**September 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. **Hispanic Heritage Month: September 15 – October 15**

Join us as we celebrate Hispanic and Latino families this #HispanicHeritageMonth, September 15 – October 15! This month and every month, WIC is here to celebrate and support Latino families with benefits that include culturally relevant food options, breastfeeding support, nutrition education, delicious recipes, and more. 💖

Check out these multicultural WIC-approved recipes for the whole family: <https://www.fns.usda.gov/tn/cacfp/multicultural-recipes/central-south-america>

#HealthyStartsHere

1. **Newborn Screening Awareness Month**

Did you know newborns get a special health check? 👶It's called newborn screening, and September is Newborn Screening Awareness Month! This quick test uses a heel stick, hearing screen, and oxygen check to find serious but treatable conditions. Catching things early is a big deal—it leads to faster treatment and better health outcomes for babies.

Learn more about newborn screenings and see how they work in your state: <https://newbornscreening.hrsa.gov/>

#NewbornScreeningAwarenessMonth #NewbornHealth #HealthyStartsHere

1. **Baby Safety Month**

Did you know? 🤔 When used correctly, child safety seats can reduce the risk of death by as much as 71%!

Luckily, the folks at Safe Kids Worldwide have interactive online tools and videos to help you know which type of car seat to use, how to install or adjust a child safety seat correctly, and so much more! 🚗

Test your knowledge and keep your family safe while driving by visiting: <https://ucsg.safekids.org/>

#BabySafetyMonth #CarSeatSafety #HealthyStartsHere

1. **Whole Grain Month**

Many whole-grain foods are WIC-approved and can be a star ingredient in a nutritious meal or snack! By adding whole-grain foods to our diets, we can lower our risk of high cholesterol and heart disease. 🫀 There are so many different kinds of whole grain foods and ways we can incorporate new foods into our diets.

Try cooking and baking with whole grains in new ways: <https://wicworks.fns.usda.gov/topic/what-do-i-do-with-my/whole-grains>

1. **National Childhood Injury Prevention Week: September 1 – 7**

Biking or scootering as a family is a fun way to stay active and explore your community! 🚲🛴 Stay safe while exploring by making sure you and your little ones have well-fitting helmets and other safety gear at the ready! You can even customize your helmets with stickers of your favorite activities or characters to make it your own and express yourself while out on the town. 🌟

Check out this resource for parents about bicycle, in-line skating, skateboard, and scooter safety: [**https://www.hopkinsmedicine.org/health/wellness-and-prevention/for-parents-bicycle--inline-skating--skateboarding--scooter-safety**](https://www.hopkinsmedicine.org/health/wellness-and-prevention/for-parents-bicycle--inline-skating--skateboarding--scooter-safety)

#HealthyStartsHere #BikeSafety #ScooterSafety #NationalChildhoodInjuryPreventionWeek

1. **Food Safety - National Food Safety and Education Month**

Food safety is extra important if you're pregnant or feeding young children. 🤰Foodborne illness isn’t just about a few days of fever or an upset stomach—it can cause serious, long-term health problems or even be life-threatening. But luckily, it doesn’t have to be scary or complicated to practice food safety at home!

Learn how to keep your family safe by storing, cooking, and serving food the right way! 💙 <https://wicworks.fns.usda.gov/resources/food-safety-children-and-pregnant-and-breastfeeding-women>

#FoodSafety #HealthyStartsHere

1. **Mental & Emotional Development**

Strong relationships and good experiences help kids learn important skills—like handling big feelings, solving problems, and making strong friendships. 🌟This is how kids grow up emotionally healthy!

Learn more about how to build healthy mental and emotional development in your children: <https://www.healthychildren.org/English/healthy-living/emotional-wellness/Building-Resilience/Pages/healthy-mental-and-emotional-development-in-children-key-building-blocks.aspx>

#HealthyStartsHere #ChildDevelopment

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

Zucchini is not only a tasty vegetable that’s currently in season, but it also contains vitamin B6, iron, and vitamin C! 👩‍🌾This trio of vitamins and minerals can help prevent anemia, a condition that occurs when your cells aren’t getting the oxygen they need from red blood cells. 🩸

Want to incorporate more zucchini into your family’s meal rotation? Make a fun and nutritious treat by baking these chocolate chip zucchini muffins: <https://spendsmart.extension.iastate.edu/recipe/chocolate-chip-and-zucchini-muffins/>

#HealthyStartsHere #FarmersMarket #FMNP #WICRecipes

1. **WIC Is Here for You, All Year Round**

While #NationalBreastfeedingMonth has come to a close, WIC is here to support and celebrate you on your breastfeeding journey all year-round. 🗓️

From IBCLCs (International Board-Certified Lactation Consultants) and breastfeeding peer support counselors to providing breast pumps and a specialized postpartum food package, WIC is here to support you on your breastfeeding journey! 💞

Learn more about how to get started with WIC: [www.signupwic.com/about](https://signupwic.com/about)

#HealthyStartsHere #IBCLC #BreastfeedingSupport

1. **Back-to-School Immunizations**

Crayons ✅

Books ✅

Getting up-to-date on vaccines as classes start ✅

It’s not too late to make sure your child’s immunizations are up to date for the fall! 🍂 💉While immunization requirements can vary state to state, we know that you care about your child’s health and want to make sure they’re protected as they return to school (or daycare)!

Get more information for your child’s vaccine schedule: [downloads.aap.org/AAP/PDF/AAP-Immunization-Schedule.pdf](http://downloads.aap.org/AAP/PDF/AAP-Immunization-Schedule.pdf)

#BacktoSchool #ChildhoodImmunizations #Vaccines #HealthyStartsHere

1. **Start with WIC - Pumping Support**

Your local WIC clinic can provide you with or help you rent breast pumps and offer support in making milk expression work for you!

Whether you’re new to breastfeeding and/or pumping or you’re a seasoned pro, WIC has your back! 💓

Find out more information: <https://wicbreastfeeding.fns.usda.gov/finding-breast-pump>

#Breastfeeding #Lactation #BreastPumps #LactactionSupport #HealthyStartsHere