**August Social Media Toolkit - English**

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

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

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

1. **WIC Breastfeeding Week** – August 1-7

Celebrate WIC Breastfeeding Week with us! 🌸🤱 This week and always, WIC is here to nurture your breastfeeding journey with personalized support designed just for you and your little one.

WIC offers a range of support services for breastfeeding families, including lactation experts, peer counselors, breast pumps and supplies, nutritious foods, and more!

Having support along the way makes breastfeeding easier, and WIC can help you on your journey. Learn more or contact your local WIC clinic at [www.signupwic.com](http://www.signupwic.com). #WICBreastfeeding #WICspeaksBF #NBM25

1. **Indigenous Milk Medicine Week** – August 8-14

It’s National Indigenous Milk Medicine Week! 🧡 This year’s theme is "Unapologetically Indigenous: Love, Landback, and Liberation."

For seven years, we’ve celebrated Milk Medicine—a sacred practice that has healed and strengthened Indigenous families for generations. 🤱🏽 Breastfeeding is more than medicine; it's about family, culture, and tradition.

Join the celebration with @indigenousmilkmedicineweek!

🔗 Learn more: <https://www.indigenousmilkmedicinecollective.org/milkmedicineweek>

#IMMW2025 #UnapologeticallyIndigenous #IndigyMilkHeals #MilkMedicine #IndigenousBirthkeepers #NBM25

1. **Asian American, Native Hawaiian, and Pacific Islander Breastfeeding Week** – August 15-21

Celebrate Asian American, Native Hawaiian, and Pacific Islander Breastfeeding Week! 🎉 This week is all about supporting moms and normalizing breastfeeding in AANHPI communities. Everyone deserves access to good information and help when they need it.

Need breastfeeding support? WIC is here for you! Find a clinic near you at [www.signupwic.com/find-a-clinic](http://www.signupwic.com/find-a-clinic). 💙 #AANHPIBreastfeedingWeek #NBM25

1. **Black Breastfeeding Week** – August 25-31

Celebrate Black Breastfeeding Week! 🤱🏿 This week is all about supporting Black moms and babies. It helps bring attention to the challenges Black families face and the importance of breastfeeding for healthier outcomes.

And WIC is here to help! Get breastfeeding support and find a clinic near you at [www.signupwic.com/find-a-clinic](http://www.signupwic.com/find-a-clinic). 💙 #BBW25 #WeReclaiming #BlackBreastfeedingWeek #NBM25

1. **Workplace Lactation Week** – September 1-7

Every year in the first week of September, Workplace Lactation Week is celebrated. This year’s theme is “A World of Support: Creating Breastfeeding-Friendly Workplaces Everywhere.” At WIC, we support working moms by providing breast pumps, peer counselors and lactation experts, nutritious food, and personalized support to fit your needs.

🔗 Did you know you have legal breastfeeding protections at work, in public, and more? You deserve to feed your baby with confidence, wherever you are! Learn more about your breastfeeding rights: <https://wicbreastfeeding.fns.usda.gov/your-breastfeeding-rights> #WLW25 #NBM25 @WorkplaceLactationWeek

1. **Semana de la Lactancia Latina** – September 8-14

This week is Latina Breastfeeding Week: #SemanaDeLaLactanciaLatina! 🤱🏽 WIC is proud to support Latina breastfeeding parents across the US with food packages specific to the nutritional needs of breastfeeding parents, peer support, breastfeeding counseling, and more! 💖

Need support? Our certified lactation consultants and peer counselors are here to help! Visit [www.signupwic.com](http://www.signwupwic.com) to learn more. #HealthyStartsHere #NBM25

1. **Instagram Live Promo**

🕗 Join us for a special Instagram Live event on Wednesday, August 6, at 8 pm ET as we celebrate #NationalBreastfeedingMonth and how WIC makes the journey easier.

You’ll hear from a WIC mom about her real experience, plus our lactation experts will share how WIC can provide resources such as breast pumps, one-on-one support, nutritious foods, and a community of experienced moms who truly understand.

Bring your questions, get comfy, and chat with us live on @WICYouGotThis. We can’t wait to see you there! 💕 #WICBreastfeeding #NBM25 #HealthyStartsHere

1. **WIC’s Breastfeeding Benefits**

Breastfeeding is a journey, and you don’t have to do it alone! WIC is here to support you every step of the way with:

✔ Expert breastfeeding guidance

✔ Help from peer counselors who’ve been there

✔ Breast pumps & supplies

✔ Nutrition tips and healthy foods

✔ And so much more!

Whether you’re just starting out or need extra support, WIC has your back. 💙 Find out more or contact a clinic near you at [www.signupwic.com](http://www.signupwic.com). #HealthyStartsHere #WICBreastfeeding #NBM25

1. **Breastfeeding Quote from WIC Mom**

“Coming into the WIC office, I was greeted by friendly faces and was able to apply right away. Being on WIC as a pregnant mother, especially a mother who wasn’t working at the time, was a huge help to me not only financially but nutritionally as well. I was able to get fruits and vegetables, juice, milk, fish, and so much more, all for a healthier me and a healthy baby.

**“When baby was born, WIC encouraged me to breastfeed my child and taught me the importance of breastfeeding and its benefits.** Because of the help of WIC and their encouragement to breastfeed, my baby grew strong and was rarely sick. I am now a mother of three beautiful girls, and all three of them have had the pleasure of being on WIC.

“I would strongly suggest WIC to any woman who is expecting or has children/child, because WIC’s ultimate goal of healthy-eating children really does make a difference in the long run. THANK YOU to the American Samoa WIC Program for being awesome and making a huge impact on me and my girls' lives!”

🔗 Learn more about WIC or find a clinic near you at [www.signupwic.com](http://www.signupwic.com). #HealthyStartsWithWIC #NBM25 #WICBreastfeeding

1. **Supporting Breastfeeding Parents**

Breastfeeding works best when it's a team effort, including coaches and cheerleaders! From pregnancy through those early days and beyond, having support really matters. Dads and partners make a big difference in meeting breastfeeding goals.

🔗 Learn more about what to expect with breastfeeding and how dads and partners can participate in feeding your baby: <https://wicbreastfeeding.fns.usda.gov/dads>

1. **Benefits of Breastfeeding**

Breast milk is nature’s perfect food. It’s the best source of nutrition for most babies, packed with nutrients, antibodies, and endless benefits for both you and your baby. Plus, it’s readily available, always free, and strengthens your bond like nothing else.

🔗 Learn more about the benefits of breastfeeding for you and your baby: <https://wicbreastfeeding.fns.usda.gov/breastfeeding-benefits>

1. **Importance of Nutrition While Breastfeeding**

Just like during pregnancy, eating a nutritious, balanced diet while breastfeeding is important! It helps you stay energized and produce plenty of milk for your little one. Listen to your body: Eat when you're hungry and drink when you're thirsty.

Your WIC breastfeeding staff can help you make healthy choices that work for you. Let’s keep you and your baby thriving together!

🔗 Learn more about the nutrition you need while breastfeeding: <https://wicbreastfeeding.fns.usda.gov/nutrition-while-breastfeeding>