

WIC is Open Mini-Toolkit - English & Spanish

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

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

Up-to-date as of November 6th, 2025.

1. WIC is Open - Supergraphics - English

WIC has received additional emergency funding to continue services for families across the country. Please continue using your food benefits, going in for services or participating in virtual services, and going to your clinic appointments! 🧑

For additional info—check with your local WIC clinic, your State or Indigenous WIC Agency's website, or your WIC app.

If you are a military family affected by base clinic closures, you can visit any off-base WIC clinic near you for food benefits, nutrition education, breastfeeding support, and referral services. 🧑

#HealthyStartsHere #FundWIC26

2. WIC is Open - Supergraphics - Spanish

WIC ha recibido fondos de emergencia adicionales para continuar brindando servicios a familias en todo el país. ¡Sigán usando sus beneficios de alimentos, acudiendo a los servicios presenciales o virtuales y asistiendo a sus citas médicas! 🧑

Para obtener más información, consulten con su clínica WIC local, el sitio web de su agencia WIC estatal o indígena, o su aplicación WIC.

Si son una familia militar afectada por el cierre de clínicas en la base, pueden visitar cualquier clínica WIC fuera de la base cercana para obtener beneficios de alimentos, educación nutricional, apoyo para la lactancia y servicios de referencia. 🧑

#HealthyStartsHere #FundWIC26

3. WIC is Open - Icons - English

WIC is open and here to support your family during the ongoing government shutdown—the program has received additional emergency funding to continue

services. Please continue using your food benefits, going in for services or participating in virtual services, and going to your clinic appointments! 🧑

For additional info—check with your local WIC clinic, your State or Indigenous WIC Agency's website, or your WIC app.

If you are a military family affected by base clinic closures, you can visit any off-base WIC clinic near you for food benefits, nutrition education, breastfeeding support, and referral services. 📞

#HealthyStartsHere #FundWIC26

4. WIC is Open - Icons - Spanish

WIC sigue abierto y listo para apoyar a tu familia durante el cierre del gobierno. El programa ha recibido fondos de emergencia adicionales para continuar brindando sus servicios. ¡Sigue usando tus beneficios de alimentos, acudiendo a los servicios presenciales o virtuales y asistiendo a tus citas médicas! 🧑

Para más información, consulta con tu clínica WIC local, el sitio web de tu agencia WIC estatal o indígena, o tu aplicación WIC.

Si eres una familia militar afectada por el cierre de las clínicas en la base, puedes visitar cualquier clínica WIC fuera de la base cercana para obtener beneficios de alimentos, educación nutricional, apoyo para la lactancia y servicios de referencia. 🤝

#HealthyStartsHere #FundWIC26

5. Fund WIC - English

As the government shutdown continues, we urge Congress and the White House to come together to fully fund WIC. Temporary solutions to fill funding gaps are helpful but not a replacement for long-term solutions.

It's past time for Congress to do what's right—to fund the federal government and programs like WIC. This includes restoring access for military families, who have faced the added stress of WIC closures on certain bases during the shutdown. 🗣️

Take Action to Support WIC: bit.ly/FUNDWIC26

#HealthyStartsHere #FundWIC26

6. Fund WIC - Spanish

Mientras continúa el cierre del gobierno, instamos al Congreso y a la Casa Blanca a que colaboren para financiar completamente el programa WIC. Las soluciones temporales para cubrir la falta de fondos son útiles, pero no reemplazan las soluciones a largo plazo.

Ya es hora de que el Congreso haga lo correcto: financiar al gobierno federal y programas como WIC. Esto incluye restablecer el acceso para las familias de militares, quienes han enfrentado el estrés adicional del cierre de WIC en ciertas bases durante el cierre. 🗣️

Apoya a WIC: bit.ly/FUNDWIC26

#HealthyStartsHere #FundWIC26

7. Fund WIC - Short Video

#WIC parents and kids deserve to be able to rely on consistent services and nutritious foods. The uncertainty and disruptions that this shutdown is causing could result in issues in the long term. It's long past time for Congress to come to a deal. 🗣️

Show your support for WIC: bit.ly/FUNDWIC26

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