**July Social Media Toolkit - English**

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

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

*Please reach out to us at campaign@nwica.org if you have any questions!*

1. **Picnic Month**

July is National Picnic Month! 🌞 What’s better than sunshine, fresh air, and delicious food shared with your favorite people? Whether it’s at the park or in your backyard, picnics are the perfect way to make sweet summer memories! We have a few healthy and kid friendly picnic ideas:

🌈 Snack boxes: Create a rainbow with nutritious snacks like cherry tomatoes, berries, cucumbers, cheese cubes, and whole-grain crackers.

🌯 DIY wraps: Food is easier to eat when it's all wrapped up! Roll up turkey, hummus and veggies, or peanut butter and jelly in whole-wheat tortillas.

🍉 Frozen fruit pops: Blend yogurt with fruit, freeze in molds, and pack in a cooler for a refreshing treat!

🫗 Stay hydrated: Infuse water with lemon, cucumber, or berries to keep it fun and flavorful.

Pro tips: Keep it simple, pack wet wipes, and let the kids help prep. They get more excited to eat what they created!

Connect with WIC for more ways to get your family eating healthier! Find a clinic near you: [www.signupwic.com/find-a-clinic](http://www.signupwic.com/find-a-clinic) #HealthyStartsHere #PicnicMonth

1. **Grilling Month**

Grilling isn’t just for burgers and hot dogs! Celebrate with your family by making healthy, WIC friendly meals right on the grill. Here are some ideas:

🍢 Veggie skewers: WIC-approved foods like mushrooms, potatoes, onions, cherry tomatoes, zucchini, & bell peppers are delicious when grilled!

🍑 Grilled peaches: This sweet and smoky treat is perfect with yogurt

🍗 Turkey or chicken kebabs – Marinate in citrus for extra flavor

🌽 Grilled corn – A summer staple packed with fiber

🔍 Safety First: Always supervise kids near the grill and inspect for stray bristles when cleaning.

Learn more about WIC and how we can support your family: [www.signupwic.com](http://www.signupwic.com) #HealthyStartsHere #GrillingMonth

1. **Parents Day** - Post on July 27

Happy Parents' Day! 💖 Today, we celebrate the love, sacrifices, and endless dedication of parents everywhere. Whether you're a mom, dad, grandparent, guardian, or foster parent, your hard work doesn’t go unnoticed.

Parenting isn’t always easy, but it’s one of the most important jobs in the world. Take a moment today to appreciate yourself. You’re doing great! ✨

And remember, WIC is here to support you. 💕 Learn more about WIC at [www.signupwic.com/about](http://www.signupwic.com/about) #ParentsDay #HealthyStartsHere

1. **WIC-Approved Food of the Month: Watermelon**

Nothing says summer like a sweet, refreshing slice of watermelon! 🍉 This classic summertime fruit isn’t just a tasty way to cool down in summer. It’s also packed with health benefits! Watermelon is hydrating and full of vitamins and antioxidants to keep your family feeling their best.

Watermelon is a WIC-approved fruit that’s just as fun to eat as it is good for you! Slice it, cube it, blend it, or freeze it for a refreshing treat. 💕

Want more nutrition and healthy eating tips? Connect with WIC for helpful resources or chat with a WIC dietitian for personalized advice. 💙 Find a WIC clinic near you: [www.signupwic.com/find-a-clinic](http://www.signupwic.com/find-a-clinic)

1. **Nutrient Highlight: Fat -** Could post on National Avocado Day on July 31

Fat is an essential part of a healthy diet—your body needs fats to work properly! Fats help your body absorb important vitamins, keep your cells strong, and even provide you with energy.

But not all fats are the same. Some fats are better for you than others. Try to focus on eating more healthy fats, like:

🥑 Unsaturated fats (found in foods like avocados, nuts, and seeds)

🐟 Omega-3 fatty acids (found in oily fish like salmon and trout)

These good fats help your heart, brain, and overall health. So go ahead and enjoy foods like almonds, olive oil, or a tasty piece of grilled fish—your body will thank you!

Want more tips on nutritious eating? Explore our other resources or talk to a WIC dietitian. We’re here to help you and your family stay healthy and strong! 💚 [www.signupwic.com/find-a-clinic](http://www.signupwic.com/find-a-clinic) #HealthyStartsHere

1. **Tomato Season + FMNP** - *If your agency doesn’t participate in WIC FMNP, you can remove that section.*

🍅 It’s Tomato Season! Tomatoes are at their peak right now—juicy, ripe, and bursting with flavor! Whether you slice them for a sandwich, toss them in a salad, or cook them into a sauce, fresh tomatoes add summertime flavor to every meal!

And don’t forget, you can use your WIC Farmers Market Nutrition Program benefits on tomatoes and more. Visit your local farmers market and use your WIC benefits to bring home fresh summer produce.

Learn more about how WIC can support your family at [www.signupwic.com/about](http://www.signupwic.com/about) #HealthyStartsHere #FMNP

1. [**SignUpWIC.com**](http://signupwic.com) **Blog Post Spotlight: Maternal Mental Health**

While WIC is best known for nourishing growing families, we also care deeply about your emotional and mental well-being, especially during the postpartum period. 💙

Parenting is beautiful,— and sometimes realy tough. If you or someone you love could use extra support, WIC can help. We’re here for you, not just physically, but mentally and emotionally, too.

🔗 Learn more about how WIC can help: <https://signupwic.com/news/maternal-mental-health>

1. **Swim Safety:**

💦 Stay safe around water this summer! Swimming is a fun way to cool off, but it’s important to stay safe around pools and open water. Drowning is one of the leading causes of death for children ages 1-4. It can happen in seconds, often silently, even when kids aren't supposed to be swimming.

Keep your family safe with these must-know tips:

👀 Active supervision is key. Always watch kids near water, even if it’s a small amount of water.

👙 Blue and green swimsuits blend in. Dress your child in bright, contrasting colors like red, pink, or orange so you can easily see them under water!

🏊🏾‍♀️ Teach kids to never swim alone, no matter their skill level.

🛟Learn CPR. It could mean the difference between life and death.

For more important tips to prevent drowning (even when it’s not swim time), check out this helpful resource from @healthychildrenaap: <https://www.healthychildren.org/English/safety-prevention/at-play/Pages/Pool-Dangers-Drowning-Prevention-When-Not-Swimming-Time.aspx>

1. **Summer Recipe**

When the weather heats up, chicken salad makes a refreshing summer meal! It's easy to make and packed with protein and fiber. Whether you pile it on whole-grain bread, stuff it in a pita, or serve it with crackers, chicken salad will keep you full and fueled!

Try this delicious and nutritious Chicken Salad recipe from @txwicsouthplains: [www.texaswic.org/recipes/easy-homemade-chicken-salad](https://texaswic.org/recipes/easy-homemade-chicken-salad)

1. **Sun Protection**

🌞 Everyone, no matter your skin tone, needs sun protection! Harmful UV rays can damage the skin, increase the risk of cancer, and cause premature aging. Skin damage builds up over time, starting in childhood. That’s why daily protection matters, even for children!

Learn more about protecting yourself and your child with this resource from @nemours: <https://kidshealth.org/en/parents/sun-safety.html>