



## New WIC Food Package Social Media Toolkit 1.1

The new WIC food package will provide more options, flexibilities, and nutritious foods for WIC families across the country! This toolkit is designed to communicate more deeply about the reasons for these updates! Use the tools below to spread the word to your community.

### Hashtags

#WIC, #WhatsNewWIC #WICFoodPackage

Graphics ([Click Here do Download](#))

### Sample Social Media Copy

1. 🍇🥦 Making the WIC fruit and vegetable benefit increase permanent aligns the food package with the latest nutrition science, ensuring families have greater access to essential nutrients. This change supports healthier diets and fosters long-term well-being for WIC families!
2. With the updated #WICFoodPackage rule, #WIC agencies can authorize a larger variety of food package sizes. This helps improve the WIC shopping experience by giving families more options at the grocery store!
3. #WIC families 👥 represent rich cultural diversity and a variety of different dietary preferences! That's why the new #WICFoodPackage rule includes more choices in categories like milk and eggs as well as additional whole grain options!

