

November 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. Native American Heritage Month

November marks #NativeAmericanHeritageMonth—a time dedicated to acknowledging the history, honoring the traditions, and celebrating the contributions of Indigenous and Native American people.

At WIC, we strive to make every family feel heard, seen, valued, and supported. We're committed to supporting families with nutritious foods and culturally relevant resources that honor traditional practices and strengthen our communities. ❤️

Find a WIC clinic near you and check out this guide on breastfeeding for Native American and Alaska Native Families: <https://signupwic.com/resources/guide-to-breastfeeding-american-indian-alaska-native-families>

[#HealthyStartsHere](#)

2. Native American Heritage Day - November 28

Indigenous and Native American families are integral to our past, present, and future! Native families live and thrive all across the United States, and WIC is here to support you in your parenting journey. You can also get traditional foods in your WIC food package and culturally relevant support with WIC! ❤️

Find a WIC agency near you at www.signupwic.com/get-started and learn more about #NativeAmericanHeritageDay at <https://blog.nativehope.org/native-american-heritage-day>.

[#HealthyStartsHere](#)

3. Prematurity Awareness Month - November 17 is National Prematurity Day

Did you know 🤖 1 in 10 babies are born preterm in the United States?

Luckily, numerous studies show that participation in #WIC is associated with improved birth outcomes, including higher birth weight, lower likelihood of neonatal intensive care unit (NICU) admission, and lower Medicaid costs for newborns and birthing parents.

You can get started with WIC as soon as you know that you're pregnant, and we'll be here for you throughout your pregnancy, postpartum, and parenting journey!

Learn more about prematurity and get resources: <https://www.marchofdimes.org/prematurity-awareness-month>

#HealthyStartsHere #PrematurityAwarenessDay

4. Universal Children's Day - November 20

Today is Universal Children's Day! 🌍 Every child, everywhere, has the right to a safe, healthy, and fulfilling life. Today, the whole world comes together to stand up for kids! We're talking about their right to go to school, to be protected, to be treated fairly, and to have their voices heard.

WIC is here to support children and families by providing access to nutritious foods, health care referrals, breastfeeding support, nutrition education, and so much more—from pregnancy to your child's 5th birthday! 💖

Learn more and find a clinic near you: <https://signupwic.com/find-a-clinic>

#UniversalChildrensDay #ForEveryChild

5. Family Caregivers Month

We see you caring for aging parents or family members while also juggling your own kids' busy schedules, child care, and household management! Check one more thing off your list and get support by enrolling in WIC. WIC is here and ready to help your family with healthy foods, breastfeeding and peer support, and more; visit www.signupwic.com to find a clinic near you!

PS—thank you for everything you do for your family and loved ones! Your support and hard work don't go unnoticed! 💖

#HealthyStartsHere #FamilyCaregiversMonth

6. American Diabetes Month - Gestational Diabetes Awareness

Diabetes management and gestational diabetes don't have to be scary! WIC has your back with fresh, nutritious foods, nutrition education, and healthcare referrals to support your health throughout your pregnancy and postpartum journey! 💖

Learn more about diabetes management during pregnancy and how to help prevent gestational diabetes: <https://wicworks.fns.usda.gov/resources/diabetes-type-1-type-2-and-gestational>

#HealthyStartsHere #AmericanDiabetesMonth #GestationalDiabetesAwareness

7. Soup Season

The leaves are falling 🍂, there's a chilly breeze in the air 🌬️, and your family is gearing up for autumn temps and activities! 🍁

Gather together at the table this soup season with a cozy, delicious egg drop soup recipe for the whole family: <https://thewoksoflife.com/egg-drop-soup/>

#HealthyStartsHere #SoupSeason #WICRecipes

8. Indigenous Recipes from the Otoe-Missouria Tribe

Through their Not My Destiny recipe series, the [Otoe-Missouria Tribe](#) Health Department shares nutritious and delicious Indigenous recipes using many WIC-approved ingredients to make healthy eating more approachable without compromising on traditional ingredients and flavor!



Get the recipe videos and downloadable PDFs: <https://signupwic.com/resources/not-our-destiny-recipe-series>

#HealthyStartsHere #IndigenousRecipes #NativeAmericanHeritageMonth

9. Nutrient Highlight: Vitamin B12

This tiny vitamin plays a big role in your and your little one's health: Let's talk about Vitamin B-12! ✨

B-12 is found naturally in animal products. Great sources of B-12 include meat, poultry, & fish; eggs & dairy products (milk, yogurt, cheese); and foods fortified with B-12 (check labels on cereals, plant-based milks, and nutritional yeast)! 🔍🏠

A special note for our vegan/vegetarian families: Since B-12 isn't found in plants, fortified foods or a supplement are often necessary. Talk to your WIC nutritionist—we're here to help! 🧠

You've got questions? We've got support! If you're concerned about your B-12 intake or have questions about your diet, your local WIC clinic is your go-to resource. Let's work together to keep your family thriving. Visit www.signupwic.com to get connected!

#HealthyStartsHere #VitaminB12

10. WIC-Approved Food of the Month: Butternut Squash

'Tis the season for one of our favorite, versatile fall vegetables to take center stage: butternut squash! 🍂🍠

From blending butternut squash into a mac and cheese for your littles to roasting it as a side dish or adding it to a veggie chili, butternut squash is here to provide you with vitamin A, fiber, and vitamin C! ✨

You can even make your own carrot and butternut squash baby food at home with this simple recipe from Texas WIC: <https://texaswic.org/recipes/savory-carrot-squash-baby-food>

#HealthyStartsHere #BabyRecipes #WICRecipes #ButternutSquash #FallProduce

11. Involve Kids in Meal Prep

Get kids involved in meal preparation! 🍎🥬 Let them pick out fruits and veggies at the grocery store or farmers market, and then have them help wash, peel, and chop them for meals.

When kids are involved in food preparation, it can encourage them to try new foods and learn where our foods come from 🧑🍳 And with WIC, you can get fresh, canned, or frozen fruits and veggies to accommodate your families specific needs and preferences! 🙌🍎

Not enrolled in WIC yet? Learn more about the benefits and get started today:

<https://signupwic.com/about>

#HealthyStartsHere #MealPrep

12. Fall Movement

Staying active doesn't have to be boring! 🏐 Getting outside and playing a game or going on a family walk can bring you together while also teaching kids about healthy routines like regular movement or exercise!

How does your family like to stay active in the fall? 🍁

Build healthy habits and get nutrition support with WIC: www.signupwic.com

#HealthyStartsHere #FallActivities #FamilyExercise

13. Breastfeeding Support - Know Your Rights at Work

Did you know you have legal protections for breastfeeding at work and in public? 👤

You deserve to feed your baby with confidence, wherever you are! ☀️ Luckily, WIC is here to support lactation in the workplace by providing breast pumps and support through peer counselors and breastfeeding experts (like IBCLCs) to program participants.

Know your rights and find a WIC clinic near you by visiting:

<https://signupwic.com/resources/know-your-rights-breastfeeding>

#HealthyStartsHere #BreastfeedingSupport #WorkplaceLactation #LactationSupport