

#2022STOW

STATE OF WIC



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Compiled by the [National WIC Association](#)

The State of WIC Report outlines the landscape of WIC services in 2021, including the impact of the WIC benefit bump, remote WIC services, the shift to online shopping, and other emerging priorities.

**Please use this toolkit to amplify this year's report using the #2022STOW hashtag on all tweets!**

**Questions?** Email Brittany Van Pelt, [bvanpelt@nwica.org](mailto:bvanpelt@nwica.org)

### Sample Social Messaging:

- The 2022 State of WIC report is out now! Click below to view: #2022STOW
- The #COVID19 pandemic has pushed WIC providers to continue remote innovation for participants. Check out some of the gains from 2021 in the latest version of State of WIC! #2022STOW
- The latest copy of the State of WIC provides updates on the WIC benefit bump, remote WIC services, shifts to online shopping, and other emerging priorities. Check it out today! #2022STOW
- The WIC benefit bump increased participants' access to more veggies and fruits. Learn more about its impact throughout 2021 in the latest version of State of WIC! #2022STOW
- Interested in the latest innovations in WIC? Check out the 2022 State of WIC report, out now! #2022STOW

- 83% of likely voters support WIC! Check out more on the evolving WIC landscape in the newest version of State of WIC, out now! #2022STOW
- WIC serves about 43% of all infants born in the US. This program changes lives! Learn more about 2022 legislative priorities and changing program innovation in this year's State of WIC report, out now. #2022STOW
- Eighty percent of WIC participants prefer continued remote education after the pandemic. Learn more on how the pandemic has revolutionized WIC in the latest State of WIC report. Click to read it today! #2022STOW
- Over 4.7 million participating women and children have seen increased healthy food benefits through the extension of the WIC benefit bump. Learn more about the impact of the benefit bump in this year's State of WIC report. Click to read: #2022STOW
- WIC's child participation rates increased by 10% during the first year of the pandemic. Learn more about the newest changes to the program in this year's State of WIC report, out now. #2022STOW