartum challenges feel even harder, especially if you struggle with Seasonal Affective Disorder (SAD). But there’s hope—and WIC is here to support you!

Here are a few simple ways to help lift your spirits:

💙 Lean on family and friends for support and a listening ear.

🤱🏿 Breastfeed—it releases oxytocin, the "feel-good" hormone, to help lift your mood!

🌼 Find small joys in your day. Little moments can make a big difference.

🌟 Connect with WIC for helpful resources and a supportive community.

It’s okay to ask for help! If you’re struggling, talk to your doctor or call/text the National Maternal Mental Health Hotline at 1-833-TLC-MAMA (1-833-852-6262) anytime. Learn more at (link in bio): <https://mchb.hrsa.gov/national-maternal-mental-health-hotline/faq>

1. **New Year, Fresh Start, Same Support**

As we step into 2025, let’s focus on simple, achievable ways to care for ourselves. Taking small steps can lead to big changes in how we feel! 💚 Here are some ways to nurture yourself this year:

💃🏾 Find Joy in Movement: Exercise isn’t one-size-fits-all—every kind of movement counts! Find what brings you joy, whether it’s hitting the gym, taking daily walks, or dancing in your kitchen! 💃🏽🏋️‍♂️🚶‍♀️

🍃 Get Outside: Time in nature boosts your mood and energy. Whether it’s a short walk, a long hike, or making snowmen, make time to get fresh air.

🥗 Think Additions, Not Restrictions: Instead of stressing about what to cut out, focus on adding more nutritious foods like colorful fruits, veggies, and whole grains to your meals.

🛏 Prioritize Rest: Sleep is the ultimate act of self-care, yet it can be challenging for parents to get enough. While 7-9 hours of rest is ideal for recharging your body and mind—doing your best is what matters most.

💧 Stay Hydrated: Drinking enough water each day can help you feel more energized and clear headed.

This year, let’s focus on wellness, not perfection. 🌱💚 What small step will you take for your well-being this year? #HealthyStartsWithWIC

1. **Caring for Sick Kids**

Cold and flu season can be tough on little ones. 🧸💔 Learn how to ease those sniffles, aches, and fevers with simple at-home care.

This American Academy of Pediatrics blog explains more about what causes colds and flu, and ways to help your little ones feel better (link in bio): <https://www.healthychildren.org/English/health-issues/conditions/chest-lungs/Pages/caring-for-kids-with-colds-and-flu-simple-remedies-that-help.aspx>

1. **Immigrant Families and WIC**

If your family moved to the United States, you can receive healthy foods, nutrition education, breastfeeding support, healthcare referrals, and more! Applying for WIC will not affect your immigration status.

WIC can help you take care of your family. Learn more at [www.signupwic.com](http://www.signupwic.com). #HealthyStartsWithWIC

1. **Indoor activities for when the weather is cold**

Gratitude and crafts make for the perfect winter combo! 🎨 Stay warm indoors with activities that bring the family together. ❄️

#HealthyStartsWithWIC

1. **Video: Indoor activities for when the weather is cold**

Create warm memories this winter! ❄️ From decorating cookies 🍪 to writing gratitude letters 💌, these family friendly activities will brighten any day. 💜

#HealthyStartsWithWIC