**February 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. **Black History Month**

February is Black History Month. Let’s celebrate by raising awareness for the breastfeeding groups and individuals who advocate for and support Black moms. 💖 Because every mom deserves equal access to breastfeeding support, nutritious foods, and quality health care for a safe pregnancy and healing postpartum experience.

To learn more about the history of Black women and breastfeeding and to get resources to support your own breastfeeding journey, check out this blog post from [Irth](https://www.instagram.com/theirthapp/): <https://irthapp.com/the-history-of-black-women-breastfeeding/>

#BlackHistoryMonth #BlackBreastfeeding #SupportBlackMoms #HealthyStartsHere

1. **National Children’s Dental Health Month**

It’s National Children’s Dental Health Month 🪥 Learn a few tips and tricks to help keep your little one’s smile healthy from an early age! 😁

🦷 Start brushing with the first tooth! Begin brushing your baby’s teeth when you see one coming in with an infant toothbrush. Use water and a tiny bit of fluoride toothpaste (about the size of a grain of rice).

👶 Clean your baby’s gums daily. Until those teeth come in gently wipe a damp washcloth over the gums to clear away harmful bacteria after each feeding.

🚰 Keep them hydrated! Water helps rinse any sugar or particles that can lead to cavities.

Get more tips: <https://childrensdentalhealth.com/february-national-childrens-dental-health-month/>

#HealthyStartsHere #DentalHealth #NationalChildrensDentalHealthMonth

1. **American Heart Month**

It’s American Heart Month 🗓️ and we know that pregnancy and post-partum heart health—including eating heart-healthy foods and getting the health care you need—is crucial.

With WIC, you can get benefits like nutritious food, health care referrals, breastfeeding support, and more from as soon as you know that you’re pregnant to 6-months postpartum.

Not sure how to get started? Visit [www.signupwic.com](http://www.signupwic.com) to learn more!

#HealthyStartsHere #AmericanHeartMonth #HeartHealth

1. **General WIC Support**

WIC gives you access to healthy food, nutrition education, breastfeeding guidance, and so much more. 🍏 🩺 🤱

If you’re pregnant, breastfeeding, or have a child (or children) under 5—you can get personalized support for you and your family. Get started by visiting [www.signupwic.com](http://www.signupwic.com)!

#HealthyStartsHere #StartWithWIC #SignUpWIC

1. **Valentine’s Day Activities**

Roses are red, violets are blue, let’s bake some heart-shaped cookies—WIC is here for you 💘

Happy Valentine’s Day, we hope you get to spend quality time with friends and loved ones! You can get started with #WIC at any time, find a clinic near you by visiting signupwic.com/find-a-clinic.

#HealthyStartsWithWIC #ValentinesDay

1. **Nutrient Highlight: Magnesium (good for heart health)**

Magnesium is an important mineral that helps keep our bodies strong. 💪 Without magnesium, your muscles can't move properly, and your nerves can't send and receive messages. Magnesium also keeps your [heart](https://www.webmd.com/heart/picture-of-the-heart) rhythm steady, [blood sugar levels](https://www.webmd.com/diabetes/guide/normal-blood-sugar-levels-chart-adults) balanced, and your [joint](https://www.webmd.com/pain-management/guide/joint-pain) cartilage healthy!

Foods that contain magnesium include:

🥬 Leafy-green vegetables like spinach, collard greens, and bok choy

🍞 Whole grain breads or pasta, oatmeal, and quinoa

🫘 Beans and nuts, this includes peanut butter and tofu

Did you know your family could receive food benefits and nutrition education through WIC? Find out more at [www.signupwic.com](http://www.signupwic.com).

#HealthyStartsHere

1. **WIC-Approved Food of the Month: Spinach (heart healthy)**

Did you know? 🤔 Spinach provides antioxidants that help reduce inflammation and protect against disease 🙌

A delicious and easy way to incorporate more spinach into your diet is to try a new recipe like this vegan take on palak paneer made with tofu that is ready to eat in about 30 minutes (link in bio): <https://wicworks.fns.usda.gov/recipe/tofu-palak-paneer>

#HealthyStartsHere #WICRecipes

1. **Red Beans and Wild Rice Recipe**

Feed the whole family a tasty and healthy meal featuring nutritious ingredients wild rice, red beans, and green bell peppers! This recipe is packed with fiber and flavor, making it a perfect choice for a potluck or a comforting meal at home with family.   
  
Special thanks to the Otoe-Missouri Tribe WIC of Oklahoma for this recipe! 🍴  
  
Get the recipe: <https://www.omtribe.org/wp-content/uploads/2022.7-Red-Beans-and-Wild-Rice-OM.pdf>   
  
[#WICrecipes](https://www.instagram.com/explore/tags/wicrecipes/) [#HealthyStartsHere](https://www.instagram.com/explore/tags/healthystartshere/)

1. **Cooking with Toddlers**

Practicing healthy habits with toddlers can start in the kitchen! 👩‍🍳 Getting little ones involved in the food preparation and cooking process doesn’t have to be daunting and can be beneficial for their development.

Cooking with toddlers can:

🥙 Teach them about nutrition and plant the seed for balanced eating habits

👋 Strengthen their fine motor skills and boost their attention span

🥦 Help expand their food palette by trying fruits and veggies as you cook with them or by incorporating new foods into recipes

Try these toddler-friendly recipes together: <https://www.yummytoddlerfood.com/15-easy-recipes-for-kids-to-cook/>

1. **SignUpWIC Clinic Finder**

Want to get started with WIC but you’re not sure where your nearest clinic is? Did you recently move and want to find a new WIC home base?

Get more information about WIC and find a clinic near you by visiting our newly improved website: [signupwic.com/find-a-clinic](http://signupwic.com/find-a-clinic).

#HealthyStartsHere #SignUpWIC

1. **Video – Heart-Healthy Foods**

It’s Heart Health Month 🫀 and any time is a good time to add more heart-healthy foods to you and your families meal and snack time routine!

Check out these WIC-approved heart-healthy food ideas to get started! ✨

#HeartHealthMonth #WIC #HealthyStartsHere