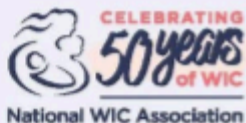


WIC 50TH ANNIVERSARY
Partner Toolkit

JUNE



Celebrating The National WIC Association

This year, we recognize an incredible milestone in the evolution of maternal and child health care — the 50th anniversary of the Women, Infants, and Children (WIC) program. Since the opening of the first clinic in 1974, WIC has been an unwavering beacon of support, committed to improving public health outcomes for women, infants, and children.

How You Can Help

As we reflect on this remarkable journey, the National WIC Association (NWA) invites you to join us in honoring the countless stories of strength, resilience, and compassion that have defined WIC's legacy. In January 2024, we began publishing a monthly partner toolkit and video recognizing an important theme, accomplishment, or milestone of the WIC program. We encourage you to share these toolkit resources widely and join us in showcasing the decades-long positive impact of WIC. Please use the following content for your June social media posts. Here's to 50 years of empowering families, building healthier communities, and nurturing the bright possibilities that lie ahead!

June: National WIC Association

In June, we celebrate the profound impact and legacy of the National WIC Association. NWA has been vital in ensuring the success of the WIC program at the local, state, and national levels. As the nonprofit voice of the 12,000 public health nutrition service provider agencies and the over 6.3 million mothers, babies, and young children served by WIC, NWA provides education, guidance, and support to WIC staff; and drives innovation and advocacy to strengthen WIC as we work toward a nation of healthier families. Join us in recognizing NWA's unwavering commitment to the WIC program, staff, and women, infants, and children nationwide.

Throughout this video, we will delve into the rich history of NWA, tracing back to its evolution in 1984 and highlighting its pivotal role in supporting WIC agencies and championing policies that uplift WIC families.

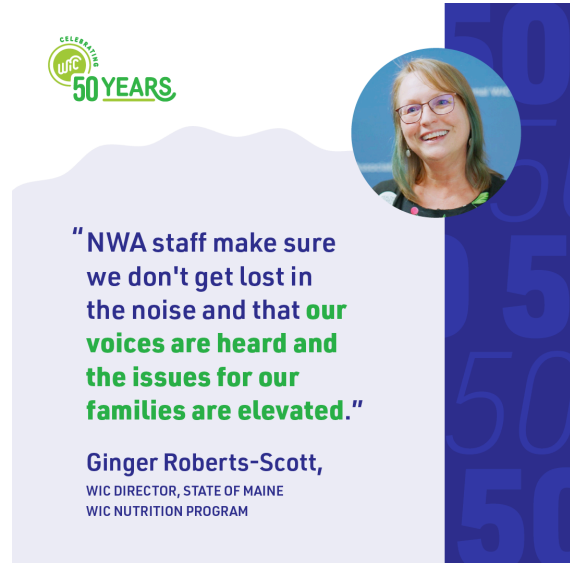
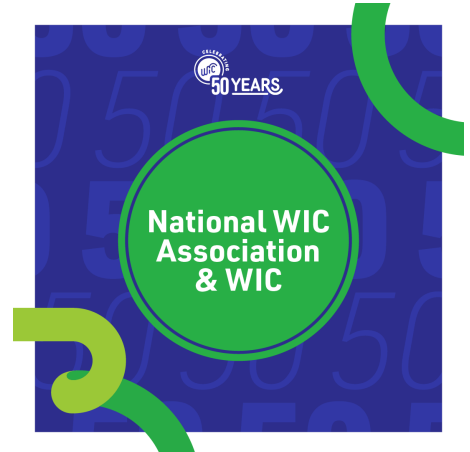
Celebrate NWA using these resources provided below:

1. 50 Years of WIC: National WIC Association and WIC
2. Celebratory Social Media Graphics
3. Sample Social Media Posts

The Role of Advocacy: National WIC Association Video

The video can be viewed at the link here: wic50th.nwica.org/#video

Social Media Graphics



To download the full suite of social media graphics, [click here](#)

Twitter/X

1. #WIC50 means we take time and celebrate the work of the National WIC Association in promoting access to essential services for women, infants, and children. Join us in honoring their dedication to supporting WIC staff and the agencies that help families. Visit [WIC50th.nwica.org](https://www.wic50th.nwica.org)
2. As a leading voice in maternal and child health, the National WIC Association plays a crucial role in advancing policies that prioritize the well-being of families across the nation. Learn more about WIC's dedicated outreach: [WIC50th.nwica.org](https://www.wic50th.nwica.org) #WIC50
3. 50 years of WIC would not be possible without the National WIC Association. By using their platform as a voice for the voiceless, their advocacy efforts empower communities and promote health equity nationwide for all mothers, families, and children. [WIC50th.nwica.org](https://www.wic50th.nwica.org) #WIC50
4. The National WIC Association is a connector for local, state, and national WIC communities. By supporting people at each level, NWA bridges gaps, addresses challenges, and ensures that all WIC providers have the support they need. Learn more at [WIC50th.nwica.org](https://www.wic50th.nwica.org) #WIC50
5. The National WIC Association stands as a champion for the nutritional needs of all WIC participants, ensuring they receive the support and resources necessary for a healthy start. Watch this month's video at [WIC50th.nwica.org](https://www.wic50th.nwica.org) #WIC50
6. In celebration of WIC's 50th anniversary, we recognize the National WIC Association's commitment to uplifting WIC families across the nation. Join us as we highlight their efforts in promoting access to nutritious foods and essential services at [WIC50th.nwica.org](https://www.wic50th.nwica.org) #WIC50
7. For 50 years WIC has made many efforts toward sustaining effective nutrition services for mothers and young children. Visit [signupwic.com](https://www.signupwic.com) and become part of a supportive community today.

Facebook/Instagram

1. The National WIC Association has remained a dedicated advocate for women, children and families across the country. Join us in recognizing their impactful work in ensuring access to nutritious foods and healthcare services at [WIC50th.nwica.org](https://www.wic50th.nwica.org) #WIC50
2. "NWA staff make sure we don't get lost in the noise and that our voices are heard and the issues for our families are elevated," said Ginger Roberts-Scott, WIC Director, State of

Maine WIC Nutrition Program. Learn more at [WIC50th.nwica.org](https://www.wic50th.nwica.org) #WIC50

3. By championing initiatives that address systemic barriers to healthcare and nutrition, the National WIC Association helps pave the way for a brighter, healthier future for all families, while ensuring programs at the state and local levels are responsive to community needs. #NWA [WIC50th.nwica.org](https://www.wic50th.nwica.org) #WIC50
4. Join us in honoring the National WIC Association's efforts to create lasting change in policies that improve maternal and child health. Through their advocacy work, NWA provides vital support to families in need and drives progress towards a more equitable healthcare system. Learn more at [WIC50th.nwica.org](https://www.wic50th.nwica.org) #WIC50
5. "Innovation is a core principle of the WIC program, and NWA really drives innovation and research through the work that we're doing with our members," said Georgia Machell President & CEO, National WIC Association. Watch this month's video and learn more about NWA's role at WIC [WIC50th.nwica.org](https://www.wic50th.nwica.org)
6. Research shows that only half of eligible women and children across the country utilize WIC's services. Visit signupwic.com today to learn more about the many options for you and your family. #WIC50

